



# PLACEBRANDING

AUSTRALIA

## 2020

**SPONSOR PROSPECTUS**

**Hobart, Tasmania**

**17-19 June, 2020**

## **SPONSOR PROSPECTUS**

After an overwhelmingly positive reception to Place Branding Australia 2019, our 2020 event promises to build on that success and provide insights into live Place Branding projects across Australasia.

To be held in Hobart between June 17-19, Place Branding Australia's hub for 2020 will be the Hotel Grand Chancellor on the Hobart waterfront. With Dark Mofo, one of Australia's most innovative and exploratory cultural events as our backdrop, the conference will provide attendees with a deep understanding of Australian Place Branding initiatives currently at various stages of their lifecycle.



## **PRESENTERS AT THE 2020 EVENT WILL INCLUDE:**

- Todd Babiak, the CEO of Brand Tasmania, established in early 2019 as Australia's first ever statutory authority dedicated towards the creation and roll out of a place brand;
- Jessica Christiansen-Franks, Co-founder and CEO of Neighbourlytics, a leading data driven neighbourhood development firm;
- The team from West Coast Tasmania - Forever West of Centre, a place branding project at the heart of a place's need to imagine a new future;
- Tracey Powell, Executive Director at City of Adelaide, who led the team responsible for launching Adelaide - Designed for Life, one of Australia's highest profile place brands;
- Leigh Carmichael, Creative Director of Dark Mofo, Leigh and his business partner David Walsh are the masterminds behind MONA and the transformational effect they have had on Tasmania's evolution as a destination over the past 10 years.

With speakers like these, this year's event promises to deliver insights and exploration into Australian place branding like no other. In the months ahead leading up to the event, GovernmentNews.com.au will be writing and broadcasting a range of feature articles and podcasts with our speakers and place branding thought leaders, building up to what will be a truly unique event in Hobart come June 2020.



## WHO ATTENDS?

Attendees include representatives from local, state and federal government including, Chief Executive Officers, Mayors, City Planning Directors, City Strategy Managers, Strategy and Growth Directors, General Managers Planning and Strategy, Economic Development Managers/Directors, and the consultants who advise them.

## WHY SPONSOR?

Place Branding Australia offers a limited number of partnership opportunities for companies targeting government, tourism, economic development and investment promotion decision makers. You will benefit from a tailor-made package of engagement leading up to the conference across [GovernmentNews.com.au](http://GovernmentNews.com.au), [Placebrandingaustralia.com.au](http://Placebrandingaustralia.com.au), and through numerous social media and affiliate channels, including exposure at Place Branding Australia 2020. The lead up promotion will run for a period of 4-6 months prior to the event.

Place Branding Australia works closely with these partner companies and develops programs to integrate client expertise into the event. Editorial broadcast via our media channels allows partners to reach and speak to key influencers and purchasers of services within the public and private sector.

Sponsorship packages include content opportunities, lead generation, sponsoring delegate places or branding key content features, and more. We continue to build our Place Branding community and to create great opportunities for companies who wish to do business with those senior executives accountable for many different elements of the place branding challenge.

As we plan for the June 2020 event, we'd like to invite prospective sponsors to come on the journey as early as possible, enabling us to work collaboratively with you and to create bespoke marketing executions and curate existing content to reach this difficult-to-engage public sector audience.



## **DIAMOND CONFERENCE SPONSOR**

**\$25,000 PLUS GST**

As the Conference Sponsor, your organisation will receive the highest profile associated with this prestigious event. This conference will attract a significant number of delegates from Australia and Asia Pacific regions interested in place branding and all the nuances associated with this endeavour. As the Diamond Conference Sponsor, you will be the cornerstone partner in this conference.

### **INCLUSIONS**

- 2 x Tickets to the event
- Sponsorship rights to welcome drinks
- Pull-up Banners (supplied by sponsor), 20 min presentation and 1 x DPS in program
- \$20,000 content marketing package on GovernmentNews.com.au
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage
- Feature Story and profile in GovernmentNews.com.au

## **EMERALD CONFERENCE SPONSOR**

**\$15,000 PLUS GST**

### **INCLUSIONS**

- \$10,000 content marketing campaign in GovernmentNews.com.au
- Pull-up Banners (supplied by sponsor), 5 min presentation and half page in program - 4 displayed for 3 days
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **SAPPHIRE CONFERENCE SPONSOR**

**\$7,500 PLUS GST**

### **INCLUSIONS**

- Pull-up Banners (supplied by sponsor), 5 min presentation and full page in program.
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **CONFERENCE APP SPONSOR**

**\$2,500 PLUS GST**

### **INCLUSIONS**

- Conference App "Proudly Sponsored by" with company logo
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **STAGE DISPLAY SPONSOR**

**\$2,500 PLUS GST**

If you would like your platform lift, accessible ramp or stairs to be used for the main stage of the Conference and be advertised during the Conference proceedings, this is your opportunity

### **INCLUSIONS**

- Stage Display of sponsor of either 1 platform lift, 1 set of stairs or 1 ramp
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **CONFERENCE REFRESH STATION SPONSORS X 3**

**\$2,500 PLUS GST**

### **INCLUSIONS**

- Drink station and name badges display sponsors logo / name
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **DELEGATE NAME BADGE AND LANYARD SPONSOR**

**\$2,500 PLUS GST**

A badge and lanyard will be distributed to all delegates upon registration and will be worn by delegates throughout the conference. This is an exclusive sponsorship opportunity. The badges and lanyards will be created and provided by the Conference Organisers.

### **INCLUSIONS**

- Lanyards and name badges display sponsors logo /name
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **SATCHEL SPONSOR**

**\$2,500 PLUS GST**

Exclusive advertising that lasts beyond the conference. The conference satchel will contain sponsor promotional material and the Conference Program Book.

### **INCLUSIONS**

- Satchel with sponsors logo printed "Proudly Sponsored by..."
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **SACHEL INSERT SPONSOR**

**\$500 PLUS GST**

Have your organisation remembered by delegates throughout Australia and abroad. Promotional material is subject to organiser's approval. Please note that some sponsorship levels are entitled to satchel inserts.

### **INCLUSIONS**

- Satchel Inserts - one piece of material in satchels, \$750 for 2 items

## **USB SPONSOR**

**\$2,000 PLUS GST**

As the Conference Proceedings USB Sponsor, your organisation will leave a lasting impression with the conference delegates. With delegates from Australia and internationally your brand will be forever with them and a lasting reminder.

### **INCLUSIONS**

- Sponsors Logo printed on USB, which is distributed to all delegates
- Plenary session slides display sponsors logo / name
- Conference website displays sponsors logo / name
- Email Welcome message sent on all booking confirmations
- Registration desk signage

## **MISC SPONSOR ITEMS**

**VARIES**

### **INCLUSIONS**

- Conference Program advertising
  - Full page colour advertisement **\$2,000 plus GST**
  - Half page colour advertisement **\$1,500 plus GST**
  - Quarter page colour advertisement **\$1,000 plus GST**

## **FOR FURTHER INFORMATION CONTACT**

To find out more please contact Stuart Liversage  
sliversage@intermedia.com.au on 02 8586 6197 or 0414 954 848