

Fourth Annual ACEL Early Childhood Conference

# sharing the responsibility

inclusion in the early years



## SPONSORSHIP PROSPECTUS

# sharing the responsibility

## inclusion in the early years

### WHY EXHIBIT AT/SPONSOR THE CONFERENCE?

- ✓ Exposure at the premier Early Childhood conference in Australia
- ✓ Target your products and services to the top senior educators, principals, department heads and managers
- ✓ Engage with potential clients
- ✓ Sponsorship packages deliver exposure pre/during and post conference across onsite, direct, social, media and digital. Delivering your message to conference attendees but also ACEL Membership and full databases
- ✓ Be included in media, journal and advertising campaign
- ✓ Access to ACEL database and delegate listing
- ✓ Lead capture software supplied
- ✓ Digital app and online integration
- ✓ Improve brand recognition in the industry.

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies. Have any additional requirements or requests? Discuss with the team and we can structure a custom package to suit your needs and your budget.

### ABOUT ACEL

As Australia's peak professional organisation for educational leaders, ACEL knows what it means to lead in a time of complex change. ACEL is a forward-thinking, relevant and responsive agent of change and innovation in education in Australia.

ACEL is the independent voice of educational leaders across all sectors and all phases of learning. Our trusted voice is a result of a strong network of practitioners, policy makers and researchers who make up our membership and customer base.

influence  
+  
reach  
+  
target  
+  
network



### ALL NEW 2019 SPONSORSHIP PACKAGES\*

	Platinum	Gold	Silver	Bronze
PACKAGE VALUE	\$66,900	\$48,200	\$36,700	\$28,300
PACKAGE COST	\$10,000	\$7,500	\$5,000	\$3,500

\*exclusive of GST

# SPONSORSHIP PACKAGES

ON SITE	Platinum	Gold	Silver	Bronze
Logo Included on Opening Slide Graphics	✓	✓	✓	✓
Logo included on Main Stage Banners	✓	✓	✓	✓
Dedicated Plenary 30 Sec Video Presentation	✓	✓		
Dedicated Slide on Main Screen During Delegate Entrance	✓x3	✓x2	✓	✓
Dedicated Slide On Main Screen Before and After Breaks	✓x2	✓x2		
Dedicated Image/Advert on Digital LCD Wall Located at Plenary Entrance & Lunch Area [2.7mx1.5m]	✓x3	✓x2	✓	
Organisational Banner prominently displayed in Registration Area	✓x2	✓	✓	✓
2x Brochures and/or Information Kits to accompany Organisation Banner [Stands provided by Conference Organiser] Includes Lead Capture QR Code and Set-Up	✓x2	✓	✓	✓
Lunch Break Product Demonstration	✓ Both Days	✓		
4 x Networking Cocktail Party Tickets	✓ +2 Bonus	✓	✓	✓
Delegate Contact Listing Provided Pre-Conference	✓	✓	✓	✓
Delegate Lead Capture Software	✓	✓		
Delegate Satchel Insert [A4 or DL Flyer]	✓x2	✓x2	✓	✓
Optional Delegate Satchel Promotional Item Insert [400 Required]	✓	✓		
Recognition from ACEL CEO in Welcoming Address	✓	✓	✓	✓
<b>DIGITAL PROGRAM</b>				
Advertisement	✓x2 Full Page	✓ Full Page	✓ Full Page	✓ Half Page
Inclusion on Partners Pages with full organisation details + contacts + Description	✓ Own Page	✓	✓	✓
Front Cover Logo Included	✓	✓	✓	✓
Services Directory Listing	✓	✓	✓	✓



# SPONSORSHIP PACKAGES

## MOBILE APP

	Platinum	Gold	Silver	Bronze
Banner Ad Used Thoroughout App	✓ x3	✓ x2	✓	
Partners Page	✓	✓	✓	✓
Dedicated Company Page	✓	✓	✓	✓
Inclusion on Delegate Offers Page	✓	✓	✓	✓

## ADVERTISING ONLINE

Conference Partners Page	✓	✓	✓	✓
Dedicated Organisation Page	✓	✓		
Logo Used on ACEL Homepage Banner	✓	✓	✓	
Digital MREC On Conference Home Page	✓	✓		
Dedicated Digital Banner on Conference Home Page	✓	✓		
Dedicated Digital Banner on ACEL Home Page	✓			
Logo Used in all Conference Advertising	✓	✓	✓	✓
Pre Conference Electronic Direct Mail [EDM] Advertorial to Delegates	✓ x2	✓ x2	✓	
Post Conference Electronic Direct Mail [EDM] Follow Up + Offers Advertorial Sent to All Delegates	✓ x2	✓ x2	✓	
Post Conference Electronic Direct Mail [EDM] Sent to ACEL Database [95k Recipients]	✓	✓		

## AEL [THE AUSTRALIAN EDUCATIONAL LEADER] JOURNAL

### Full Page Ad Digital + Print Issues

- Issue 2 2019	✓	✓	✓	✓ Half Page
- Issue 3 2019	✓	✓		
- Issue 4 2019	✓			
Digital MREC AEL Home Page				
- Issue 2 2019	✓	✓	✓	
- Issue 3 2019	✓	✓		
- Issue 4 2019	✓			

# SPONSORSHIP PACKAGES

SOCIAL MEDIA	Platinum	Gold	Silver	Bronze
Logo Used on all Social Media Advertising	✓	✓	✓	✓
Dedicated Social Media Post Pre-Event				
- Facebook	✓	✓		
- Twitter	✓	✓		
Deidcated Social Media Post During Event				
- Facebook	✓x3	✓		
- Twitter	✓x3	✓		

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

### ACEL BOOKSHOP SPONSORSHIP [ONLY 1 AVAILABLE]

\$3,000

ACEL Bookshop is a pop up book store open over the entire course of the conference. It features books and special offers plus meet and greet book signing sessions with keynote speakers and leading Australian authors and is a focal point of traffic at the event. This year for the first time we are offering a unique opportunity to sponsor this area to a single sponsor.

#### Sponsorship Benefits :

- 2 x Organizational banners in the bookshop
- Flyer included with all book sales
- Branded bookmarks provided with all books sales
- Digital banner advertising on bookshop page on mobile app
- Digital banner advertising on ACEL online Book store
- Partners page on conference website
- One page ad in digital program
- Branding on book order forms online and at event
- Organization offer/advertising in ACEL Books newsletter Electronic Direct Mailing. [Distributed to all ACEL bookshop customers Australia & NZ Wide]
- Dedicated Social Post via ACEL Twitter Account
- Dedicated Social Post Via ACEL Facebook Account

### NETWORKING COCKTAIL GALA SPONSORSHIP [ONLY 1 AVAILABLE]

\$4,000

The Early Childhood Networking Gala will be held at the Shangri La Hotel in Sydney with food, beverages and entertainment provided. This event provides a unique opportunity to meet and engage with registrants and industry guests. This year for the first time we are offering a unique opportunity to sponsor this event to a single organization

#### Sponsorship Benefits :

- Organizational branding on all conference & networking advertising
- 3 x banners at networking event
- Digital banner on networking direct electronic mailing
- Organizational acknowledgement in networking address
- Flyers and/or information kits available at networking event [exclusive to sponsor]
- 6 x Networking tickets
- Branding on event delegate event bag
- Two collateral/promotional items included in delegate networking bag
- Digital advertising on event digital wall
- Access to networking delegate database

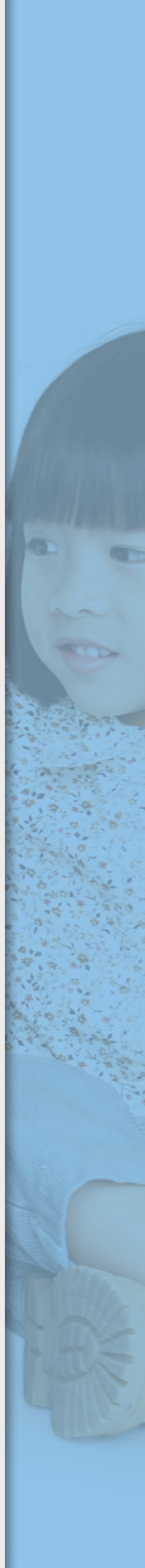
### COFFEE STATION SPONSORSHIP [ONLY 1 AVAILABLE]

\$2,500

Always a core traffic area this year there is a single organization opportunity to sponsor the coffee and tea station at this year' early childhood conference.

#### Sponsorship Benefits :

- Coffee Station Branding
- Organizational Banner located at Coffee station
- Digital banner on conference app
- Inclusion on partners page on conference website [inc.
- One collateral item included in satchel bag
- Inclusion in partners page in digital program



# SPONSORSHIP BOOKING FORM

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Please return with payment details.  
Payment can be made via credit card, EFT or cheque.  
If you wish to discuss payment options/negotiate a payment plan, please contact ACEL on 1800 680 559.

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Position: \_\_\_\_\_ Organisation: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Town/City: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Email: \_\_\_\_\_

## Accounts Contact

Name: \_\_\_\_\_  
Number: \_\_\_\_\_  
Email: \_\_\_\_\_

SPONSORSHIP	AMOUNT
<input type="checkbox"/> Package 1: Platinum	\$10,000
<input type="checkbox"/> Package 2: Gold	\$7,500
<input type="checkbox"/> Package 3: Silver	\$5,000
<input type="checkbox"/> Package 4: Bronze	\$3,500
<input type="checkbox"/> Network Sponsorship	\$4,000
<input type="checkbox"/> Bookshop Sponsorship	\$3,000
<input type="checkbox"/> Coffee Cart Sponsorship	\$2,500

TOTAL (inc. GST) \$ \_\_\_\_\_

Please make all cheques payable to:

**AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS**

Please tick here if you require an invoice so that payment can be made by EFT to ACEL's bank account.

### Terms & Conditions:

By completing this form you are accepting ACEL's Sponsorship Terms and Conditions available in the 'ACEL Policies' section at [www.ancel.org.au](http://www.ancel.org.au)

Please ensure that yourself and the credit card holder read and understand these terms and conditions prior to purchase.

**TAX INVOICE ABN 75 132 672 416**  
All rates are quoted in Australian Dollars

## Payment Details

Master Card      Card Number                       
 Visa  
 Cheque  
Expiry Date (MM/YY)   /

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

## Contact

Darrin Parker - ACEL  
P 1800 680 559  
E [darrin.parker@ancel.org.au](mailto:darrin.parker@ancel.org.au)

Bill Minnis - Minnis Journals  
P 03 9836 2808  
E [minnis@minnisjournals.com.au](mailto:minnis@minnisjournals.com.au)

