



# LOCAL GOVERNMENT ASSOCIATION (LGA) OF NSW ANNUAL CONFERENCE



*LGA 2005 - Making a Difference!*

## **Sponsorship Prospectus**

**YOUR HOSTS**  
**MID-WESTERN REGIONAL COUNCIL**

**Saturday 22<sup>ND</sup> OCTOBER 2005**  
**to**  
**Wednesday 26<sup>TH</sup> OCTOBER 2005**



## Introduction

The Local Government Association (LGA) of New South Wales Annual Conference in 2005 will be an excellent opportunity to highlight your services to a captive audience of decision-makers from local government bodies. Over 700 delegates are expected to attend the conference, which will be held at the Country Comfort Mudgee. The Country Comfort is magnificent facility located close to Mudgee's CBD with spectacular views across the vineyards of Mudgee and surrounding mountains.

The theme for the 2005 conference is ***Making a Difference*** and will be an ideal opportunity for our Local Government leaders to mix with industry representatives. We offer sponsors and trade exhibitors the opportunity to incorporate the conference theme into your conference promotional activities. Throughout the conference there will be many chances to network with the delegates and their partners at social events, lunches, morning and afternoon teas and happy hours, which will encourage delegates to visit your display.

Please find following a variety of sponsorship packages that will cater to all your corporate goals.

## Conference Program – *At a Glance!*

<p><b>Saturday 22<sup>nd</sup> October 2005</b></p> <ul style="list-style-type: none"> <li>• Exhibitor Set up</li> <li>• Local Government Forum</li> <li>• Mudgee Race Day</li> <li>• Wine &amp; Food Appreciation Dinner</li> </ul>	<p><b>Sunday 23<sup>rd</sup> October 2005</b></p> <ul style="list-style-type: none"> <li>• Exhibitor Set up continues and trade display commences in afternoon</li> <li>• Welcome Tours</li> <li>• Church Service</li> <li>• Official Welcome ceremony &amp; Presidents Reception</li> <li>•</li> </ul>
<p><b>Monday 24<sup>th</sup> October 2005</b></p> <ul style="list-style-type: none"> <li>• Trade display during conference hours</li> <li>• Conference sessions</li> <li>• Partners Tour</li> <li>• Happy Hour in trade area</li> <li>• Social Dinner</li> <li>•</li> </ul>	<p><b>Tuesday 25<sup>th</sup> October 2005</b></p> <ul style="list-style-type: none"> <li>• Trade display during conference hours</li> <li>• Conference sessions</li> <li>• Partners Tour</li> <li>• Happy Hour in trade area</li> <li>• Formal Dinner</li> </ul>
<p><b>Wednesday 26<sup>th</sup> October 2005</b></p> <ul style="list-style-type: none"> <li>• Trade display during morning and then pack up</li> <li>• Conference sessions til noon</li> <li>• Informal golf game in afternoon</li> </ul>	



## 'Elite' Sponsor (One only)

### Logo Identification

- Company logo on front page of conference program
- Company logo on front page of registration brochure
- Company logo on any conference merchandise
- Company logo on conference satchel
- Company logo on formal conference dinner menu
- Logo and company link on conference page of website
- Identification of sponsorship level on introductory PowerPoint presentation

### Signage

- Company signage at the entry the conference venue for the duration of the conference
- Logo to feature on any promotional signage/banners placed around the conference
- Company signage at the formal dinner

### Editorial support

- Full page feature in the conference program
- Acknowledgment on all materials used to promote the conference

### Trade Display Booth

- One double size trade display booth (6 x 2 metres) 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

### Function Sponsorship

- Naming right sponsor of the formal dinner
- A ten-minute address by a company spokesperson at the Formal Conference Dinner

### Other Benefits

- Two promotional items in the conference satchel
- Electronic copy of conference delegate database
- Six complimentary tickets to the President's Welcome Reception
- Six complimentary tickets to the Social Dinner
- Six complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT: \$55,000.00 includes GST**



## **‘Premier’ Sponsorship (two only)**

### **Logo Identification**

- Company logo on conference program
- Company logo on registration brochure
- Identification of sponsorship level on introductory PowerPoint presentation

### **Signage**

- Company signage at the entrance to the conference venue for the duration of the conference
- Company signage and general branding (supplied by you) at the sponsored lunch session

### **Editorial support**

- Half page advertisement in conference program

### **Function Sponsorship**

- Acknowledged sponsor of one of the luncheon sessions (allocated on a first in basis)
- Acknowledged sponsor of one of the happy hour sessions (on the same day as the luncheon)
- A five-minute address by a company spokesperson at the sponsored lunch
- The opportunity to display company promotional material around the function area for the day
- The opportunity to dress food & beverage staff in your corporate promotional wear (eg caps, T-shirts etc)

### **Trade Display Booth**

- One trade display booth (3 x 2 metres) 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

### **Other Benefits**

- One promotional item in the conference satchel
- Database of conference delegates
- Four complimentary tickets to the President’s Welcome Reception
- Four complimentary tickets to the Social Dinner
- Four complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT: \$33,000.00 includes GST**



## **‘Distinguished’ Sponsorship (6 only)**

### **Logo Identification**

- Company logo in conference program
- Identification of sponsorship level on introductory PowerPoint presentation

### **Signage**

- Company signage at the entry foyer of the conference venue for the duration of the conference
- Company signage and general branding at the allocated morning or afternoon tea

### **Editorial support**

- One quarter page article/ad in conference program

### **Trade Display Booth**

- One trade display booth (3 x 2 metres) 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

### **Function Sponsorship**

- Acknowledged sponsor of one of the morning or afternoon teas during the conference (allocated on a first in basis)
- The opportunity to display company promotional material around the function area
- The opportunity to dress food & beverage staff in your corporate promotional wear for the sponsored morning or afternoon tea (eg caps, T-shirts etc)

### **Other Benefits**

- One promotional item in the conference satchel
- Database of conference delegates
- Two complimentary tickets to the President’s Welcome Reception
- Two complimentary tickets to the Social Dinner
- Two complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT:                    \$22,000.00 includes GST**



## **‘Valued’ Sponsorship**

### **Logo Identification**

- Company logo in conference program
- Company logo displayed on sponsor board on conference foyer

### **Editorial support**

- One quarter page feature/ad in conference program

### **Trade Display Booth**

- One trade display booth (3 x 2 metres) 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

### **Other Benefits**

- One promotional item in the conference satchel
- Database of conference delegates
- Two complimentary tickets to the President’s Welcome Reception
- Two complimentary tickets to the Social Dinner
- Two complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT:                    \$6,000.00 includes GST**



## Trade Display Exhibitor

As a Trade Display Exhibitor you receive:

- One trade display booth (3 x 2 metres) within the conference trade display area
- Site includes velcro compatible walls, spotlights, power and fascia name
- Access to delegates during morning & afternoon tea's, lunch and happy hours
- Continuous tea, coffee & meals (M/Tea, lunch & A/Tea) through out conference proceedings
- Company logo and contact details in the conference program
- Two (2) tickets to Presidents Welcome reception
- Database of conference delegates

**TOTAL INVESTMENT:            \$3,500.00 includes GST**

## Partner Tours Sponsorship (one only)

For the duration of the conference an extensive partners program has been coordinated.

An opportunity exists to become the sponsor of the partners' program.

As a sponsor your company will receive.

### Logo Identification

- Company logo and contact details in the conference program
- Company logo on partner program information
- Company logo on all tickets for the partner program activities

### Signage

- Company signage on the busses for the partner program activities

### Other Benefits

- List of conference delegates and contact list on disc
- The opportunity to have staff members present on all tours to act as the 'sponsor host' for the tour
- Two complimentary to the President's Welcome Reception
- Two complimentary tickets to the Formal dinner

**TOTAL INVESTMENT:            \$5,500.00 includes GST**



## Social Night Sponsorship (1 only)

The social night will be held on the evening of Monday 24<sup>th</sup> October 2005. This promises to be a fantastic night of entertainment and fine food with the evening taking on the format of the popular winery events – ‘A Day on the Green’. Popular Australian performer Wendy Mathews has been secured for the evening, which will be held on the grounds of one of Mudgee’s premier vineyards, Poets Corner. The evening will be relaxed and informal and one which is traditionally a “fun” night enabling delegates, partners and sponsors to mingle and get to know each other. The dinner promises to be a night to remember.

An opportunity exists to become the sponsor of the Social Evening.

**As a sponsor your company will receive.**

### Logo Identification

- Company logo and contact details on conference program

### Signage

- Company signage at the entry foyer of the conference venue for the duration of the conference
- Company signage and general branding at the Social Function

### Trade Display Booth

- One trade display booth (3 x 2 metres) 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

### Function Sponsorship

- Acknowledged sponsor of the social evening
- The opportunity to display company promotional material, and generally contribute to the planning of the dinner
- The opportunity to make a short presentation during the function

### Other Benefits

- Database of conference delegates
- Two complimentary tickets to the President’s Welcome Reception
- Eight complimentary tickets to the Social Evening
- Two complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT: \$16,500.00 includes GST**



## Presidents Reception Sponsorship (1 only)

The Presidents Reception will be held on the evening of Sunday 23<sup>rd</sup> October 2005. The function is the first official social event of the conference and is an official welcome to the conference. The function takes the form of a cocktail party and is held from 5.30 pm to 7.30 pm.

An opportunity exists to become the sponsor of the Presidents Reception.

**As a sponsor your company will receive.**

### Logo Identification

- Company logo and contact details in conference program

### Signage

- Company signage of general brand at the conference

### Trade Display Booth

- One trade display booth (20 metres) in a prominent location within the conference trade display area (preferential allocation offered prior to general allocation)
- Site includes velcro compatible walls, spotlights, power and fascia name

### Function Sponsorship

- Acknowledged sponsor of the social evening
- The opportunity to display company promotional material, and generally contribute to the planning of the dinner
- The opportunity to make a short presentation during the function

### Other Benefits

- Database of conference delegates
- Six complimentary tickets to the President's Welcome Reception
- Two complimentary tickets to the Social Evening
- Two complimentary tickets to the Formal Dinner

**TOTAL INVESTMENT: \$11,000.00 includes GST**



## Volunteer Program Sponsor (one only)

For the duration of the conference a comprehensive volunteer program will be run to ensure delegates have easy access to “locals” who can direct them and offer general advice whilst visiting Mudgee.

An opportunity exists to become the sponsor of the volunteer program.

**As a sponsor your company will receive.**

### Logo Identification

- Company logo and contact details in the conference program
- Company logo prominently displayed on all volunteer uniforms and caps (approximately 40 volunteers will be used)

### Other Benefits

- List of conference delegates and contact list on disc
- The opportunity to present to volunteers at the pre conference briefing with any relevant and appropriate information about your company
- Two complimentary tickets to the President’s Welcome Reception
- Two complimentary tickets to the Formal dinner

**TOTAL INVESTMENT:           \$5,500.00 includes GST**

## Satchel Insert

Each delegate receives a conference satchel containing the conference program and general conference information.

Here is an opportunity to get into your promotional material into the hands of each delegate by providing material for insertion into the satchels that will directly target each delegate.

\*Note – satchel inserts are to be brochures no larger than a 2 page A4 size (A3 fold down) document. Rates for larger items can be negotiated on an individual basis.

**TOTAL INVESTMENT:           \$1,500.00 includes GST**



## In Kind Sponsorship

The conference committee welcomes the opportunity to negotiate individual “in kind” support for the variety of services that will be required for the conference. Should you wish to discuss a specific in kind sponsorship package please contact Bradley Hayden on the numbers provided.

## Individual Sponsorship Packages

The conference committee also welcomes the opportunity to negotiate individual sponsorship packages to meet the specific needs of your marketing or promotional requirements. Should you wish to discuss your specific sponsorship requirements, and any ideas you may have that are not covered in this prospectus please contact Bradley Hayden on the numbers provided.

### General Conditions & Requirements

- 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.
- Satchel Insert material is limited to a brochure no larger than 2 page A4 (A3 fold down) in size
- 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.



## Sponsorship 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:

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