



## LOCAL GOVERNMENT ASSOCIATION (LGA) OF NSW ANNUAL CONFERENCE



*LGA conference 2008 Broken Hill  
Inspiration in the Silver City!*

## **Sponsorship Prospectus**

**YOUR HOSTS**  
**BROKEN HILL CITY COUNCIL**

**Saturday 25<sup>th</sup> OCTOBER 2008**  
**to**  
**Wednesday 29<sup>th</sup> OCTOBER 2008**



## ABOUT THE CONFERENCE

Broken Hill City Council is proud to be hosting the Local Government Association (LGA) of New South Wales 2008 Annual Conference. The conference will be held at the Broken Hill Entertainment Centre, in the heart of Broken Hill.

The conference is the annual policy-making event for the 74 councils which are members of the Local Government Association of NSW. For over a century, councils have worked together through the association to promote local government and advocate on behalf of our communities for local democracy, informed decision making and good governance. The conference is the pre-eminent event of the local government year where local councillors come together to share ideas and debate issues which shape the way we are governed. LGA 2008 will attract over 600 delegates from throughout NSW - Mayors, Councillors, General Managers and Senior Staff from NSW Regional and Sydney Metropolitan Councils and County Councils. It will provide an outstanding networking opportunity through structured events, allowing you to profile and promote your business and your key staff with the who's who of the Local Government industry.

The LGA 2008 Conference will provide delegates, sponsors and exhibitors with an effective marketing and communications platform within the Local Government industry. Sponsors will receive acknowledgement, benefits and entitlements according to their level of sponsorship contribution. These will include verbal and signage recognition, logos on conference material and the conference website. Sponsors will benefit from exposure to an interested, relevant and valuable audience during morning and afternoon tea, lunches, happy hours and the President's Welcome Reception.

Sponsorships and trade booths are limited, so to avoid disappointment we recommend early confirmation. This will also ensure a higher level of exposure in the lead up to the conference in the form of advertising, email broadcasts and web exposure.

For further information, please call Bradley Hayden on 02 6023 6300.



## CONFERENCE PROGRAM – AT A GLANCE!

### **Saturday 25 October**

- Local Government Forum

### **Sunday 26 October**

- Exhibitor Set up
- Trade Exhibition Opens
- Welcome Tours
- Church Service
- Official Welcome Ceremony
- President's Reception

### **Monday 27 October**

- Trade Exhibition
- Conference Sessions
- Partners tours
- Happy Hour
- Social Evening

### **Tuesday 28 October**

- Trade Exhibition
- Conference Sessions
- Partners tours
- Happy Hour
- Gala Dinner

### **Wednesday 29 October**

- Trade Exhibition
- Conference Sessions until noon



**ELITE SPONSOR PACKAGE– *exclusive***

- Exclusivity to elite sponsor
- Naming rights sponsor of the **countryenergy** dinner
- A ten minute address by a company representative
- The opportunity to dress food & beverage staff in your corporate promotional wear

**Logo Identification**

- Logo to feature on promotional signage/banners placed around city
- Company logo on front page of conference program
- Company logo on front page of registration brochure
- Company logo on conference satchel
- Company logo on formal conference dinner menu
- Whole slide identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website

**Signage**

- Company signage at the entry foyer of the conference venue for the duration of the conference
- Company signage at the formal dinner

**Media Exposure**

- Full page feature article/advertisement in conference program
- Acknowledgement on all media releases issued to promote the conference

**Trade Display**

- Double trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes clothed trestle table, 2 chairs, velcro compatible walls, spotlights, power and fascia name.

**Other Benefits**

- Access to delegates during tea breaks, lunches, happy hours
- Two promotional items in conference satchel
- List of conference delegates
- 6 Sponsor registrations
- 6 complimentary tickets to the President’s Welcome Reception
- 6 complimentary tickets to formal dinner

**Total Investment: \$55,000.00 (including GST)**



## **PREMIER SPONSOR PACKAGE – 2 opportunities**

- Acknowledged sponsor of one lunch and “happy hour” session
- Five minute address by a company spokesperson in the business session prior to sponsored lunch or happy hour
- Opportunity to display company promotional material around the function area
- Opportunity to dress food & beverage staff in your corporate promotional wear

### **Logo Identification**

- Company logo in conference program
- Company logo in registration brochure
- Half slide identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website

### **Signage**

- Company signage at entry foyer of conference venue for the duration of the conference
- Company signage & general branding of selected lunch and “happy hour” session

### **Media Exposure**

- Half page feature article/advertisement in conference program

### **Trade Display**

- One trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes clothed trestle table, 2 chairs, velcro compatible walls, spotlights, power and fascia name.

### **Other Benefits**

- Access to delegates during tea breaks, lunches, happy hours
- 1 promotional item in conference satchel
- List of conference delegate database
- 2 Sponsor registrations
- 4 complimentary tickets to the President’s Welcome Reception
- 4 complimentary tickets to social & formal dinners

***Total Investment \$33,000.00 (including GST)***



## **DISTINGUISHED SPONSOR PACKAGE - 6 opportunities**

One Sold

- Acknowledged sponsor of one of the morning or afternoon teas during the conference
- Opportunity to display company promotional material around the function area
- The opportunity to dress food & beverage staff in your corporate promotional wear

### **Logo Identification**

- Company logo in conference program
- Company logo in registration brochure
- Identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website

### **Signage**

- Company signage at the entry foyer of the conference venue for the duration of the conference

### **Media Exposure**

- One third page feature article/advertisement in the conference program

### **Trade Display**

- One trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes clothed trestle table, 2 chairs, velcro compatible walls, spotlights, power and fascia name.

### **Other Benefits**

- Access to delegates during tea breaks, lunches, happy hours
- 1 promotional item in conference satchel
- List of conference delegate database
- 2 Sponsor registrations
- 4 complimentary tickets to the President's Welcome Reception
- 4 complimentary tickets to social & formal dinners



**Total Investment \$22,000.00 (including GST)**



## **SOCIAL EVENING SPONSOR - exclusive**

The Social Evening will be held on Monday 27 October 2008 at centrally located venues in Broken Hill. The evening will be relaxed and informal and one which is traditionally a more casual and fun night, enabling delegates, partners and sponsors to mingle and get to know each other.

### **Social Evening Sponsorship includes:**

#### **Logo Identification**

- Company logo in the registration brochure
- Company logo in conference program
- Identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website

#### **Signage**

- Company logo on signage at the entry to the conference venue
- Company signage and general branding at the Social Evening

#### **Media Exposure**

- One third page feature advertisement in the Conference program

#### **Trade Display**

- One trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes clothed trestle table, 2 chairs, velcro compatible walls, spotlights, power and fascia name.

#### **Other Benefits**

- Opportunity to make a 5 minute presentation prior to the function commencing
- Access to delegates during tea breaks, lunches, happy hours
- 1 promotional item in conference satchels
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to formal dinner
- 8 complimentary tickets to social evening

***Total Investment \$22,000.00 (including GST)***



## **WELCOME FUNCTION SPONSOR - exclusive**

This function will be held at the historic Broken Hill Trades Hall building on Sunday 26 October 2008. It is the first official social event and the official welcome to the conference. The reception will be a cocktail party type function held from 5.30 to 7pm.

### **President's Welcome Sponsorship includes:**

#### **Logo Identification**

- Company logo in registration brochure
- Company logo in conference program
- Logo and company link on conference page of website
- Identification of sponsorship level on opening PowerPoint slide show
- Company logo on signage at the entry to the conference venue

#### **Signage**

- Company signage at the President's Reception

#### **Media Exposure**

- One third page feature advertisement in the conference program

#### **Trade Display**

- One trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes clothed trestle table, 2 chairs, velcro compatible walls, spotlights, power and fascia name.
- Access to delegates during tea breaks, lunches, happy hours

#### **Other Benefits**

- Acknowledged sponsor of President's Reception
- Opportunity to display company promotional material and contribute to the planning of the evening
- Opportunity to make a short presentation prior to the function
- 1 promotional item in conference satchel
- List of conference delegate database
- 6 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to formal dinner

***Total Investment \$22,000.00 (including GST)***



## VALUED SPONSOR PACKAGE - 6 Opportunities

Two Sold

### Logo Identification

- Company logo in the conference program
- Company logo in registration brochure
- Identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website

### Trade Display

- One trade display booth in a prominent location within the conference trade display area. Site includes clothed trestle table, 2 chairs, Velcro compatible walls, spotlights, power and fascia name.

### Other Benefits

- One quarter page feature article/advertisement in the conference program
- Access to delegates during tea breaks, lunches, happy hours
- 1 promotional item in conference satchel
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to formal dinner



Department of Lands



**Total Investment \$6,600.00 (including GST)**



## **TRADE EXHIBITOR PACKAGE - limited**

### **Logo Identification**

- Company logo in the conference program
- Line listing in the conference program

### **Trade Display**

- One trade display booth in a prominent location within the conference trade display area. Site includes clothed trestle table, 2 chairs, Velcro compatible walls, spotlights, power and fascia name.

### **Other Benefits**

- Access to delegates during tea breaks, lunches, happy hours
- List of conference delegate database
- 2 sponsor registrations
- 2 complimentary tickets to the President's Welcome Reception

***Total Investment \$3,850.00 (including GST)***

## **CAPPUCCINO SPONSOR PACKAGE - exclusive**

There will be 2 separate cappuccino machines operating at either end of the trade display – all day Monday & Tuesday & until lunch time on Wednesday.

### **Cappuccino Sponsor package includes:**

- Company logo on environmentally friendly throw away cups – sponsor to supply
- Staff dressed in company shirts
- Access to delegates during tea breaks, lunches, happy hours
- Line listing in the conference program
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to formal dinner

***Total Investment \$9,900.00 (including GST)***



## **INTERNET LOUNGE SPONSOR PACKAGE - exclusive**

### **Logo Identification & Signage**

- Company logo in the conference program
- Company logo in registration brochure
- Logo and company link on conference page of the website
- Identification of sponsorship level on opening PowerPoint slide show
- Company logo as screen saver on terminals
- Company name at entrance to lounge & promotional material displayed
- Company logo on signage at the entry to the conference venue

### **Other Benefits**

- One quarter page feature advertisement in conference program
- 1 promotional item in conference satchel
- Access to delegates during tea breaks, lunches, happy hours
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to formal dinner

***Total Investment \$11,000.00 (including GST)***



## OFFICIAL PRINT MEDIA SPONSOR - exclusive

- Company logo in the conference program
- Company logo in the registration brochure
- Identification of sponsorship level on introductory PowerPoint presentation
- Logo and company link on conference page of website
- One quarter page feature article/advertisement in the conference program
- One trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site includes Velcro compatible walls, spotlights, power and fascia name.
- Access to delegates during morning & afternoon teas and happy hours
- 1 promotional item in conference satchel
- List of conference delegate database
- 2 complimentary tickets to the President's Welcome Reception
- 2 complimentary tickets to the Social Dinner where applicable
- 2 complimentary tickets to gala dinner
- 2 representatives to supervise the trade booth inclusive of conference sessions, morning and afternoon teas, lunches and happy hour

# The Sydney Morning Herald

**Total Investment \$14,850.00 (including GST)**



## **PARTNERS PROGRAM SPONSOR PACKAGE - exclusive**

### **Logo Identification**

- Company logo in the conference program
- Company logo on Partners Program information where applicable
- Company logo on all tickets for the partners program activities where applicable
- Company signage on the bus or other branding for partners activities

### **Other Benefits**

- Acknowledged sponsor of Partners Program
- Line listing in the conference program
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to formal dinner
- 2 complimentary tickets to the President's Welcome Reception
- Opportunity to have a staff member present on all tours to act as "sponsor host" for the tour

***Total Investment \$5,500.00 (including GST)***

## **TRANSPORT SPONSOR PACKAGE - exclusive**

- Acknowledged sponsor of Transport – excluding Partners Program
- Company logo in the conference program
- Company logo on transport information where applicable
- Company logo on all transport tickets where applicable
- Company signage on the bus – excluding Partners Program
- Line listing in the conference program
- List of conference delegate database
- 2 Sponsor registrations
- 2 complimentary tickets to formal dinner
- 2 complimentary tickets to the President's Welcome Reception

***Total Investment \$7,500.00 (including GST)***

## **SATCHEL INSERT SPONSOR PACKAGE - Limited**

- Insertion of company's promotional material in conference satchel (700).
- List of conference delegate database

Each delegate receives a conference satchel containing the conference program and general conference information. We offer you an opportunity to reach each delegate by providing specific information on your organisation in the satchels.

***Total Investment \$1,500.00 (including GST)***



## SPONSOR CONFIRMATION FORM

Please fax, email or post this form to initiate your participation in the conference. Payment is not required with this form. You will be invoiced upon receipt.

### Your Contact Details

Company: \_\_\_\_\_  
Contact person \_\_\_\_\_  
Address: \_\_\_\_\_  
Ph: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

### Sponsorship Details

Type of sponsorship required

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Value of Sponsorship Package \_\_\_\_\_ Amount \$ \_\_\_\_\_

### Payment Details

50% deposit is required to secure your space/sponsorship. Upon receipt of this confirmation form you will be invoiced for the required amount. The balance of payment is due 60 days prior to the conference. If this confirmation is received within 80 days of the conference, the entire amount will be invoiced.

I agree to the payment and conditions as described above and in the exhibitor prospectus.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Thank you and we look forward to seeing you at the conference**

For further details contact:  
Mr Bradley Hayden  
Countrywide Conference Management  
PO Box 5013, ALBURY NSW 2640  
Phone: (02) 6023 6300 Fax: (02) 6023 6355  
Email: lga2008@ccem.com.au





#### TERMS & CONDITIONS

- The details in this document are correct at the time of printing. The Conference Committee (Local Government Association of NSW and Broken Hill City Council) does not accept responsibility for any changes that may occur.
- Please note that the delegate list will only include contact details of those delegates who have given consent for the release of their demographic information, as per Australian policy laws.
- Placement and size of logos included in the conference material will be at the discretion of the Conference Committee and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.
- The Conference Committee must approve all satchel inserts. Satchel Insert material is limited to a brochure no larger than 2 page A4 (A3 fold down) in size
- The Conference Committee requests each sponsor who is provided with a hyperlink from the Conference website, that a reciprocal link from your organisation's website to the Conference website be provided.
- All company representatives must complete a conference registration form (for name tag purposes)
- All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required.
- Sponsor registrations include a nametag, conference satchel, day catering (M/T Lunch & A/T) during conference hours and happy hours.
- Additional function tickets may be purchased at the nominated rates
- A completed & signed Sponsorship Confirmation Form must be submitted to initiate sponsorship. A Tax Invoice will be provided upon receipt of confirmation form.
- The sponsorship will not be deemed confirmed until the required deposit has been paid.

#### CANCELLATION POLICY – once sponsorship is confirmed.

Due to the considerable administration associated with this conference, a cancellation fee equivalent to 10% of the deposit will be incurred should confirmed agreements be cancelled. Cancellations after 1 September 2008 will be subject to a 50% cancellation fee. Cancellations after 1 October 2008 will be subject to a 100% cancellation fee. All requests for cancellations must be made in writing to the 2008 Conference Coordinator (details below).

#### PAYMENT

Upon receipt of your sponsorship application form, Broken Hill City Council will issue a tax invoice to the value of 50% of your sponsorship. The remaining balance is due 60 days prior to the conference.

##### Methods of payment available

- \* Direct Bank Transfer – Broken Hill City Council's bank details will be on the invoice with a customer number to quote when making payment.
- \* Company or Bank Cheque – Please make payable to Broken Hill City Council
- \* Credit Card – Visa, MasterCard are accepted – sorry no AMEX or DINERS. NOTE: a 1% surcharge applies to all credit card transactions.

##### Further information:

Bradley Hayden - Event Manager  
LGA 2008 Conference  
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Albury NSW 2640

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