

Sponsorship Prospectus

Australian and New Zealand Society of Criminology Conference 2023

Hosted by Monash University

6-8 December 2023

Melbourne, Victoria



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Invitation to Participate

On behalf of the Organising Committee, we invite you to participate as a sponsor and/or exhibitor at the 35th Australian and New Zealand Society of Criminology (ANZSOC) Conference, which will be held at the State Library of Victoria from 6 – 8 December 2023 in Melbourne, Victoria. This is a face-to-face conference at which we hope you will join us.

For over three decades, the annual ANZSOC Conference has served as the premier event for criminology in Australia, New Zealand and the Asia Pacific region. With the goal of promoting study, understanding and co-operation in the field of criminology, conference delegates come from an array of fields including academic and public-sector researchers, criminal justice practitioners including policing, correctional and judicial representatives, and community members.

The 2023 Conference theme is *“Contesting Boundaries & Meeting Future Challenges.”*

This year’s event will be held in the heart of Melbourne City and is expected to attract 350 to 400 delegates.

As a supporter of the Conference, your organisation will be associated with Australasia’s premier event for criminology and criminal justice, your brand exposure will commence pre-event and continue throughout the conference and post-event.

Furthermore, you will enjoy the opportunity to:

- Demonstrate and launch new services, products and programs
- Network with delegates that play key decision-making roles in criminological research, policy and practice
- Gain industry insight and evaluate market trends to generate new business opportunities
- Demonstrate your involvement, commitment and support of ANZSOC and the broader criminology community
- Identify, learn from, and engage with leading local, national and international experts in areas of criminology and criminal justice
- Start relationships with contacts who may not be part of your current market or marketing strategy
- Access all plenary and sessional presentations

You can choose from a variety of sponsorship packages as listed below that best suit your budget and marketing needs. We are happy to consider ideas and amendments to the packages that maintain the spirit of supporting the conference at the designated levels.

We look forward to your support of this important event and see you in Melbourne.

Dr Naomi Pfitzner

2023 ANZSOC Conference Chair

Sponsorship Opportunities

Read through the packages below to learn about the inclusions. All packages include at least one full complimentary registration for the Conference. Packages can be booked via Fine Haus at anzsoc@finehaus.com.au

Sponsored events and activities

Keynote Sponsor – \$2,000 (Multiple Opportunities)

The keynote speech is the cornerstone event for the conference where the central theme of the conference is set, and it is a well-attended event. Being the primary event at the conference, it will ensure that your brand will be visible to a big number of delegates.

Benefits:

- One (1) complimentary full conference registration
- Logo and acknowledgement as Keynote Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Keynote Sponsor during the reception and at the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed with the Keynote event in the online program and conference app

Conference stream sponsor – \$4,000

Each year, the conference will have conference streams that are focused on specific themes proposed by delegates. Sponsoring specific conference streams will ensure that your brand is visible to a targeted audience.

Benefits:

- Two (2) complimentary full conference registrations
- Two (2) pull-up banners displayed during the conference stream (sponsor to supply)
- Logo and acknowledgement as Conference Stream Sponsor on respective conference stream materials including PDFs and broadcast emails
- Verbal acknowledgment as Conference Stream Sponsor during the reception and at the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed with the respective conference streams in the online program and conference app

Demonstration workshop during lunch break – \$2,000

This will be a good opportunity for sponsors to showcase and offer a live demonstration of their software to delegates.

Benefits:

- Opportunity to conduct a live demonstration of software to delegates during the lunch break
- One (1) complimentary full conference registration
- Logo and acknowledgement as Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Sponsor during the reception and at the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed with the list of sponsors in the online program and conference app

Coffee Cart Sponsor - \$2,500 per day (Exclusive)

The coffee cart will have a barista serving coffee, hot chocolate and tea from morning tea to afternoon tea each day of the main conference. The coffee cart includes a barista and up to 250 coffees a day.

Benefits:

- Coffee Cart Front Wrap (example pictured below) |



- Two (2) pull-up banners at the coffee cart (sponsor to provide)
- Logo acknowledgement as Coffee Cart Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as the Coffee Cart Sponsor in the opening session
- Logo, hyperlink and 200-word profile on the conference website

Conference Website Sponsor - \$3,000 (Exclusive)

The conference website is the main information source for delegates in the lead-up to the conference. Regular updates and extensive program and speaker information will ensure delegates will be visiting regularly – seeing your logo each time.

Benefits:

- Logo and hyperlink on every page of the conference website
- One (1) complimentary full conference registration
- Logo and acknowledgment as Website Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Website Sponsor in the opening session
- Logo, hyperlink and 50-word profile on the conference website
- Logo displayed on a holding slide in the plenary room
- One (1) PDF brochures/flyers available for download from the conference website
- One (1) promotional video in the conference website (sponsor to supply videos)

Conference App – \$2,000 (Exclusive)

The app is the main information source for delegates during the three-day conference. The conference program, room allocations and speaker information will ensure delegates will be regularly consulting the app and seeing your logo each time.

Benefits:

- Logo and hyperlink on every page of the conference app
- One (1) complimentary full conference registration
- Logo and acknowledgment as App Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as App Sponsor in the opening session
- Logo, hyperlink and 50-word profile on the conference website
- One (1) PDF brochures/flyers available for download from the conference website
- One (1) promotional video in the conference website (sponsor to supply videos)

On-demand pass for recorded plenary sessions \$1,500 (Exclusive)

The plenary sessions across the three-day conference event will be professional recorded and made available for on demand viewing after the conference. Delegates who are unable attend the conference in-person can register to access the plenary session at any time via the EventsAir platform. Delegates attending the conference can also add-on the on-demand pass to ensure that they don't miss any of the keynote speakers.

Name Badge and Lanyard Sponsor – \$3,000 (Exclusive)

The sponsorship opportunity offers prominent exposure of your organisation and logo. Each delegate will receive a lanyard and name badge when they register at the conference.

Benefits:

- One (1) complimentary full conference registration
- One colour logo printed on each delegate name badge and lanyard
- Logo and acknowledgment as Name Badge and Lanyard Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Website Sponsor in the opening session
- Logo, hyperlink and 50-word profile on the conference website
- Logo displayed on a holding slide in the plenary room
- One (1) PDF brochures/flyers available for download from the conference website

Conference Dinner Sponsor - \$4,000 (Exclusive)

The Dinner is always the highlight of the conference. Sponsoring the dinner is a fantastic opportunity to promote your organisation in a fun and relaxed environment. The dinner sponsorship also includes a chance to address delegates.

Benefits:

- Opportunity to address delegates during the dinner (five minutes)
- Two (2) complimentary full conference registrations
- Two (2) complimentary tickets to the dinner
- Two (2) pull-up banners displayed during the dinner (sponsor to supply)
- Logo and acknowledgement as Conference Dinner Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Conference Dinner Sponsor during the dinner and at the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed with the dinner in the online program and conference app

Welcome Reception Sponsor - \$4,000 (Exclusive)

The welcome reception is the drawcard event for day one of the conference. It is the first social opportunity for delegates to connect and network at the conference, many of whom haven't been able to connect in-person the last few years due to the COVID-19 pandemic.

Benefits:

- Opportunity to address delegates during the Welcome Reception (five minutes)
- Two (2) complimentary full conference registrations
- Two (2) pull-up banners displayed during the dinner (sponsor to supply)

- Logo and acknowledgement as Welcome Reception Sponsor on all conference materials including PDFs and broadcast emails
- Verbal acknowledgment as Welcome Reception Sponsor during the reception and at the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed with the Welcome Reception in the online program and conference app

Sponsorship Packages

Platinum Sponsor - \$10,000 (Exclusive)

Benefits:

- Opportunity to address delegates during the opening session (five minutes)
- Exhibition site in the catering area (includes a clothed trestle table, two chairs, access to a standard power outlet)
- Four (4) complimentary full conference registrations
- Six (6) discounted full conference registrations (early bird member rate)
- Four (4) pull-up banners displayed during the conference: two (2) in the plenary hall and two (2) in the catering breakout area (sponsor to supply banners)
- Logo and acknowledgement as the Platinum Sponsor in the opening session
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed on a holding slide in the plenary room
- Five (5) PDF brochures/flyers available for download from the conference website
- Acknowledgement as Platinum Sponsor in the ANZSOC newsletter and PacificCrim (subject to date of booking)
- Half-page advertisement in the ANZSOC newsletter and PacificCrim (subject to date of booking)

Gold Sponsor - \$5,000 (Multiple Opportunities)

Benefits:

- Exhibition site in the catering area (includes a clothed trestle table, two chairs, access to a standard power outlet)
- Two (2) complimentary full conference registrations
- Two (2) discounted full conference registrations (early bird member rate)
- Two (2) pull-up banners displayed during the conference: one (1) in the plenary hall and one (1) in the catering breakout area (sponsor to supply banners)
- Verbal acknowledgement as the Gold Sponsor in the opening session
- Logo acknowledgement as Gold Sponsor on all conference materials including PDFs and broadcast emails
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed on a holding slide in the plenary room

- Three (3) PDF brochures/flyers available for download from the conference website
- Two (2) promotional videos in the conference website (sponsor to supply videos)

Silver Sponsor - \$3,000 (Multiple Opportunities)

Benefits:

- Exhibition site in the catering area (includes a clothed trestle table, two chairs, access to a standard power outlet)
- Two (2) complimentary full conference registrations
- One (1) pull-up banner displayed during the conference in the plenary hall (sponsor to supply)
- Verbal acknowledgement as the Silver Sponsor in the opening session
- Logo acknowledgement as Silver Sponsor on all conference materials including PDFs and broadcast emails
- Logo, hyperlink and 200-word profile on the conference website
- Logo displayed on a holding slide in the plenary room
- Two (2) PDF brochures/flyers available for download from the conference website
- One (1) promotional video in the conference website (sponsor to supply videos)

Advertising

The following advertising options are available to reinforce other sponsorship packages or as individual items. For example, an advertisement on the conference website is a fantastic way to get additional exposure, promote your stand at the conference and keep your name in front of delegates during the Conference.

Opportunities:

- Brochure/flyer/video on the conference website and program - \$500 (sponsor responsible for the production and supply of materials)
- Signage at the conference (standard pull-up banner) - \$500 per banner (sponsor responsible for the production and supply of banners)