



SPONSORSHIP PROSPECTUS

CAUL ENABLING A MODERN CURRICULUM CONFERENCE 2022

ONLINE: 7 & 8 SEPTEMBER 2022

IN PERSON: 13 SEPTEMBER 2022

ABOUT THE EVENT

The CAUL Enabling a Modern Curriculum Conference 2022 will be a hybrid event held both online and face to face over three days in September 2022. The hybrid approach will maximise attendance by university library staff in Australia and New Zealand and provide sponsors with maximum exposure. The online event will take place over two days, on 7 and 8 September, followed by simultaneous in person workshops in five capital cities on 13 September.

The Conference will focus on the broad theme of Enabling a Modern Curriculum, highlighting the ways that libraries partner in the delivery of contemporary teaching and learning. Sponsorship of the CAUL Conference is an important opportunity to position your brand and connect with library staff and leaders at the forefront of teaching and learning and collection development.

Anticipated audience

This is CAUL's inaugural conference for a broad audience of all library staff. In line with our other high profile online events, we expect to attract in excess of 250 attendees for the online event, and between 20 and 80 attendees at each location for the in-person workshops. CAUL's events typically attract participation from senior leaders and decision makers, in addition to staff at other levels.

Registrations for the online event will be between \$35 and \$45 per person. The Conference has been designed as a low cost event to allow maximum participation in this unique professional development opportunity.

ABOUT CAUL

The Council of Australian University Librarians (CAUL) is the peak leadership organisation for university libraries in Australia and New Zealand. CAUL members are the University Librarians or equivalent of the 39 institutions that have representation on Universities Australia (UA) and the eight University Librarians or equivalent of the institutions that have representation on Universities New Zealand (UNZ) and who form the Council of New Zealand University Librarians (CONZUL), a committee of UNZ.

CAUL makes a significant contribution to higher education strategy, policy and outcomes through a commitment to a shared purpose: To transform how people experience knowledge – how it can be discovered, used and shared. CAUL's vision is that society is transformed through the power of research, teaching and learning. University libraries are essential knowledge and information infrastructures that enable student achievement and research excellence.

Enabling a Modern Curriculum is one of CAUL's four strategic priorities for 2020-2022.

SPONSORSHIP PACKAGES

Sponsor the online event, an in person event, or both!

ONLINE SPONSOR \$1,500

8 places available

The package includes the following:

- Each sponsor will be named as the sponsor for one current session. During that session, the sponsor will be acknowledged in the following ways:
 - Broadcast of a pre-recorded video presentation of up to five minutes (supplied by the sponsor) at the start of the session.
 - Sponsor logo on introductory slides and during question time.
 - Verbal acknowledgment in session close.
- Sponsor video will also be made available on demand outside of the programmed sessions.
- Sponsor's name and logo on all conference literature.
- Sponsor's name, logo and link on conference website.
- Banner advertisement on the conference platform.
- Three social media placements on Twitter (one to announce sponsorship, one in the week leading up to the event, one during the event).
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- One complimentary conference delegate registration.
- Delegate contact list provided (subject to privacy policy).

IN PERSON EVENT SPONSOR \$1,000

5 places available

The package includes the following:

- Named sponsorship rights for a workshop in one city.
- Acknowledgements at the opening and closing of the workshop.
- Sponsor's name and logo on the agenda for the workshop.
- Sponsor's name and logo on all conference literature.
- Sponsor's name and logo on the conference website.
- Opportunity to display corporate signage at the workshop (signage to be supplied by sponsor)
- Three social media placements on Twitter (one to announce sponsorship, one in the week leading up to the event, one during the event).
- One complementary delegate registration for the in-person experience at the location sponsored.
- Delegate contact list provided (subject to privacy policy).

Note: Sponsors may request sponsorship for a particular city, but the final decision on which sponsor is allocated to each location will be made by CAUL.