



2024
Reignite the Fight

23-25 October
Gold Coast, Australia

Sponsorship Proposal

The Oceania Tobacco Control Conference (OTCC) is a biennial conference that brings together tobacco control researchers, advocates, policy makers, and program administrators from Australia, New Zealand and Pacific Island nations. The conference provides a forum to share the latest tobacco control research, policy developments and programs from our region and to showcase best practice and emerging trends from international jurisdictions.

The target audience is tobacco control experts, researchers, policy makers, health professionals and students. OTCC 2024 will offer a thought provoking and inspiring three-day conference program where delegates will hear compelling presentations from several experts, share progress and challenges in tobacco and e-cigarette control, and have plenty of opportunities to network with like-minded peers.

Previous OTCC hosts have made concerted efforts, through scholarships, to support the attendance of delegates who may not otherwise be able to attend. This specifically includes our neighbours from Pacific Island nations, people working with priority populations including people working in the community service sector, people working in Aboriginal Community Controlled Health Organisations and students. Enabling these delegates to attend provides an opportunity to share and learn from their perspectives and build capacity to address tobacco use in their communities.

We are expecting over 300 delegates from across the Oceania region to attend the conference in 2024. OTCC 2024 is to be held Wednesday 23rd October 2024 to Friday 25th October 2024 inclusive, on the Queensland Gold Coast.

Proudly hosted by



The Proposal

Why sponsor this event?

- Demonstrate your commitment to tobacco and vaping control, working with communities and in public health,
- Reach over 300 tobacco control experts, academics and students from across the Oceania region, and
- Increase your brand visibility and engagement!

To host a successful OTCC event in 2024, Cancer Council invites your agency or organisation to be part of this prominent conference by providing sponsorship.

OTCC brings together tobacco control experts, policy influencers, academics and students from Australia, New Zealand, and the Pacific Islands of the Oceania region. These key stakeholders play an important role in:

- Identifying and addressing key tobacco control issues,
- Strengthening research and practice,
- Exploring potential collaborations or partnerships across sectors.

In 2024, the conference will be hosted face-to-face in the Queensland Gold Coast, with plenary sessions available to view online for delegates.

We are expecting a diverse range of speakers and over 300 delegates, facilitating positive face-to-face collaboration after COVID-19 restrictions and the last conference hosted in 2019.

The 2019 conference in Sydney hosted 450 attendees from over 130 organisations, across 16 countries. Over 90% of delegates reported the conference content was relevant to their work, they had increased awareness



of tobacco control evidence, and they intended to implement the learnings from the conference.

OTCC conferences are only possible with the generous support from financial and supplier sponsors.

We expect the conference will attract substantial attention, which offers your agency or organisation a unique opportunity for brand visibility and engagement with key stakeholders from across the Oceania region.

This is an excellent opportunity to demonstrate your organisations involvement in and commitment to tobacco control and promote your work and services.

Sponsorship packages are outlined on the following pages.

Sponsorship Packages

Conference Partner 100K+

- Promoted and recognised as “Conference Partner” via:
 - Conference program (premier position)
 - Main screen in plenary hall and online plenary sessions
 - OTCC 2024 website
 - Event marketing and advertising
- Full page advertisement in Conference program
- Acknowledgement and recognition during welcome plenary and closing remarks
- Opportunity to speak in or chair a plenary session
- Input on selection of a keynote speaker or panel discussion member
- Reserved seating during plenary sessions
- Complimentary booth in exhibition hall
- 6 complimentary full conference registrations
- Opportunity to provide organisation’s signage at conference venue
- Placement of organisation’s promotional item in conference satchel
- Provision of ‘Proudly Supporting’ logo and email signature to promote your organisation’s involvement in OTCC 2024
- Certificate of appreciation



Sponsorship Packages *continued*

Gold Sponsor \$60K+

- Promoted and recognised as “Gold Sponsor” via:
 - Conference program (prominent position)
 - Main screen in plenary hall and online plenary sessions
 - OTCC 2024 website
 - Conference app
 - Event marketing and advertising
- Half page advertisement in Conference program
- Acknowledgement and recognition during welcome plenary and closing remarks
- Opportunity to chair a plenary session
- Input on selection of a keynote speaker or panel discussion member
- Reserved seating during plenary sessions
- Discounted booth in exhibition hall
- 4 complimentary full conference registrations
- Opportunity to provide organisation’s signage at conference venue
- Placement of organisation’s promotional item in conference satchel
- Provision of ‘Proudly Supporting’ logo and email signature to promote your organisation’s involvement in OTCC 2024
- Certificate of appreciation

Silver Sponsor \$25K+

- Promoted and recognised as “Silver Sponsor” via:
 - Conference program
 - Main screen in plenary hall and online plenary sessions
 - OTCC 2024 website
 - Conference app
 - Event marketing and advertising
- Quarter page advertisement in Conference program
- Acknowledgement and recognition during welcome plenary and closing remarks
- Input on a panel discussion member
- Discounted booth in exhibition hall
- 2 complimentary full conference registrations
- Opportunity to provide organisation’s signage at conference venue (defined areas)
- Placement of organisation’s promotional item in conference satchel
- Certificate of appreciation

If your organisation is keen to support the conference through a more tailored sponsorship arrangement, please contact us to negotiate a package that best suits your needs and capacity.

Sponsorship Matrix

SPONSOR CATEGORY		Partner \$100K+	Gold \$60K+	Silver \$25K+
PACKAGE BENEFITS	Logo placement in Conference Program	X	X	X
	Logo placement on main screen in plenary hall and online plenary sessions	X	X	X
	Logo placement on OTCC 2024 website (tiered sponsorship)	X	X	X
	Promoted as partner or sponsor through event marketing and advertising	X	X	X
	Full page advertisement in conference program	X		
	Half page advertisement in conference program		X	
	Quarter page advertisement in conference program			X
	Acknowledgement and recognition during welcome plenary and closing remarks	X	X	X
	Opportunity to speak in plenary session	X		
	Opportunity to chair a plenary session	X	X	
	Input on selection of a keynote speaker	X	X	
	Input on selection of a panel discussion member	X	X	X
	Reserved seating during plenary sessions	X	X	
	Complimentary or discounted booth in exhibition hall	X		
	Discounted booth in exhibition hall		X	X
	Complimentary full conference registration passes	6 passes	4 passes	2 passes
	Opportunity to provide organisation's signage at conference venue	X	X	X
	Placement of organisation's promotional item in conference satchel	X	X	X
	Provision of 'Proudly Supporting' logo and email signature to promote your organisation's involvement in OTCC 2024	X	X	
	Certificate of appreciation	X	X	X

Important Details

About Cancer Council

We believe in a cancer-free future. There are things that we can all do every day to help make this happen. Together with our volunteers, supporters, stakeholders and staff, we are committed to reducing the impact of cancer on individuals and the community, and to lessening the burden for people affected by cancer.

We are the only organisation that works across every area of every cancer:

- Conducting and funding world-class research that underpins our work across the cancer journey
- Preventing cancer
- Supporting people as they navigate the cancer journey
- Advocating to ensure that governments take action on cancer.

Cancer Council is an independent charity and is largely community funded. Our unique combination of local program delivery, community engagement and national influence enables everyone who cares about cancer to make the biggest possible difference.

In the past, Cancer Councils around Australia have hosted OTCC in partnership, or with significant sponsorship from the Commonwealth, state and territory government departments and affiliated organisations. All these groups are commonly invested in one goal – reducing the impact of tobacco and e-cigarette use, and related health issues in our communities.

Conflict of interest policy

OTCC 2024 requires all suppliers, contractors, delegates, speakers and organisations involved either financially or voluntarily to agree to the OTCC 2024 Conflict of Interest (COI) Policy. In ensuring this is adhered to, all potential sponsors will be required to sign a declaration advising that they agree with the COI. The COI can be provided for all interested parties and will also be available to download on the conference website.

Contact and next steps

OTCC 2024 would be thrilled to welcome your agency or organisation as a sponsor of this exciting conference. If you would like to discuss in further detail, or have interest in becoming a sponsor, please contact either:

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Libby Jardine

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