



2010 INTERNATIONAL NONPROFIT & SOCIAL MARKETING CONFERENCE (INSM)

15-16 JULY 2010 | VENUES: QUEENSLAND UNIVERSITY OF TECHNOLOGY & GRIFFITH UNIVERSITY, BRISBANE



SPONSORSHIP OPPORTUNITIES BROCHURE

Invitation to sponsor the International Nonprofit and Social Marketing Conference 2010 (INSM 2010), to be held at the Brisbane and South Brisbane campuses of QUT (Queensland University of Technology) and Griffith University, 15-16 July 2010.

Conference-wide Levels

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Gold Sponsor
Silver Sponsor
Bronze Sponsor

Advertising Opportunities

.....

Conference Program

Targeted Opportunities

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Keynote Speaker Sponsor
Conference Dinner Sponsor
Concurrent Session Sponsor
Award Sponsor
Conference Satchel Sponsor
Satchel Insert
Writing Pads and Pens

Jointly hosted by



www.insmconference.org



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INVITATION TO PARTICIPATE

We are delighted to invite you to participate in the International Nonprofit and Social Marketing Conference 2010 (INSM 2010), to be held at the Brisbane and South Brisbane campuses of QUT (Queensland University of Technology) and Griffith University, from 15-16 July, 2010.

Conference Theme

The health and wellbeing of their populations has been identified by governments world-wide as critical issues for the happiness, productivity and efficiency of their countries and citizens.

The Australian Preventative Health Taskforce outlines a series of recommendations that are aimed at changing the choices that Australians make. Australia has a vision to become the healthiest country in the world by 2020. Social marketing and the nonprofit sector are both central to achieving this vision.

The Healthy Australia 2020 report places an emphasis on government, community groups and industry working together. The aim of this conference is to encourage, highlight and promote such collaborative relationships between the social marketing academy and key stakeholder constituencies.

INSM 2010 will bring together educators, professional marketing practitioners, government and community sector representatives to connect professionally and socially to share and learn from the latest research and experience in successful nonprofit and social marketing practice. Together they will explore innovative and proven strategies to tackle critical issues facing local, national and global communities.

Central to the conference will be the presentation of rigorous scholarly work that has been conducted in conjunction with practitioners, corporate, nonprofit, NGOs, and government and has direct application for practice.

As Senior Manager - Marketing of the TAC, Victoria, we were pleased to support the 2009 INSM Conference. We were able to access internationally-renowned experts in social marketing such as Nancy Lee who provided excellent comments and ideas on social marketing initiatives. The value we gained from her input was very high and well worth the investment. The conference and exposure to Nancy Lee helped us improve our knowledge base in the practice of social marketing which will prove useful in developing future campaigns. We recommend that other organisations consider supporting future conferences as the benefits of knowledge gained and contacts with experts has proved valuable for the TAC.

John Thompson, Senior Manager Marketing, Transport Accident Commission (Victoria)

Conference Hosts and Venues

The 2010 conference, jointly hosted by Queensland University of Technology (QUT) and Griffith University, will be held in Brisbane, Australia. There are many outstanding attractions in Brisbane (see <http://ourbrisbane.com>) and the surrounding vicinities, eg. the Gold Coast (see <http://verygoldcoast.com.au>).

QUT's Gardens Point campus is located within the Brisbane CBD and Griffith University's South Bank campus is located just a short walk from QUT, across the Brisbane River via the Goodwill Bridge.

Keynote Speakers

Keynote speakers for 2010 INSM include **Professor Craig Lefebvre**, Department of Prevention and Community Health, The George Washington University, USA and **Professor Gerard Hastings**, Institute for Social Marketing, Stirling University, UK.



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Conference Tracks

- Public Sector and nonprofit marketing
- Managing nonprofit brands
- Consumer behaviour for social marketers
- Corporate social responsibility and ethics
- Marketing for international nonprofit organisations
- Marketing communications
- Marketing education
- Marketing metrics and modelling for social marketers
- Enhancing social marketing outcomes using digital technologies
- Research methods
- Services marketing
- Strategic marketing
- Sustainable and social issues in marketing.

Reasons to Sponsor INSM 2010

As a sponsor of the International Nonprofit and Social Marketing 2010 Conference you have the opportunity to raise the profile of your company and network with key decision makers from a range of organisations who are seeking innovative solutions to the challenges of attracting support, promoting positive behaviour, and changing attitudes and behaviour.

Benefits outlined in the following INSM 2010 sponsorship packages include:

- Unique branding opportunities before, during and after the event
- Direct contact with approximately 150 delegates
- Access to the delegate list for follow up purposes
- Targeted marketing opportunities through conference activities, events and exhibition placement.

Delegate Profiles

Approximately 150 professional and academic marketing professionals are expected to attend this event. The delegates will represent a wide range of organisations:

- Government
- Nonprofit sector

- Leading marketing academics from Australian and international universities
- Corporate organisations.

Marketing the 2010 INSM Conference

The event will be professionally managed by Iceberg Events and a comprehensive marketing plan will be implemented to ensure maximum benefits are delivered for both delegates and sponsors. The plan includes:

- **Website:** a tailored website will host all information and be used as the main communication channel for delegates, keynote speakers, conference sponsors, partners and exhibitors, professional associations, and journals
- **Reciprocal website links:** all conference sponsors, exhibitors and partners are invited to include their logo on the conference website with a reciprocal link to maximise branding
- **Email marketing:** including regular updates to our database promoting program updates, key dates and featured speakers
- **Print material:** including brochures, flyers, media releases and conference program to stimulate interest and promote major aspects of the conference.

Organising Committee

- **Conference Chair:** Associate Professor Rebekah Russell-Bennett, QUT
- **Program and Marketing Industry Liaison:** Dr Susan Dann, Independent Board Member
- **Nonprofit Sector Liaison:** Dr Wendy Scaife, QUT
- **Academic Reviews:** Associate Professor Sharyn Rundle-Thiele, Griffith University
- **Industry Case Studies and Best paper Awards:** Dr Jo Previte, UQ
- **Events Liaison:** Prof Judy Drennan, QUT
- **Promotion:** Dr Marie-Louise Fry, Griffith University
- **Website and Social Media:** Dr Stephen Dann, ANU
- **Event Manager:** Jodie Parker, Iceberg Events



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CONFERENCE-WIDE SPONSORSHIP LEVELS AND BENEFITS

| <i>All prices are in Australian Dollars and include GST.</i> | Gold Sponsor \$9,900 | Silver Sponsor \$4,400 | Bronze Sponsor \$3,300 |
|--|--------------------------------|----------------------------------|----------------------------------|
| Welcome paragraph from your company in the conference program and on the conference website | ● | | |
| Acknowledgement of sponsorship by Conference Chair during the opening and closing sessions of the conference | ● | | |
| Company banner at venue entrance | ● | | |
| Company logo on sponsors scroll shown throughout the conference | ● | ● | ● |
| 5 minute speaking opportunity during a plenary session (no PowerPoint slides) | ● | | |
| Acknowledgment of sponsorship on registration form | ● | | |
| Industry exclusivity* for sponsor category | ● | ● | |
| Company banner to be displayed in plenary room | ● | | |
| Exhibition display in a prime location on Thursday, 15 July | ● | | |
| Exhibition display on Thursday, 15 July | | ● | ● |
| Access to detailed conference delegate list | ● | | |
| Inclusion of advertisement in the conference handbook (artwork to be supplied by sponsor) | Full page | Half page | Quarter Page |
| Acknowledgement as sponsor in the conference program (including company logo) | Including front cover | ● | ● |
| Company logo and company name on conference website with a link to the company's website | ● | ● | ● |
| Full conference registrations | 4 | 2 | 1 |
| Invitation to attend the conference dinner and awards | 4 | 2 | 1 |
| Seats at the head tables at the conference dinner | 2 | | |

**The first organisation to confirm and pay for sponsorship in this category has the option to activate an exclusivity clause in order to exclude direct competitors in the same industry.*



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TARGETED OPPORTUNITIES

Keynote Speaker Sponsor

\$2,200 AUD (inc GST)

Sponsorship of a speaker involves contributing to the costs associated with that speaker. Sponsorship benefits include:

- Inclusion of company logo on title slides within plenary room
- Opportunity to place signage within plenary room
- Acknowledgment by session chair
- Acknowledged as Keynote Sponsor in conference program and on conference website with link to own website.

Conference Dinner Sponsor

\$3,850 AUD (inc GST)

Conference dinner sponsorship benefits include:

- Opportunity to provide each dinner guest with a branded gift/goodie bag
- Opportunity to display signage at the dinner venue
- Acknowledgment by conference chair at the dinner
- Acknowledged as sponsor in conference program and on conference website with link to own website
- Four (4) tickets to attend the conference dinner.

Concurrent Session Sponsor

\$550 AUD (inc GST)

Concurrent session sponsorship benefits include:

- Acknowledgment by session chair
- Inclusion of company logo on title slides within session room
- Opportunity to display signage in session room
- Acknowledged as sponsor in conference program and on conference website with link to own website
- Opportunity for two (2) company representatives to attend the sponsored session.

Award Sponsor

POA

There are a number of awards available for sponsorship which include the below benefits:

- Acknowledgment as Award Sponsor
- One (1) ticket to the conference dinner and awards
- Opportunity to present the award at the conference dinner.

Please contact Emma Tooth of Iceberg Events for more details about the awards available to sponsor.

SPONSORSHIP CONDITIONS

Acceptance of offer is by completion of Sponsor Agreement Form.

Payment is required by 31 May 2010 (special arrangements can be made).

Notice of cancellation must be submitted in writing prior to 31 May 2010.

50% cancellation fee will apply.

Cancellations received after 31 May 2010 will not be refunded.

SPONSORSHIP ENQUIRIES

Emma Tooth
Event Coordinator, Iceberg Events
Phone: 07 3876 4988 or
Email: emma@icebergevents.com.au



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TARGETED OPPORTUNITIES

Conference Satchel Sponsor

\$2,200 AUD (inc GST)

Conference satchel sponsorship benefits include:

- Branded tag (approx 9.0cm x 5.5cm) to be attached to the conference satchel
- Acknowledgment on conference website

Satchel Insert

\$550 AUD (inc GST)

Reach delegates directly by providing inserts in the delegate satchel which is given to all full registered delegates. All inserts must be approved by the committee. Inserts may take the form of a brochure/flyer (up to single A4 double sided) or sample promoting your product or service.

Writing pads and pens

\$550 AUD (inc GST)

Reach delegates directly by supplying the pads and pens to be inserted in the delegate satchel. All pads and pens must be approved by the committee. Sponsor will be responsible for the purchasing and overprinting of the pads and pens and will be acknowledged as a sponsor in conference program and on conference website with link to own website.

ADVERTISING OPPORTUNITIES

Conference Program (A4, Full colour)

Your company advertisement will appear on the printed version of the conference program as well as a PDF version on the conference website (artwork to be supplied by you).

- Outside back cover \$825
- Inside front/back cover \$715
- Inside full page \$440
- Inside half page \$275

Prices are in Australian Dollars and include GST.

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