



AATE ALEA 2024

Your next chapter awaits with possibility, aplenty

Sponsorship Prospectus



National Conference 2024

10 – 13 July, Adelaide

Adelaide Convention Centre
Adelaide, South Australia

www.englishliteracyconference.com.au

Message from the Conference Co-Convenors



The Australian Association for the Teaching of English and the Australian Literacy Educators' Association invites you to participate in their 2024 National Conference which is based around the theme, Your next chapter awaits with possibility, aplenty. The conference will be held at the Adelaide Convention Centre in Adelaide, South Australia, from Wednesday 10th July to Saturday 13th July 2024.

The Australian Association for the Teaching of English (AATE) provides a national voice with local impact, strengthens professional connections and collaborates to influence the teaching of English in Australia. The Australian Literacy Educators' Association (ALEA) is dedicated to the improvement of literacy development across all educational sectors and levels.

The 2024 AATE ALEA National Conference is expected to attract more than 800 in-person delegates, coming together to consider the next chapter for English and literacy learners and educators.

The National Conference attracts professionals from the Early Years, Preschool, Primary, Secondary and Tertiary education sectors as well as those who have a personal interest in the development of literacy, literature and English learning in all its forms. This includes authors, illustrators, publishing companies, policy officers and resource developers from all sectors. With its sweeping vineyards, world-class events and stunning coastline, Adelaide has proved a popular venue for delegates; the 2016 National Conference in Adelaide remains one of our most successful in terms of attendance in many years, and we plan to replicate this success in 2024.

The 2024 AATE ALEA National Conference will acknowledge sponsors in the pre-conference promotional materials, including through our social media accounts, as well as during the conference. Delegates will be actively encouraged to visit the exhibition area to maximise opportunities for exhibitors to promote their goods and services. To facilitate visits, all meals will be served inside the exhibition hall to ensure maximum and continuous exposure for exhibitors and sponsors.

Secure your sponsorship early. Booths will be allocated on a 'first come, first served' basis. Early confirmation will also ensure greater exposure of your logo on the conference website and in marketing. We encourage you to consider favourably the information in this package and contact us for further assistance. Information about the conference including invited speakers and authors can be found at:

www.englishliteracyconference.com.au

We look forward to connecting with you in person very soon!

Sarah McDonald

SAETA President
& AATE Delegate

Jill Colton

ALEA SA Local
Council President

Frankie Roberts

ALEA SA State Director



**AATE
ALEA
2024**

Your next chapter awaits with possibility, aplenty.



National Conference 2024
10 – 13 July, Adelaide

Major Sponsorship Packages

Platinum Sponsor	Exclusive	\$27,500
Gold Sponsor	Limited	\$16,500
Silver Sponsor	Limited	\$11,000
Bronze Sponsor	Limited	\$5,500
Exhibition Sponsor	Multiple	\$3,250

Program Sponsorship Packages

International Keynote Speaker Sponsor	Limited	\$5,500
Conference Dinner Sponsor	Exclusive	\$5,500
Australian Keynote Speaker Sponsor	Limited	\$4,400
Australian Literary Breakfast Sponsor	Exclusive	\$3,300

Delegate Experience Sponsorship Packages

Wi-Fi Sponsor	Exclusive	\$4,400
Barista Sponsor	2 Available	\$3,300

Scholarship Sponsorship Packages

Nea Stewart-Dore Scholarship Sponsor	Multiple	\$2,200
Teacher Scholarship Sponsor	Multiple	\$1,100
Preservice Teacher Scholarship Sponsor	Multiple	\$1,100

Advertising Packages

Satchel insert – virtual	Multiple	\$550
Advertising – Half Page	Multiple	\$450
Advertising – Quarter Page	Multiple	\$330



**AATE
ALEA
2024**

Your next chapter awaits with possibility, aplenty



National Conference 2024

10 – 13 July, Adelaide

Major Sponsorship Packages Overview

Please see below how AATE ALEA 2024 Major Sponsorship Packages can provide your company with unique tools and more opportunities to engage and interact with attendees at the event.

Conference Website & Digital Communication

The Conference website is the main source of information and a valuable tool to provide up to date material to all delegates. (Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url).

Throughout planning of the event, delegates receive updates and communication which will be branded with your logo.

Connecting with the AATE / ALEA community through social media posts is another way to get your company logo and branding in front of a targeted audience.

Conference e Handbook

The Conference e Handbook will be made available to all registrants as an app. This will include sponsor advertising space, information on how to participate in the event, conference program and frequently asked questions.

This will be a valuable resource for delegates to reference when attending the event, with many referring to it afterwards to share ideas with colleagues, so sponsor advertising continues to receive exposure after the event.

In Person Conference

Having company representatives in person onsite at the Adelaide Convention Centre provides sponsors with the ultimate opportunity to talk business face to face. The In Person experience provides sponsors and delegates the opportunity to interact and meet face to face in a spacious and well-planned area conducive to colleagues engaging and networking.

The social program including the Welcome and Conference Dinner is an added feature to the program allowing additional networking time to maximise your sponsorship investment.

The Conference App

The Conference App will be available for all registered delegates. With sponsored branding, the full program, contact exchange, notifications and alerts. The app compliments the In Person event for a full delegate experience.

Post Conference

Contacting delegates post event allows you to follow up important conversations and connections, further extending your sponsorship package and value for money.

Major Sponsorship Packages

	Platinum (Exclusive) AU \$27,500 <small>incl GST</small>	Gold (Limited) AU \$16,500 <small>incl GST</small>	Silver (Limited) AU \$11,000 <small>incl GST</small>	Bronze (Limited) AU \$5,500 <small>incl GST</small>	Exhibitor AU \$3,250 <small>incl GST</small>
Conference Website & Digital Communication					
Co-branding across all Conference logos and branding	✓				
Logo recognition on home page	✓	✓			
Logo listed under Sponsors with hyperlink to business website along with a 250 word company profile	✓				
Logo listed under Sponsors with hyperlink to business website	✓	✓	✓	✓	✓
Social Media Post	✓ x5	✓ x3	✓ x2	✓ x1	
Branding on all digital communication and collateral distributed to delegates	✓	✓			
Conference e Handbook					
Co-branding throughout Conference branded e handbook	✓				
Sponsor Advertisement	✓ x2	✓ x1	✓ x ^{1/2}	✓ x ^{1/4}	
Recognition in list of Sponsors	✓	✓	✓	✓	✓
In Person Meeting					
Opportunity to address the audience in the opening Plenary Session (3-5 minutes)	✓				
Program Sponsor – select your preferred session to sponsor	✓ x2	✓ x1			
Verbal acknowledgment in Opening Session & Closing Session	✓	✓			
3 x 3 m Trade Booth	✓ x2	✓ x1	15% discount	10% discount	✓ x1
Logo and acknowledgment on Conference PowerPoints	✓	✓	✓	✓	✓
Satchel Insert	✓	✓	✓		

	Major Sponsorship Packages				
	Platinum (Exclusive) AU \$27,500 <small>incl GST</small>	Gold (Limited) AU \$16,500 <small>incl GST</small>	Silver (Limited) AU \$11,000 <small>incl GST</small>	Bronze (Limited) AU \$5,500 <small>incl GST</small>	Exhibitor AU \$3,250 <small>incl GST</small>
Conference App					
Logo on download/loading page	✓				
Dedicated icon & page	✓	✓			
Logo on footer of Conference app	✓	✓			
Listed in Sponsor icon incl logo, contact, description & send message	✓	✓	✓	✓	✓
Registrations & Tickets					
In Person Registrations	✓ X5	✓ x3	✓ x2	✓ x1	✓ x1
Dinner Tickets	✓ x5	✓ x3	✓ x2	✓ x1	
Delegate List					
List of participating attendees (who provide consent)	✓	✓	✓	✓	
	2 Weeks Prior	1 Week Prior	At Meeting	After Meeting	

Program Sponsorship Opportunities

International Keynote Speaker Sponsor

AUD \$5,500 (Inc GST) – Limited

Have your organisation associated with a leader in the profession by meeting the expenses of one of our international keynote speakers. Overall benefits include:

- Company logo displayed on the conference website home page and sponsor page
- Acknowledged as the International Keynote Sponsor in the Conference e-handbook
- Acknowledgement of sponsorship at the opening and closing of the International Keynote Speaker's session
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Acknowledgement as a sponsor on slide presentations (logo will appear onscreen before and after presentations in both plenary and concurrent sessions).
- One complimentary in-person registration for the full conference, including welcome reception and farewell function
- One complimentary dinner ticket

Conference Dinner Sponsor

AUD \$5,500 (Inc GST) – Exclusive

Contribute to the Conference Dinner, a time when delegates network together to celebrate their engagement in the conference and their commitment to the English/Literacy teaching profession. Our delegates love to break out the dance moves, connect with people from around Australia and beyond, and establish network relationships. Your contribution will offset costs and ensure the event is one all participants can attend. Overall benefits include:

- Company logo displayed on the conference website home page and sponsor page
- Acknowledged as the Conference Dinner Sponsor in the Conference e-handbook
- Opportunity to address the participants at the Conference Dinner with a speech no longer than 5 minutes
- Acknowledgement of sponsorship at the opening and closing of the Conference Dinner
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Acknowledgement as a sponsor on slide presentations (logo will appear onscreen before and after presentations in both plenary and concurrent sessions).
- One complimentary in-person registration for the full conference, including welcome reception and farewell function
- Two complimentary dinner tickets

Program Sponsorship Opportunities continued..

Australian Keynote Speaker Sponsor

AUD \$4,400 (Inc GST) - Limited

Have your organisation associated with a leader in the profession by meeting the expenses of one of our Australian keynote speakers. Overall benefits include:

- Company logo displayed on the conference website home page and sponsor page
- Acknowledged as the Australian Keynote Sponsor in the Conference e-handbook
- Opportunity to introduce the sponsored Australian Keynote Speaker prior to their address
- Acknowledgement of sponsorship at the opening and closing of the Australian Keynote Speaker's session
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Acknowledgement as a sponsor on slide presentations (logo will appear onscreen before and after presentations in both plenary and concurrent sessions).
- One complimentary in-person registration for the full conference, including welcome reception and farewell function
- One complimentary dinner ticket

Australian Literary Breakfast Sponsor

AUD \$3,300 (Inc GST) – Two Packages Available

Have your organisation associated with a high calibre author as they share their experiences and craft with delegates keen to learn from an expert. Overall benefits include:

- Company logo displayed on the conference website home page and sponsor page
- Acknowledged as the Australian Literary Breakfast Sponsor in the Conference e-Handbook
- Opportunity to introduce the sponsored Australian Literary Breakfast Author prior to their address at the breakfast
- Acknowledgement of sponsorship at the opening and closing of the literary breakfast
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Acknowledgement as a sponsor on slide presentations (logo will appear onscreen before and after presentations in both plenary and concurrent sessions).
- One complimentary in-person registration for the full conference, including welcome reception and farewell function
- One complimentary dinner ticket

Delegate Experience Sponsorship Opportunities

Delegate Experience packages will receive the following standard entitlements:

- Recognition as a sponsor (with organisation logo) in the Conference e-handbook
- Recognition as a sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to the organisation's home page
- Use of the Conference logo for marketing purposes until the end of July 2024.

Wi-Fi Sponsor

AUD \$4,400 (Inc GST) – Exclusive

Help delegates stay connected by sponsoring the Wi-Fi connection.

Providing Wi-Fi at events is a critical, must-have resource. This sponsorship will promote your company to all delegates attending the conference. Overall benefits include:

- Company logo displayed at the registration desk at the conference with Wi-Fi log in details.
- Opportunity to customise the Wi-Fi sign in or password name (subject from approval of the conference committee).
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- One complimentary in-person registration for the full conference, including welcome reception and farewell function

Barista Sponsor

AUD \$3,500 (Inc GST) – 2 Available

Be the bearer of good moods and keep our delegates on their toes as our Barista Coffee Cart Sponsor. Delegates will receive one complimentary hot drink and will then purchase additional hot drinks from you. Overall benefits include:

- Company logo displayed on the conference website home page and sponsor page being named the Barista Coffee Cart Sponsor.
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Opportunity to provide branded cups.
- One complimentary in-person registration for the full conference, including welcome reception and farewell function

Scholarship Sponsorship Opportunities

Scholarship Sponsorship Packages below will receive the following standard entitlements:

- Recognition as a sponsor (with organisation logo) in the Conference e handbook
- Recognition as a sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to the organisation's home page
- Use of the Conference logo for marketing purposes until the end of July 2024.
- Promotion through AATE ALEA National Conference Social Media - acknowledgement of sponsorship
- Opportunity to share your sponsorship story through the crafting of a media release (sponsor to engage with recipient, Conference Sponsorship Committee facilitates sharing of contact details).

Nea Stewart-Dore Scholarship Sponsor

AUD \$2,200 (Inc GST) – Multiple

The International Development in Oceania Committee (IDOC) is a Standing Committee of the International Literacy Association (ILA) and has a long history of collaboration and cooperation with and between the Australian Literacy Educators' Association (ALEA) and the New Zealand Literacy Association (NZLA). In collaboration with IDOC, ALEA coordinates the Nea Stewart-Dore scholarship. Nea Stewart Dore was a long standing ALEA member who contributed to the Association in a number of ways. In memory of Nea's steadfast commitment to ALEA and IDOC, the Australian Literacy Educators' Association National Council embarks on an annual fund raising campaign to provide two scholarships to Oceania teachers to attend the annual ALEA National Conference.

These scholarships fund return economy airfares from Oceania to Australia, travel insurance and conference registration. Sponsorship in this package supports educators from Oceania to engage in our conference, sharing their learning with us and returning to the country with new learning.

Teacher Scholarship Sponsor

AUD \$1,100 (Incl GST) – Multiple

To recognise and facilitate stronger links with people from diverse backgrounds and experiences, the conference offers the opportunity for organisations to sponsor delegate subsidies. This package includes their attendance at the conference, including the welcome reception and farewell function as well as membership to either AATE or ALEA, and a bookshop voucher for \$100.

This package offers ongoing support to teachers as they continue to access the support provided by their chosen professional organisation.

Preservice Teacher Scholarship Sponsor

AUD \$1,100 (Inc GST) – Multiple

Investing in our future teachers, the conference offers the opportunity for organisations to sponsor delegate subsidies for preservice teachers. This package includes their attendance at the conference, including the welcome reception and farewell function as well as membership to either AATE or ALEA, and a bookshop voucher for \$100.

Preservice teachers will be invited to join the committee of their chosen association in their home state/area, to ensure ongoing support is provided to them as they continue their studies. This package offers ongoing support to preservice teachers as they continue to access the support provided by their chosen professional organisation.

Advertising Sponsorship Opportunities

Satchel Insert

AUD \$1,100 (Incl GST)

Your organisation's product sample, promotional item or brochure can be provided as part of the satchel station available to all delegates who arrive onsite to attend the conference. Size of inserts should be no larger than A4 and the number of inserts for this conference will be shared closer to the conference dates.

Advertising Half page

AUD \$550 (Incl GST)

The Conference e Handbook will be available as a PDF download, accessible to all delegates. It will be an important source of information for delegates, containing details about the program, speaker bios, abstracts, etc. The e Handbook will continue to be available for viewing for a period of time after the conference further extending your investment.

Advertising Quarter page

AUD \$330 (Incl GST)

The Conference e Handbook will be available as a PDF download, accessible to all delegates. It will be an important source of information for delegates, containing details about the program, speaker bios, abstracts, etc. The e Handbook will continue to be available for viewing for a period of time after the conference further extending your investment.