



AUSTRALASIAN
**Wellbeing
in Education**
CONFERENCE 2021

Sponsorship Opportunities

Flourishing in a Changed World

30 September - 2 October 2021
Sydney, Australia

Proudly hosted by
Ravenswood School for Girls

www.PESA.edu.au



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.

Our previous Conferences have attracted between 300 and 800 delegates. This year, we expect 400+ in-person attendees, and at least the same number in virtual attendees.

Whilst the pandemic has made planning challenging, we expect this conference to attract a similar cohort of delegates as previous years. Delegates will most likely comprise predominantly teachers and school leaders, and given the constraints on travel, we anticipate around 50% of delegates will be based in NSW, with the remainder coming from across Australia.

Previous years' delegates have included diverse cohorts from multiple sectors:

- 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

As a virtual stream will be available for the full 2.5 days of the conference, we expect 400+ additional delegates from across Australia and internationally.



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.

1 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*
- 2m 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
- 2m 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

- 2m 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

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

BRONZE SPONSOR.

\$500 plus GST

- Acknowledgement in the conference website
- Sponsor's A4 printed insert included in all delegate bags (as provided by sponsor)

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.



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Thank you for taking the time to consider sponsorship of this conference. If you wish to discuss sponsorship opportunities, please contact:

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