

# PLACEBRANDING

## AUSTRALIA

Place | Identity | Resilience

**2021 SPONSOR PROSPECTUS**

October 13-15, Hobart Tasmania



# PARTNERSHIP PROSPECTUS

In a post pandemic world, the paradigms have shifted. And so have the places we work, live and play. Locations around the world are grappling with the question of how to thrive and prosper, how to retain and attract residents, businesses, and visitors. How to reinvent themselves and tell their story to the world.

To that end, building a place branding story can be tricky. What's the story? Who owns it? Who controls it? What happens when the stakeholders don't agree? And how do you take a place branding strategy from concept to market?

This year's Place Branding Australia program takes on these questions and explores why it's more important than ever to understand and communicate the meaning, identity and unique character of the places we live.

Highlights of this year's program are too many to mention in this email, but as a taste, here's three that we're really excited about:

- Why Tasmania - The story behind one of the world's most ambitious place branding projects.  
Todd Babiak, CEO - Brand Tasmania
- Post-covid places, and why your data isn't good enough. Jessica Christiansen-Franks, CEO and Co-founder - Neighbourlytics
- A remote community's existential crisis – How Forever West of Centre, the place brand for Tasmania's remote West Coast community, is about more than just identity, it's about survival. Jason Little, Co-founder - For the People & Christine Grey, Economic Development Manager - West Coast Council

For the full program, speaker profiles and session abstracts, please visit [www.placebrandingaustralia.com.au](http://www.placebrandingaustralia.com.au)



## WHY SPONSOR PLACE BRANDING AUSTRALIA 2021?

- Profiles your organisation and strengthen your market position through continual branding and networking opportunities with high level government decision makers.
- High visibility around highly relevant and topical subjects.
- Utilise the extensive reach of [www.governmentnews.com.au](http://www.governmentnews.com.au) and [www.placebrandingaustralia.com.au](http://www.placebrandingaustralia.com.au) to reach decision makers and advisory boards.
- Allows you to reach important targeted commercial prospects face to face and via the Government News platform.
- Establish and reinforce your credentials in a timely and cost efficient manner.

## WHO WILL YOU CONNECT WITH?

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.

## THE KEY BENEFITS OF SPONSORSHIP

The goal of our sponsorship packages is to establish long term relationships with our attendees and audience, which is why we offer packages that ensure you gain optimal branding, exposure and networking opportunities. We think it is important to be brand present during the event, but Government News will also provide you with additional marketing firepower pre and post conference.

This event provides unique and highly targeted sponsorship opportunities.



# PACKAGES

## **DIAMOND (BRANDING RIGHTS) \$20,000+ GST** **EVENT BRANDING**

- Sponsor's logo on all promotional material including lanyards
- Sponsor's logo on conference website with link to Sponsor's homepage
- Sponsor's logo on conference program
- Sponsor's logo on slides during refreshment breaks

## **ADVERTISING & EDITORIAL SUPPORT**

- Conference Program Full page
- Feature story profile in conference program DPS
- Banners on Governmentnews.com.au x 3 months
- Sponsored Content story x 4
- 3 x EDM shots to governmentnews.com.au database
- Inclusion in governmentnews.com.au conference coverage
- One display advertisement on GovernmentNews.com.au for one month Retargeting campaign for one month

## **CUSTOMER ACQUISITION**

- 1x promotional insert into delegate satchel distributed to all attendees
- 1x third party direct marketing campaign
- 1x Company profile story (1400 words)

## **CUSTOMER RETENTION**

- Special discounts on conference tickets for your clients and staff
- Marketing material to promote the event to your customer base

## **PRESENTATION**

- Introduce speaker and 5 minute Q&A with moderator

## **COMPLIMENTARY REGISTRATIONS**

- Four (4) complimentary registrations (valued over \$2,600)



## **GOLD (BRANDING RIGHTS) \$15,000+ GST** **EVENT BRANDING**

- Sponsor's logo on all promotional material including lanyards
- Sponsor's logo on conference website with link to Sponsor's homepage
- Sponsor's logo on conference program
- Sponsor's logo on slides during refreshment breaks

## **ADVERTISING & EDITORIAL SUPPORT**

- One full page advertisement in conference program
- 1 x solus EDM to **GovernmentNews.com.au**
- One display advertisement on **GovernmentNews.com.au** for one month

## **CUSTOMER ACQUISITION**

- 1x promotional insert into delegate satchel distributed to all attendees
- 1x third party direct marketing campaign
- 1x Company profile story (700 words)

## **CUSTOMER RETENTION**

- Special discounts on conference tickets for your clients and staff
- Marketing material to promote the event to your customer base

## **PRESENTATION**

- Introduce speaker and 5 minute Q&A with moderator

## **COMPLIMENTARY REGISTRATIONS**

- Two (4) complimentary registrations (valued over \$2,600)

## **ONSITE SPONSORSHIP PACKAGES**

- Maximise your impact at Place Branding Australia Conference.



The following opportunities are not exhaustive and can be tailored to your needs. Availability is limited so contact us now to avoid disappointment.

**1. DELEGATE SACHELS SPONSOR**

\$2,200+ GST (plus cost of production)

- Sponsor logo printed on delegate satchels (company name & logo) -
- Sponsor recognition on conference website .
- Placement of marketing material in delegates satchels (bxA4 brochure)

**2. INSERT INTO CONFERENCE SACHEL**

\$900+ GST (plus cost of production)

**3. USB SPONSOR**

\$3,500 + GST (plus cost of production)

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**

1. Sponsors Logo printed on USB, which is distributed to all delegates
2. Plenary session slides display sponsors logo / name
3. Conference website displays sponsors logo / name
4. Email Welcome message sent on all booking confirmations

**4. CONFERENCE PROGRAM ADVERTISING**

- Full page colour advertisement \$3000 plus GST
- Half page colour advertisement \$2000 plus GST
- Quarter page colour advertisement \$1000 plus GST

**FOR FURTHER INFORMATION CONTACT**

To find out more please contact **Harry Free**

**hfree@intermedia.com.au** or call on **0404654873**

