

### 2015 APEN Conference

# Sponsorship Prospectus

ADELAIDE, SOUTH AUSTRALIA 10 - 12 NOVEMBER 2015





# 2015 APEN CONFERENCE

The Australasian Pacific Extension Network (APEN) will present its bi-annual Conference in Adelaide from November 10 to 12. The Conference aims to arm attendees with knowledge and skills needed to embrace the challenges of the changing world before us. Changes include developments in communication, the adoption of social media, the increasing use of on-line communication platforms and challenges in sourcing funding as government policies change.

The theme for this year's Conference is 'Managing change, innovation and action in an ever-shrinking world'. Under this banner, key focus areas are:

The 'On-line' world | Measuring effectiveness | Change and innovation | Meaningful engagement

### ABOUT APEN

The Australasia-Pacific Extension Network (APEN) is the leading professional association for people whose job involves facilitating change in communities. With 450 members across Australia and beyond, this organisation is leading the resurgence in the profession of extension and facilitating change. APEN's vision is to be the peak body for professionals working with people to facilitate change and innovation in primary industries, natural resource management and communities.

Many different organisations and industries are realising the need to be involved in facilitating change across communities. To effect these changes, extension practitioners need to learn new skills and draw on the learning and resources of others to improve their practice and theory. The agenda for this APEN Conference is to provide that skill and share learning – as everyone has an interest in ensuring that regional communities do experience change in a positive and supported way.

In making a commitment to become a sponsor, your company will be assured of high-profile exposure, both at APEN Conference and in the related promotional activities. This exposure will include exposure using some of the most innovative technology options available.

The APEN Conference will be promoted broadly across Australia and New Zealand. APEN is expecting over 150 delegates to join us in November for the Conference. To secure your place at the APEN Conference, simply choose the sponsorship option that best suits you, complete the application form and forward to the details specified on the form. See the conference website for more detail about the conference www.apen.org.au/Conference\_2015.

#### Further information:

Jeanette Long President, APEN E | jeanette@agconsulting.com.au M | 0438 373993 Trevor Ranford Sponsorship Coordinator E | sahort@bigpond.com M | 0438 442 870 Rebecca Olthoff Conference Planner E | rebecca@dailyevents.com.au M | 0403 509 736

APEN - Rosemary Currie, APEN Secretariat, 02 6024 5349, info@apen.org.au

See the conference website for more detail: www.apen.org.au/Conference\_2015





### BENEFITS

	_		Pre Conf. Field Trip		break		ne		e	linsert		Door	Conf. Workshop
	Premier	Major	Pre Cor	Dinner	Powerbreak	Satchel	Welcome	Awards	Keynote	Satchel insert	Friends	Dunny Door	Pre Cor
Promotion as sponsor on conference flyers and on marketing materials relating to the event	x	х											
Logo displayed and hyperlink from our website to yours	x	x	х	х	х	х	х	х	x	x	х	х	х
Logo displayed on call for speakers	X	X											
Logo displayed on invitation	X	Х											
Logo displayed on front cover of brochure	Х												
Logo displayed on supporter and sponsor page in brochure	x	х	х	х	х	х	х	х	х	x	х	х	х
Logo displayed on satchel	Х	Х				Х							
Organisation name or logo on lanyard	Х												
Logo displayed opening and closing ceremonies	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Keynote speaker introduction and recognition as sponsor	x	х							х				
Award introduction and recognition as sponsor at conference dinner								х					
Recognition of sponsorship at conference dinner	Х			Х				Х					
Logo displayed on toilet doors												Х	
Complimentary registrations to Conference	4	2											
Complimentary registrations to Dinner	4	2		2				2					
Complimentary registrations to field trip and recognition as sponsor	4	2	2										
Recognition of level of support in conference handbook	x	х	х	х	х	х	х	х	х	x	х	х	х
Advertising space in Conference handbook	full page back	full page	1/2 page	1/2 page	1/4 page	1/2 page	1/2 page	1/4 page	1/4 page	1/8 page	1/8 page	1/4 page	1/2 page
Opportunity to provide promotional items and brochures for inclusion in the delegates satchels	х	х	х	х	Х	х	Х	х	х	x	х	х	х
Complimentary registrations to pre conference workshop and recognition as sponsor	4	2											2



# SPONSORSHIP OPPORTUNTIES

Premier sponsor	\$20,000	(1 available)
Major sponsor	\$10,000	(2 available)
Pre Conference Field trip sponsor	\$ 5,000	(1 available)
Pre Conference Workshop sponsor	\$ 5,000	(1 available)
Conference Dinner sponsor	\$ 5,000	(1 available)
Powerbreak sponsors	\$ 2,000	(4 available)
Satchel sponsor	\$ 5,000	(1 available)
Welcome cocktail party sponsor	\$ 2,500	(1 available)
APEN Awards for Excellence sponsor	\$ 2,500	(1 available)
Keynote Speaker sponsor	\$ 2,000	
Conference brochure advertising (half page)	\$ 1,000	
Conference brochure advertising (full page)	\$ 1,500	
Satchel Insert sponsor	\$ 500	
Friends of APEN15 Conference sponsor	\$ 250	
Dunny door sponsor	\$ 1,500	(1 available)



## **APPLICATION TO SPONSOR**

Please complete this form and return to info@apen.org.au or Post to PO Box 37, Stirling SA 5152 attention the 2015 APEN Conference organising committee.

Contact details	
Contact Name:	
Organisation:	
ABN:	
Address:	
Telephone:	
Email:	
Address: Telephone:	

#### **Sponsorship Preferences**

I would like to take up the following sponsorship package:

Premier sponsor	\$2	20,000
Major sponsor	\$1	10,000
Field Trip Sponsor	\$	5,000
Workshop sponsor	\$	5,000
Dinner Sponsor	\$	5,000
Powerbreak Sponsors	\$	2,000
Satchel sponsor	\$	5,000
Wecome cocktail party sponsor	\$	2,500
APEN Awards for Excellence in Extension sponsor	\$	2,500
Keynote Speaker Sponsor	\$	2,000
Conference brochure advertising (half page)	\$	1,000
Conference brochure advertising (full page)	\$	1,500
Friends of the Conference sposnor	\$	250
Dunny door sponsor	\$	1,500
Satchel Insert	\$	500

I/WE understand that the sponsorship packages will be awarded strictly in order of receipt of application form and deposit.

#### **Cancellation Policy**

In the event of withdrawal of sponsorship please be advised that unless that particular area of sponsorship is resold, the organisers will reserve the right to retain the deposit monies received. We accept the terms and conditions as outlined in this sponsorship proposal and enclose our payment for \$ \_\_\_\_\_ plus 10% GST.

