

UNIVERSITIES AUSTRALIA MARKETING COMMUNICATIONS AND DEVELOPMENT CONFERENCE



PARTNERSHIP PROSPECTUS

SYDNEY

3 - 4 SEPTEMBER 2019

#UAMCD

UNIVERSITIES AUSTRALIA MARKETING COMMUNICATIONS AND DEVELOPMENT CONFERENCE PARTNERSHIP PROSPECTUS

Universities Australia is the peak body representing Australia's 39 comprehensive universities.

Each year, we run the Universities Australia Marketing, Communications and Development Conference – the only event run by the sector, for the sector, in these specialist fields.

UAMCD is the premier skills development conference for our sector's storytellers – the people working in marketing, communications and philanthropy at our member universities.

Our aim is to share great work, develop their skills, and inspire them in their work for these public education institutions.

It is the must-attend event for everyone in marketing, communications and development in higher education.

It is also a key go-to networking event for all those who wish to support, build relationships and do business with the sector.

WHY PARTICIPATE IN THIS CONFERENCE?

The higher education sector is a significant part of the economy. Our universities contributed \$25 billion to Australia's economy in 2013 – accounting for more than 1.5 per cent of GDP – and generating export income of almost \$35 billion for Australia in 2018.

Australian universities educate 1.4 million students and employ almost 130,000 full-time equivalent staff. There are 246 campuses located around Australia and offshore.

The program is headlined by major international and national speakers who make news, stimulate debate and are influential leaders in their fields.

Your involvement as a partner will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.

WHERE AND WHEN?

VENUE

Dockside,
Cockle Bay Wharf,
Sydney

DATE

3 - 4 September 2019



DELEGATE PROFILE

UAMCD is a priority event for an ever-growing number of delegates. The range of attendees broadly reflects Universities Australia's intended target audience: senior university staff in marketing, communications and development, philanthropic organisations, media and higher education sector agencies.

2018 HIGHLIGHTS

39 Australian universities represented by senior management across the marketing, communications and development professions

45+ high profile presenters

250 participants

PROGRAM

The program runs over two full days and is comprised of a mix of plenary and concurrent sessions, including a number of networking opportunities.

FURTHER INFORMATION

Please contact Paulina Leko, Events Manager on 02 6285 8129 or events@universitiesaustralia.edu.au

PARTNERSHIP PACKAGES

KEY PARTNER - UP TO FOUR AVAILABLE - \$10,000 (ex GST)

The key partnership package includes:

- Up to **two** complimentary registrations to attend the two-day conference, welcome reception and awards lunch;
- Up to **two** tickets to attend an exclusive networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Monday 2 September;
- 1 x one page A4 satchel insert;
- Reference in the Program Committee welcome in the conference handbook;
- Your logo displayed on the conference website;
- Your logo and 300 word organisational blurb included in the conference handbook;
- 1 x full-page advert in the conference program;
- Small exhibitor space made up of a clothed trestle table and two chairs in the catering break area of the venue;
- The opportunity to provide a 90 second promotional video to be screened during various plenary sessions;
- Your logo displayed in the main conference room and throughout the conference venue where appropriate; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title, organisation and email** in PDF format).

AWARDS LUNCH - EXCLUSIVE - \$7,000 (ex GST)

The official UAMCD awards lunch provides an exclusive opportunity for one partner to promote their brand at one of the key social events of the conference.

This partnership package includes:

- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- **Three** additional complimentary tickets to the awards lunch;
- **One** ticket to attend an exclusive networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Monday 2 September;
- The opportunity to provide a 90 second promotional video to be screened at the beginning of the awards lunch;
- 1 x one page A4 satchel insert;
- Reference in the Program Committee Chairs' welcome in the conference handbook;
- Your logo displayed on the conference website;
- Your logo and 250 word organisational blurb included in the conference handbook;
- 1 x half-page advert in the conference program ;
- Your support will be formally acknowledged by the MC of the lunch;
- Opportunity to display your organisational banners during the awards lunch; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

WELCOME RECEPTION - EXCLUSIVE - \$7,000 (ex GST)

The welcome reception is the high-profile opening event of the conference and will be held on Tuesday 3 September, following the first full day of the program. This package provides an exclusive opportunity for one partner to promote their brand in a relaxed setting primed for networking.

This partnership package includes:

- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- **Three** additional complimentary tickets to the welcome reception;
- **One** ticket to attend an exclusive networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Monday 2 September;
- 1 x one page A4 satchel insert;
- Reference in the Program Committee Chairs' welcome in the conference handbook;
- Your logo displayed on the conference website;
- Your logo and 250 word organisational blurb included in the conference handbook;
- 1 x half-page advert in the conference program;
- Your support will be formally acknowledged by the MC of the event;
- Opportunity to display your organisational banners during the welcome reception; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

COFFEE CART - EXCLUSIVE - \$5,000 (ex GST) **SOLD**

Highly sought after, and strategically placed, the coffee cart provides an exclusive opportunity for one partner to promote their brand to delegates.

This partnership package includes:

- Naming rights and branding on the coffee cart;
- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- **Two** additional complimentary tickets to the welcome reception;
- 1 x one page A4 satchel insert;
- Your logo displayed on the conference website;
- Your logo and 200 word organisational blurb included in the conference handbook;
- Reference in the Program Committee Chairs' welcome in the conference handbook; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

SACHEL - EXCLUSIVE - \$5,000 (ex GST)

With one provided to each delegate, the conference satchel provides an exclusive opportunity for one partner to promote their brand extensively during, and after, the conference.

The conference satchel will be sourced and designed by Universities Australia in close consultation with the partner, with Universities Australia to also have a small logo placed on the satchel.

This partnership package includes:

- Naming rights and logo placement on the satchel;
- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- **Two** additional complimentary tickets to the welcome reception;
- 1 x one page A4 satchel insert;
- Your logo displayed on the conference website;
- Your logo and 200 word organisational blurb included in the conference handbook;
- Reference in the Program Committee Chairs' welcome in the conference handbook; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

LANYARD - \$4,000 (ex GST) **SOLD**

With one provided to each delegate, the conference lanyard provides an exclusive opportunity for one partner to promote their brand extensively during the conference.

This partnership package includes:

- Naming rights and logo placement on the lanyard;
- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- 1 x one page A4 satchel insert;
- Your logo displayed on the conference website;
- Your logo and 150 word organisational blurb included in the conference handbook;
- Reference in the Program Committee Chairs' welcome in the conference handbook; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

STATIONERY - \$4,000 (ex GST) **SOLD**

Provided to each delegate in their conference satchel, conference stationery provides an exclusive opportunity for a partner to promote their corporate brand to delegates. Conference stationery includes a branded notepad and pen. The stationery will be sourced and designed by Universities Australia in close consultation with the partner.

This partnership package includes:

- Sole naming rights and logo placement on the notepad and pen placed in every delegate satchel;
- **One** complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- 1 x one page A4 satchel insert;
- Your logo displayed on the conference website;
- Your logo and 150 word organisational blurb included in the conference handbook;
- Reference in the Program Committee Chairs' welcome in the conference handbook; and
- Access to the delegate list two weeks prior to the conference in accordance with Privacy Legislation 2001 (**name, title and organisation** in PDF format).

KEY DATES

Logos for website and newsletters	As soon as partnership agreement confirmed
Logos for conference handbook*	Friday 26 July 2019
Blurbs for conference handbook*	Friday 26 July 2019
Satchel inserts delivered to Universities Australia**	Friday 16 August 2019
UAMCD 2019	3-4 September 2019

*If logos and blurbs are not received by the due date, Universities Australia cannot guarantee inclusion in the conference handbook.

**If satchel inserts are not delivered to Universities Australia by the due date, inclusion in the satchels will not be guaranteed.

TERMS AND CONDITIONS

1. Sponsorship packages will be allocated in order of receipt of signed booking forms.
2. The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.

PAYMENT DETAILS

1. A confirmation letter and invoice will be sent upon receipt of the signed booking form.
2. If payment is not received within 30 days of receipt of invoice the booking may be cancelled, and the package made available for sale.
3. Cancellations of sponsorship packages must be made in writing.
4. Cancellations received 60 days or more prior to the commencement of the conference will receive a full refund only if Universities Australia is able to resell the package in question.
5. Cancellations made within 60 days of the commencement of the conference will result in full forfeiture of all monies paid.
6. All prices stated are GST exclusive.



SPONSORSHIP APPLICATION

SPONSOR DETAILS

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

Mobile phone

Email

SPONSORSHIP ITEM(S) REQUESTED

Please tick ✓
the requested
sponsorship and
total the cost

Sponsorship

Unit cost

Key Partner

\$10,000

Awards lunch

\$7,000

Welcome Reception

\$7,000

Coffee Cart

SOLD

Sponsorship

Unit cost

Satchel

\$5,000

Lanyard

SOLD

Stationery

SOLD

Total

Unit cost is ex GST

PAYMENT

Please tick ✓ to
indicate payment
method

Direct deposit (EFT)—Banking details for EFT payments will be provided on your invoice

Credit card

(please specify):

Mastercard

Visa

Name on card

Card number

Expiry date

Amount

Signature

We agree to the terms and conditions as relating to sponsorship at the 2019UAMCD Conference outlined on the previous page.

Signature

Date

Please return the completed form to: UAMCD_events@universitiesaustralia.edu.au