



AUSTRALASIAN
**Wellbeing
in Education.**
CONFERENCE 2020

SPONSORSHIP OPPORTUNITIES

2-4 APRIL 2020

ICC SYDNEY, NSW

Bridging Theory,
Research and Application



Sponsorship Opportunities.

Positive Education Schools Association (PESA) is Australia's national peak national association in the field of Positive Education. Our members include schools, universities, educators, parents, researchers, charities and community members who share an interest in an evidence-based approach to wellbeing and a commitment to supporting schools, students and the wider community flourish.

We are a not-for-profit association, based in Australia, with members globally.

Our vision is for the science of wellbeing and Positive Psychology to be integrated throughout the education system, enabling all students, schools and communities to flourish.

It is our mission to lead, promote, and foster the implementation and development of Positive Education.



Our Audience.

The PESA annual conference is recognised as the premier wellbeing in education conference in Australia, with a growing international reputation. It attracts delegates from across Australia as well as internationally, hailing from diverse backgrounds - ranging from educators and school leaders from the independent, government and systemic school sectors, to universities to health professionals and community members.

We expect in excess of 500 delegates to attend our 2020 event from across the globe including Australia, New Zealand, UAE, USA, Europe and Asia.

They will span a range of professions including:

- Educators, Teachers, Principals and Deputy Principals across Early Childhood, Primary and Secondary Education from the independent, government and religious-affiliated sectors
- Representatives from the tertiary sector, with numerous universities in attendance
- Health professionals including psychologists and counsellors
- Consultants, coaches and trainers
- Representatives from state departments of education
- Philanthropists
- Parents and community members



Benefits of Sponsorship.

The PESA organising committee is committed to working with your company to ensure maximum benefits and exposure from your involvement as a sponsor.

The following levels of sponsorship have been designed to offer a range of opportunities so that you can select the level of involvement that best suits your company's needs and budget.

The benefits offered include:

- Direct access to a wide array of delegates that share a commitment to an evidence-based approach to community wellbeing
- Opportunities to further contact and follow up delegates through contact lists that are provided to certain levels of sponsorship
- Recognition of your company's involvement, commitment and support across the two-and-a-half-day conference

Sponsorship Packages.



PLATINUM SPONSOR.

1 ONLY

\$30,000 plus GST

The Platinum Sponsorship package is an exclusive opportunity for a sponsor who is seeking strong brand association with PESA and will benefit from a high-level of exposure throughout the conference.

EXCLUSIVE BENEFITS

- A 5-minute presentation to all delegates at the conference opening welcome*
- Recognition as a Platinum sponsor and acknowledgment by the PESA Chair as part of welcome and closing addresses
- 50-word company biography on the conference website
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Two (2) company banners displayed in the main plenary room
- Company logo included on all conference literature, daily electronic acknowledgements and conference website
- 30-second video or 3 PowerPoint slide advertisements to be displayed during the conference
- A4 delegate bag insert or delegate gift (to be provided by sponsor)

REGISTRATION

- Four (4) complimentary conference registrations which includes full day catering and participation in the conference program

EXHIBITION

- Most favourable position for trade display
- 6m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

GOLD SPONSOR.

2 ONLY

\$15,000 plus GST

The Gold Sponsorship opportunity is an exciting level of sponsorship suitable for a sponsor who is seeking strong brand awareness and a high level of exposure at a fantastic price point.

EXCLUSIVE BENEFITS

- Recognition as a Gold sponsor and acknowledgment by the PESA Chair as part of welcome and closing
- A 3-minute presentation to all delegates*
- Access to the electronic conference delegate list in an excel format*

BRANDING BENEFITS

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website
- 3 PowerPoint slide advertisements to be displayed during the conference
- A4 delegate bag insert of delegate gift (to be provided by sponsor)

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering and participation in the conference program

EXHIBITION

- A favourable position for trade display*
- 3m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

COFFEE CART SPONSOR.

2 ONLY

\$6,500 plus GST

The Coffee Cart sponsorship provides an opportunity to engage with delegates and harness those all-important connections. This is a fantastic opportunity to enhance your company's brand awareness and continue to forge those strong business relationships with customers and prospects.

EXCLUSIVE BENEFITS

- Naming rights to the Coffee Cart including an opportunity to provide coffee cups and napkins for additional branding
- Opportunity to provide signage, banners and brochures to be displayed at the Coffee Cart throughout the conference
- Opportunity to provide sponsor-branded collateral eg. cups and napkins for the coffee cart
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering and participation in the conference program

EXHIBITION

- Favorable position for coffee cart
- 3m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

LANYARD AND NAME TAG SPONSOR.

ONLY 1
\$5,000 plus GST

As the Lanyard & Name Tag sponsor your company will enjoy a high degree of brand visibility. This is an ideal way to promote your company to the full conference delegation.

EXCLUSIVE BENEFITS

- Branding rights on lanyards and name tags which are handed to all delegates at the Conference at the discretion of the Event Manager and the Conference Committee*
- Access to the electronic conference delegate list in an Excel format*

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering and participation in the conference

BRANDING BENEFITS

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website

EXHIBITION

- 3m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

TRADE DISPLAY SPONSOR.

\$2,500 plus GST

As a trade display sponsor, you will have the opportunity to showcase your expertise, services and capabilities to a delegates across the conference.

EXCLUSIVE BENEFITS

- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering and participation in the conference

EXHIBITION

- 3m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

Conditions Apply

- * Delegate List will be provided up to 2 week post event. A copy of the electronic conference delegate list will be provided, except where privacy laws exclude particular participants details from being included and where we are excluded from divulging information due to other contractual agreements.
- * Sponsor presentations will be placed in the conference program at the discretion of the Conference Manager.
- * Trade display size may be subject to change pending venue requirements and no booths will be offered.

CONFERENCE APP SPONSOR.

ONLY 1
\$2,500 plus GST

As the Conference App sponsor put your company's products and services in the palm of delegates. Exclusive sponsorship opportunity set to drive more traffic to your company's website before, during and after the event.

EXCLUSIVE BENEFITS

- Recognition as the exclusive conference app sponsor across all conference literature and electronic acknowledgements during the conference
- Company logo on the app landing page
- Company logo or advertising banner featured on the main app page
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website

REGISTRATION

- Two (2) complimentary Conference Registrations which includes full day catering and participation in the conference program

EXHIBITION

- 3m x 2m trade area, access to power and Wi-Fi*
- Complimentary display table and two chairs

BRONZE SPONSOR.

\$2,000 plus GST

- Acknowledgement in the conference app and hyperlinks to your website across the conference website
- Sponsor's A4 printed insert included in all delegate bags (as provided by sponsor)



AUSTRALASIAN

Wellbeing in Education.

CONFERENCE 2020

Thank you for taking the time to consider sponsorship of this Conference. If you wish to discuss your sponsorship possibilities or have any queries in relation to these packages please contact:

Brianna Rickman

brianna@bccm.com.au

Ph: +61 3 8679 5460

Conditions of Sponsorship.

Sponsors participate on the understanding that:

- Sponsorship monies will facilitate the successful planning and promotion of the conference in addition to subsidising the cost of management, communication, invited speakers, program, publications, etc.
- Sponsorship exposure and acknowledgement is facilitated by credits in the conference collateral
- Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the conference and, on this basis, Sponsorship monies are potentially tax deductible.
- No exclusivity of product is offered at any level.
- Provision for banners, electronics and any other promotional material are the responsibility of the Sponsor.
- Colour reproductions will, when printed, be as close to the specified colour as practical.
- Information provided in the Sponsorship Packages document is correct at the time of going to print. However, as the document is subject to change, Sponsors will be notified of any changes prior to the conference. No changes or adjustments to be made to the agreed booking without first obtaining written approval from Sponsor
- Please note that the final trade exhibition floor plan may vary resulting in booth position changes from the original floor plan due to updated trade floor plans.
- The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- The Exhibitor will be responsible for any loss or damage to the display booth, partitions, electrical fittings, and spotlights provided for the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- The Exhibitor will comply with all the rules and regulations of the authority having control over the building.
- The organiser may in the event of any circumstances which render it necessary, alter the location of the stand allocated to the Exhibitor.
- The organiser may postpone or amend the time for the holding of the exhibition to such time, which in the opinion of the organiser, is more suitable for the exhibition. If there is a change of date, the organisers will consult with the Sponsor to determine the suitability. If the date change is unsuitable for Sponsors a full refund will be provided.
- The organiser may cancel the allocation of space to any Exhibitor, which in the opinion of the Organiser is creating a disturbance or nuisance or carrying any activity contrary to the law.
- The organiser may allocate to any person any space allotted to an Exhibitor which may be forfeited pursuant to the terms hereof.
- The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the exhibition. The Conference Organiser recommend all Sponsors and exhibitors have their own insurance. Without prejudice to the liabilities of the Organiser under the Contract, the Organiser shall maintain with a reputable insurer sufficient insurance cover to meet its liabilities under the Contract.
- Where there is more than one Exhibitor occupying space their liability shall be joint and several. However, each Sponsor is not liable for any loss or damage other than that occurring within its exhibition
- In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any liability hereunder.
- The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the Organiser.
- The organiser is not responsible for any loss or damage to any product exhibited caused by a person attending the event
- The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the exhibition.
- The deposit (50% of the total amount required for Sponsorship or trade exhibition booths) is non-refundable. No refunds will be used for cancellations notified less than 90 days prior to the event and the Exhibitor or Sponsor will be liable at this point for the full amount requested on the application form.
- All payments must be received by the due date. Failure to comply with payment terms may result in the Sponsor not receiving full benefits as outlined in the package.
- The organisers of the Conference reserve the right, in their absolute discretion, to refuse any Sponsorship application and may decide not to accept any application for any reason whatsoever.
- All Sponsors' benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Should a particular Sponsorship/exhibitor benefit precede payment, that benefit will no longer be available to the Sponsor/exhibitor.
- All Sponsors will be provided with a list of all delegates unless a privacy policy is requested by the delegate.
- The above Sponsorship packages are notional and if your organisation wishes to negotiate a Sponsorship package, which better suits your needs please contact us to discuss.
- Travel and accommodation costs are NOT included in these packages. Attending Sponsors should arrange their own travel and accommodation requirements as appropriate.
- Day catering will be provided for up to 2 people per trade exhibition.
- A 50% deposit for your Sponsorship package is required immediately to secure your Sponsorship. Upon receipt of this acceptance form you will be issued with a Tax Invoice and confirmation of your Sponsorship. Balance of Sponsorship monies must be made by the designated date.
- Upon receipt of this acceptance form you will be issued with a Tax Invoice and confirmation of your Sponsorship.
- Balance of Sponsorship monies must also be made by designated date.
- A copy of the electronic conference delegate list will be provided two weeks post event, except where privacy laws exclude participants details from being included.
- The position of company logo and advertisement in any distribution materials will be at the discretion of the Conference Manager. The logo or advertisement is to be provided to the conference manager by the specific deadline.
- Sponsor presentation's will be placed in the conference program at the discretion of the Conference Manager.
- Trade display area excludes walls – exhibitor style may change due to space restrictions or final design
- Where applicable a favourable position for trade display will be offered for sponsorship secured by 1st February 2020.
- A full Day Catering Pass includes morning tea, afternoon tea and lunch. Additional day catering and function tickets may be purchased for any additional staff subject to availability.

Cancellation Policy

- Sponsorship deposits are non-refundable after the due date as the Conference Budget is based upon Sponsorship secured.
- Sponsorship cancellations must be submitted in writing at least two months before the conference i.e. 01 February 2020 prior to final publications being produced. No refunds will be issued after 01 January 2020
- Sponsors may terminate the Contract forthwith and without prejudice to its accrued rights at the date of termination if the Organiser or any of its assets is subject to any form of winding up, administration, receivership, insolvency proceedings or arrangements with creditors generally.
- The Organiser shall notify Sponsors in writing as soon as practicable following the occurrence of an event giving rise to a termination. In such circumstances, notwithstanding any other terms in these terms, the Organiser will refund to Sponsors any prepaid deposits or advance payments that they have made.

I agree to the Conditions of Sponsorship as set out above.

Signature

Position

Company

Date



PESA 2020 Australasian Wellbeing in Education Conference.

2-4 April 2020

Sponsorship Deposit Form

ABN: 871 6825 9096

Company Name

Contact Person

Postal Address

Suburb

State

Postcode

Telephone

Mobile

Email

(Preferred method of communication)

Sponsorship (Please indicate your preferred sponsorship option)

Description

Investment \$

Comments

Platinum	\$30,000.00	\$
Gold	\$15,000.00	\$
Coffee Cart	\$ 6,500.00	\$
Name Tag & Lanyard	\$ 5,000.00	\$
Conference App	\$ 2,500.00	\$
Trade Display	\$ 2,500.00	\$
Bronze	\$ 2,000.00	\$

Payment Summary

Sponsorship Total (incl GST)	\$
Less 50% Deposit	\$
Total Outstanding	\$

Payment: 50% deposit is required immediately once invoice has been issued
Balance of sponsorship to be paid by 1 Feb 2020

Conference Manager

BCC Events Management Pty Ltd

Ph 03 8679 5460 **Email** info@bccm.com.au

A Tax Invoice will be sent to you upon receipt of this Deposit Form

Direct Credit Banking Details

BSB: 083 253

Account Number: 8464 77881

Account name: PESA Limited

Reference: Invoice No &

Delegate Name

