



# LGPRO 2012 ANNUAL CONFERENCE



SPONSORSHIP OPPORTUNITIES

# INTRODUCTION

The 2012 LGPro Annual Conference will be held at the Melbourne Convention and Exhibition Centre in February 2012. The event will begin on the evening of Wednesday, 22 February with a Conference Welcome event. The Conference proper will be held on Thursday, 23 February and Friday, 24 February. The Annual Conference Dinner will be held on the evening of 23 February.

The theme for the 2012 Annual Conference is 'The future is in your hands?' which draws attention to the changing climate in which Local Government operates. The Conference will bring together a range of perspectives to address the theme with particular regard to Local Government's role in the social, political, environmental and technical spheres.

The Conference program will feature international and national keynote speakers and a range of concurrent/participative sessions based around this theme and how it relates to the Local Government sector. The program has been designed to stimulate and challenge people working in Local Government and to provide them with the opportunity to hear inspirational speakers, review their practices, learn what others are doing and network with other professionals working in the sector.

# DELEGATE INFORMATION

A broad range of Local Government professionals from Councils across Victoria attend the LGPro Annual Conference with a particularly strong representation from Chief Executive Officers, Directors and Managers. Below is a breakdown of the attendances at the last three LGPro Annual Conferences.

## 2011 Conference

- 839 people registered, of these 565 were Local Government professionals.
- 72 of the 79 Victorian Councils (91%) were represented at the Conference.
- 52 Local Government Chief Executive Officers registered.
- 112 Local Government Directors registered.
- 150 Local Government Managers registered.
- 61% of those who registered were Manager level or higher.
- A record 621 registered for the Conference Dinner.

## 2010 Conference

- 718 people registered, of these 508 were Local Government professionals.
- 66 of the 79 Victorian Councils (86%) were represented at the Conference.
- 53 Local Government Chief Executive Officers registered.
- 91 Local Government Directors registered.
- 126 Local Government Managers registered.
- 53% of those who registered were Manager level or higher.
- 549 people registered for the Conference Dinner.

## 2009 Conference

- 814 people registered, of these 607 were Local Government professionals.
- 69 of the 79 Victorian Councils (87%) were represented at the Conference.
- 48 Local Government Chief Executive Officers registered.
- 68 Local Government Directors registered.
- 136 Local Government Managers registered.
- 41% of those who registered were Manager level or higher.
- 577 people registered for the Conference Dinner.

# SPONSORSHIP BENEFITS

There are a range of sponsorship packages and opportunities available for the 2012 Conference providing organisations with the chance to make contact with people working in Local Government and outline the services their company provides.

LGPro will promote the 2012 Annual Conference and its sponsors through the following mediums:

- Articles in the quarterly LGPro publication, Profile.
- Regular items in Weekly Update which is emailed to more than 5300 inboxes each week.
- Dedicated Annual Conference page on the LGPro website which will be kept updated with the latest Conference news.
- Annual Conference publications including the initial registration brochure and the Annual Conference program provided to delegates when they register at the Conference.

# SPONSORSHIP OPTIONS

## **PRINCIPAL SPONSORSHIP** *SPONSORSHIP TAKEN*

### **SPONSORSHIP BENEFITS**

- Acknowledgement as Principal Sponsor for the two days of the Conference in the main Conference session room(s), at the Conference Dinner and in the general meals area.
- LGPro Corporate Membership and its associated benefits.
- Opportunity, as Principal Sponsor, to facilitate a participative session consistent with the Conference theme (1.5 hours duration).
- Acknowledgement as the Principal Sponsor in an A4 advertisement in the Conference brochure mail out. Similar acknowledgement in any subsequent promotional material including web page and pre-registration material. The web page will include a link to the Principal Sponsor's website for a minimum period of three months leading up to, and including the Conference.
- A complimentary A4 advertisement in the 2012 LGPro Awards for Excellence publication.
- Sponsor logo on the Conference satchel to be distributed to all delegates.
- Sponsor promotional material (to be agreed to by LGPro), up to three double sided A4 pages, included in the Conference satchel.
- Sponsor company profile of 200 words, logo and Principal Sponsorship acknowledgement in the Conference program to be distributed to delegates at registration.
- Sponsor logo and Principal Sponsorship acknowledgement on the Conference delegates name tags.
- Five sponsor representatives invited to attend the Conference Welcome event.
- A table of ten, including the same number for pre dinner drinks, at the Conference Dinner.
- Additional two nominated representatives at the VIP table at the Conference Dinner.
- Acknowledgement as the Principal Sponsor on the Conference Dinner menu.
- Up to three pieces of appropriate signage and/or banners per room (to be provided by the sponsor) in the plenary and breakout rooms, (total four rooms).
- Formal acknowledgement as the Principal Sponsor by the LGPro President at the Conference Dinner.
- Sponsor logo to be included in Conference promotional audio-visual to be shown at the commencement of Conference, during breaks and at the beginning of each session.
- Three exhibition stands, (or the equivalent floor space area) in the meals area for the duration of the Conference. This includes ten attendees for lunch, morning and afternoon teas on the two days of the Conference.
- Car parking for two cars for the duration of the Conference.
- Four articles (up to two pages each) in the quarterly LGPro publication, Profile in 2011/2012.
- Twelve banner advertisements in the LGPro Weekly Update during 2011/2012.
- Acknowledgement as "preferred supplier" on the LGPro website during the period of Conference promotion.
- Exhibition booth at annual 2011 LGPro Aged & Disability Services Conference.
- Sponsor to have first right of refusal to sponsor the 2012 Midday Forum (formerly known as Business Lunch).

# LGPRO 2012 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## MAJOR SPONSORSHIP

*(NON COMPETING SPONSORSHIPS AVAILABLE)*

**\$22,000 plus GST Corporate Member**  
**\$30,000 plus GST non Corporate Member**

## SPONSORSHIP BENEFITS

- Acknowledgement as a Major Sponsor for the two days of the Conference in the main Conference session room(s), at the Conference Dinner and in the general meals area.
- LGPro Corporate Membership and its associated benefits.
- Acknowledgement as a Major Sponsor in a half page advertisement in the Conference Brochure mail out. Similar acknowledgement in any subsequent promotional material including web page and pre-registration material. The web page will include a link to the Major Sponsor's website for a minimum period of three months leading up to, and including the Conference.
- Sponsor logo to be included on a Conference promotional item distributed to all delegates.
- Sponsor promotional material (to be agreed to by LGPro), up to two double sided A4 pages, to be included in the Conference satchel.
- Sponsor company profile of 150 words, logo and Major Sponsorship acknowledgement to be printed in Conference program to be distributed at registration.
- Four sponsor representatives invited to attend the Welcome Conference event.
- Six complimentary tickets, including same number for pre dinner drinks, to the Conference Dinner.
- Additional two nominated representatives at the VIP table at the Conference Dinner.
- Acknowledgement on the Conference dinner menu as a Major Sponsor (half the size of Principal Sponsor acknowledgement).
- Up to two pieces of appropriate signage and/or banners per room (to be provided by the Sponsor) in the plenary and breakout rooms, total four rooms.
- Acknowledgement as a Major Sponsor by the LGPro President at the Conference Dinner.
- Sponsor logo included in the Conference promotional audio-visual to be shown at the commencement of the Conference, during breaks and at the beginning of each session.
- Two exhibition stands (or the equivalent floor space area) in the meals area for the duration of the Conference. This includes four attendees for lunch, morning and afternoon teas on two days of the Conference.
- Car parking for two cars for the duration of Conference.
- Four, one page advertisements in the quarterly LGPro publication, Profile during 2011/2012.
- Four banner advertisements in Weekly Update during 2011/2012.

## CORPORATE CONFERENCE SUPPORTER

*(ONLY AVAILABLE TO LGPRO CORPORATE MEMBERS)*

**\$2000 plus GST for Corporate Members only**

This sponsorship option replaces the traditional exhibition opportunity formerly offered at LGPro Annual Conferences. It offers LGPro Corporate Members the opportunity to make contact with Conference delegates in their interest area at a pre-arranged time without having to allocate staff to an exhibition booth for the two days of the Conference.

## SPONSORSHIP BENEFITS

- The opportunity to make contact with Conference delegates in your field of interest at a pre-organised time during a Conference meal break. This would occur in the room where all refreshments will be served to Conference delegates. A specific area and furniture would be allocated.
- One full Conference registration.
- Two complimentary tickets to the Conference Welcome event.

## IDEAS MARKETPLACE SPONSORSHIP

**\$5000 plus GST Corporate Member**  
**\$7500 plus GST non Corporate Member**

This is a relatively new component of the Conference and provides an opportunity for the trading of ideas, knowledge and experience and to showcase projects and innovations to the sector. About 100 delegates attended the inaugural Ideas Marketplace at the 2011 Conference.

### SPONSORSHIP BENEFITS

- Acknowledgement by the MC as the sponsor of the session at the start and end of the session.
- A brief 100 word profile to be read out by the MC at the start of the session.
- Two sponsor signs/banners to be displayed in the room during the session.
- Invitation for a sponsor representative to have a table in the room where the session is held and to make contact with, and hand out material to delegates at the end of the session.
- Acknowledgement as the sponsor of the Ideas Marketplace in all material relating to the Conference. This includes the pre-registration brochure, Conference program handed out to all delegates, articles in Profile, items in the Weekly Update and on the LGPro website.
- Company name and logo displayed on the Annual Conference page on the LGPro website.
- Invitation to take up space and time during the Conference to make facilitated contact with Conference delegates.

## FEATURE SESSION

**\$5000 plus GST Corporate Member**  
**\$7500 plus GST non Corporate Member**

Delegates can relax and share a drink and a laugh at this informal session, while still focusing on a topical issue of interest in the sector. Around 180 delegates usually attend this session which is held between the last formal session on the first day of the Conference and the pre-dinner drinks.

### SPONSORSHIP BENEFITS

- Acknowledgement by the MC as the sponsor of the session at the start and end of the session.
- A brief 100 word profile to be read out by the MC at the start of the session.
- Two sponsor signs/banners to be displayed in the room during the session.
- Invitation for a representative to have a table in the room where the session is held and to make contact with, and hand out material to delegates at the end of the session.
- Acknowledgement as the sponsor of the Ideas Marketplace in all material relating to the Conference. This includes the pre-registration brochure, conference program handed out to all delegates, articles in Profile, items in the Weekly Update and on the LGPro website.
- Company name and logo displayed on the Annual Conference page on the LGPro website.
- Invitation to take up space and time during the Conference to make facilitated contact with Conference delegates

# LGPRO 2012 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## **PARTICIPATIVE SESSION SPONSORSHIP**

*(up to 8 available)*

**\$2500 plus GST Corporate Member**  
**\$3500 plus GST non Corporate Member**

A number of participative sessions are held over the two days of the Conference. Each has a focus area or theme relevant to the Local Government sector. These sessions are attended by between 40 and 100 people. Interested sponsors would be provided with the choice of which participative session they would like to sponsor on a 'first come first served' basis.

### **SPONSORSHIP BENEFITS**

- Acknowledgement by the MC as the sponsor of the session at the start and end of the session.
- A brief 75 word profile to be read out by the MC at the start of the session.
- A sponsor sign/banner to be displayed in the room during the session.
- Invitation for a representative to attend the session to make contact with, and hand out material to delegates at the end of the session.
- Acknowledgement as a Participative session sponsor in all Conference publications.
- Company name and logo displayed on the Annual Conference page on the LGPro website.

## **DELEGATE USB STICK**

*(loaded with sponsor and available conference presentations)*

**\$6000 plus GST (Corporate Member) \$8000 plus GST non Corporate Member**  
*This is inclusive of the USB stick and the loading of material onto the stick.*

### **SPONSORSHIP BENEFITS**

- Company logo, approved promotional material and available conference presentations loaded onto a USB stick that will be included in the satchel provided to conference delegates at registration.
- Company name and logo displayed on the Annual Conference page on the LGPro website.

## **CONFERENCE PROMOTIONAL ITEMS**

*(ie: pens, notepads, post-it notes, highlighters, rulers)*

**\$2000 plus GST Corporate Member**  
**\$3000 plus GST non Corporate Member**  
*which includes the cost of the item (this may vary depending on the item selected)*

A high profile opportunity to have your company name and logo on the promotional items used by up to 600 delegates attending the two day Conference.

### **SPONSORSHIP BENEFITS**

- Sponsor name and logo to be displayed on promotional item provided to up to 600 delegates.
- Company name and logo displayed on the Annual Conference page on the LGPro website.

## **CONFERENCE DELEGATE SACHEL INSERTS**

**\$550 plus GST Corporate Member**  
**\$1000 plus GST non Corporate Member**

An opportunity to have information about your company in the Conference satchel distributed to delegates at registration. All material must be printed on A4 paper and be approved by LGPro prior to proceeding.

### **SPONSORSHIP BENEFITS**

- Opportunity to provide an A4 promotional flyer to be inserted into the Conference satchel. This would need to be provided at least one month prior to the Conference and the material must be approved by LGPro.



## SPONSORSHIPS INTERESTED IN

- Major Sponsorship: \$22,000 plus GST Corporate Member, \$30,000 plus GST non Corporate Member
- Corporate Conference Supporter: \$2000 plus GST (only available to Corporate Members)
- Idea Marketplace Sponsorship: \$5000 plus GST Corporate Member, \$7500 plus GST non Corporate Member
- Feature Session: \$5000 plus GST Corporate Member, \$7500 plus GST non Corporate Member
- Participative Session: \$2500 plus GST Corporate Member, \$3500 non Corporate Member
- Delegate USB stick: \$6000 plus GST Corporate Member, \$8000 plus GST non Corporate Member. This includes the cost of the USB sticks and loading material onto them.
- Conference Promotional Items: \$2000 plus GST Corporate Member, \$3000 plus non Corporate Member (depending on the item)
- Conference Delegate Satchel Insert: \$550 plus GST Corporate Member, \$1000 plus GST non Corporate Member

If your organisation is interested in sponsorship of the 2012 Annual Conference please complete the form below and forward it to Vicki Amiguet at LGPro via:

Post: Suite 4, 27-33 Raglan Street, South Melbourne , VIC 3205

Email: [vickia@lgpro.com](mailto:vickia@lgpro.com)

Fax: 03 9690 4217

COMPANY NAME:			
CONTACT PERSON:			
POSITION:			
ADDRESS:			
PHONE:		MOBILE:	
		FAX:	
EMAIL:			

### FURTHER INFORMATION

If you would like to discuss any of these sponsorship opportunities further please contact Vicki Amiguet, LGPro Manager Communications and Sponsorship, telephone 03 9686 3833; mobile 0433 157 057; or email [vickia@lgpro.com](mailto:vickia@lgpro.com)

**REMEMBER THE SOONER YOU FINALISE YOUR SPONSORSHIP FOR 2011/2012  
THE SOONER YOU CAN START ACCESSING THE BENEFITS**

