

FRSA National Conference 2010

DIVERSITY: Everyone Benefits

3 - 5 November 2010
Melbourne, VIC



SPONSORSHIP AND EXHIBITION PROSPECTUS

HIGHLIGHTS

Sponsorship of the FRSA National Conference 2010 'DIVERSITY: Everyone Benefits' offers an exceptional opportunity to support the sharing of knowledge and practice relevant to those working with Australian families.

This conference will build on the success of previous FRSA National Conferences held in 2009 and 2008. FRSA's Conference 'Children and Families: Reducing Risk, Building Resilience' in 2009 was attended by over 450 delegates. Overall, 88% of delegates rated the conference as 'above average' or 'excellent'. Specifically, the following features of the conference were consistently rated highly by the majority of respondents¹.

- Quality of speakers and presenters
- Event schedule
- Program mix of plenary/workshop sessions
- Venue and facilities
- Social events and networking opportunities
- Folder and satchel information
- Value for money
- Exhibition Booths

We are confident that in 2010 our National Conference will once again attract over 450 delegates from a range of sectors including family and relationship services, the broader family law and family support sectors, government agencies and leading institutes of research, training and policy analysis.

The 2010 Conference theme 'DIVERSITY: Everyone Benefits' recognises that Australian families are increasingly diverse and that this diversity can be a strength from which everyone benefits. It encompasses the concept of delivering services in a way that is respectful and responsive to different needs as well as building partnerships between service providers to better support families and foster diversity in our workforce. FRSA seeks to draw together common threads relevant to the delivery of family and relationship services across key national policy initiatives of the Federal Government including *Closing the Gap on Indigenous Disadvantage*, *Building Social Inclusion*, and *Improving the Safety and Wellbeing of Australia's Children*.

The support of sponsors is very important to the success of the conference. Sponsorship greatly enhances our capacity to attract high calibre speakers and presenters. It also provides delegates with valuable exposure to key products and information from funders, suppliers and partners including training and research institutes. FRSA works to actively engage sponsors in event planning and delivery.

There are a range of sponsorship options to suit every budget. We hope that you are able to give favourable consideration to these options.

Kind Regards,



Samantha Page
Executive Director

¹ Attracted a score of 'above average' or 'excellent' by more than 87% of survey respondents.

OPPORTUNITY

10% MEMBER DISCOUNT

CONFERENCE PARTNER: POA

Conference Partners have an essential role in helping FRSA to plan and deliver the National Conference in a way that maximises cross-sector participation and informs conference delegates about current developments in public policy, program delivery and best practice. Conference partners make it possible for FRSA to engage high calibre speakers/presenters from Australia and overseas while keeping registration fees affordable. This form of sponsorship also offers travel subsidies and sponsored places to support the involvement of practitioners working in smaller organisations servicing rural and disadvantaged communities. In recognition of their contribution, Conference Partners will receive:

- Substantial acknowledgement in all promotional material, publications and web listing;
- Acknowledgement by the FRSA Chairperson in her opening address;
- An opportunity to address conference delegates;
- Opportunities to participate in conference planning meetings and to direct some of their sponsorship contribution to support specific speakers or sessions;
- Complimentary exhibition booth with Audio Visual (see opposite);
- Complimentary inclusions in the conference satchel and USB stick (see opposite);
- Up to 1 page content space in the delegate handbook; and
- Up to 10 all-inclusive delegate registrations (relative to amount of sponsorship).

PLATINUM SPONSORSHIP PACKAGE

\$25,500 (GST Inc.)

Platinum Sponsors are major sponsors that believe in the value of this conference and the work of family and relationship services. They underpin the success of the event through their support; contributing to FRSA's capacity to spend the time and resources needed to ensure that conference delegates get the most out of their participation. In recognition of their contribution, Platinum Sponsors will receive:

- Substantial acknowledgement in all promotional material, publications and web listing;
- Acknowledgement by the FRSA Chairperson in her opening address;
- Options for directing sponsorship to support specific speakers or sessions;
- Complimentary exhibition booth (see opposite);
- Complimentary inclusions in the conference satchel and USB stick (see opposite);
- Up to 3/4 page content space in the delegate handbook; and
- Four all-inclusive delegate registrations.

GOLD SPONSORSHIP PACKAGE

\$8,500 (GST Inc.)

Gold sponsors make an important contribution to the quality of the conference both financially and symbolically. They increase our capacity to engage high calibre speakers and to invest in event planning. In recognition of their contribution, Gold Sponsors will receive:

- Acknowledgement in all conference promotional material, publications and web listing;
- Acknowledgement by the FRSA Chairperson in her opening address;
- Complimentary exhibition booth (see opposite);
- Complimentary inclusion on the USB stick and discounted satchel insert (see opposite);
- Up to 1/2 page promotional space in the delegate handbook; and
- Two all-inclusive delegate registrations.

SILVER SPONSORSHIP PACKAGE

\$4,000 (GST Inc.)

Silver sponsors demonstrate support for the event and help to ensure that it is a valuable experience for delegates. In recognition of their contribution, Silver Sponsors will receive:

- Acknowledgement in all conference promotional material, publications and web listing;
- Acknowledgement on the sponsor board at the venue;
- Complimentary inclusion on the USB stick (see below);
- Up to ¼ page promotional space in the delegate handbook; and
- One all-inclusive delegate registration.

EXHIBITION BOOTH

\$1,500 (GST Inc.) for the duration of the conference

An exhibition booth provides the opportunity to showcase resources, programs, products and brochures as well as to engage delegates in conversation over tea and lunch breaks. These proved very popular at the previous FRSA National Conference, with delegates commenting that they appreciated the opportunity to network at the booths and collect information.

A booth, table and chairs will be provided for the duration of the conference, including company signage board and spotlighting positioned to provide maximum exposure to delegates. Self standing banners are welcome. Additional costs apply for audio visual equipment.

USB & SACHEL INSERTS

\$220 (GST Inc.) for USB Inclusion / **\$550** (GST Inc.) for Satchel Insert

This year Conference Delegates will receive a conference satchel (bag) containing a Conference Handbook, a USB Memory Stick and a limited number of satchel inserts. The USB stick will be pre-loaded with electronic files and can also be used to upload presentations and other material from a computer bank that will operate throughout the conference. Sponsors are encouraged to include material in electronic form rather than hard copy where appropriate to reduce the environmental impact and the size/weight of the satchels.

CONFERENCE DINNER SPONSOR

\$15,000 – Exclusive Opportunity

The FRSA National Conference Dinner has become a special event on the annual calendar for those working in both family support and family law service sectors. The dinner provides an opportunity for conference delegates to network and discuss the topics raised by the conference program, this promotes personal connections across agencies and sectors, it is also an opportunity to celebrate achievements and reflect on the importance of valuing our workforce. Registration to the conference includes a complimentary ticket to the Conference Dinner.

The venue for the Conference Dinner in 2010 is yet to be determined. The 2009 conference dinner was held in the marquee at the iconic Sydney Opera House and in 2008 it was pool-side at the Shangri La Hotel in Cairns. The Conference Dinner Sponsor will receive:

- Four complimentary tickets to the event;
- Opportunity for an organisation representative to give a short speech to attendees;
- Organisation logo on the dinner ticket; and
- Opportunity for a promotional item to be placed at each table setting.

For further information please complete the **Expression of Interest** attached or contact Bonnie Montgomery communications@frsa.org.au or 02 6162 1811. Consideration will also be given to other proposals related to sponsorship, please feel welcome to make suggestions.

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Expression of Interest

Organisation: _____

Contact Person: _____

Address: _____

State: _____

Postcode: _____

Phone: _____

Email: _____

Fax: _____

Web: _____

I/we are interested in the following sponsorship package:

- Conference Partner: POA
- Platinum Sponsor: \$25,500
- Gold Sponsor: \$8,500
- Silver Sponsor: \$4,000
- Exhibition Booth: \$1,500
- USB: \$220
- Satchel Insert: \$550
- Conference Dinner Sponsor: \$15,000
- Other: _____

I/we would like FRSA to:

- Call to discuss
- Send confirmation letter and invoice
- Other: _____

Please fax completed form to:

(02) 6162 1794

Or copy and mail to:

FRSA PO Box 326
Deakin West ACT 2600
communications@frsa.org.au

Many thanks!

Images from the FRSA National Conference 2009

