

Australian Disaster Resilience  
Conference 2019

# Sponsorship Opportunities

Are we future ready?

Melbourne  
Convention and  
Exhibition Centre

August  
2019 **28-29**

[aidr.org.au/adrc](http://aidr.org.au/adrc)

 AIDRnews  AIDR\_news  aidr #ADRC19



The Australian Disaster Resilience Conference is the nation's premier event focused on contemporary disaster resilience practice and research.


The conference brings together a diverse and passionate crowd from a range of sectors to share knowledge and build connections for a disaster resilient Australia.

In 2019, the Australian Disaster Resilience Conference will consider what it takes to be future ready.



The conference program will be guided by four subthemes: **connection, respect, empowerment and wisdom.**

The Australian Disaster Resilience Conference is brought to you by the Australian Institute for Disaster Resilience.



*"This landscape of the emerging era of disasters is going to increasingly stretch emergency services, undermine community resilience and escalate the economic costs and loss of life. We need to begin preparing now for this future."*

– Dr Robert Glasser,  
Former Head of the UN Office for Disaster Risk Reduction.





# About the Australian Institute for Disaster Resilience

The Australian Institute for Disaster Resilience (AIDR) develops, maintains and shares knowledge and learning to support a disaster resilient Australia.

Building on extensive knowledge and experience in Australia and internationally, AIDR works with government, communities, NGOs, not-for-profits, research organisations, education partners and the private sector to enhance disaster resilience through innovative thinking, professional development and knowledge sharing.

AIDR is supported by its partners: the Australian Government, the National Council for Fire and Emergency Services (AFAC), the Australian Red Cross and the Bushfire & Natural Hazards Cooperative Research Centre.

## Why sponsor?

Sponsorship investment will fund scholarships for people from resource-stretched sectors to attend the conference as a key focus. As a sponsor, you will be actively supporting passionate members of the disaster resilience community to increase their knowledge and skills, and return home to their communities to make a real impact.

The Australian Disaster Resilience Conference is a premium opportunity to gain brand exposure and make connections with the ever-expanding disaster resilience community. Sponsoring is a valuable way to demonstrate good corporate citizenship by supporting disaster resilience in Australia.

Sponsorship opportunities for the Australian Disaster Resilience Conference provide an excellent medium for exposure in the lead up, during, and after the event via AIDR's well established communications networks and partnerships.

In the setting of the prestigious Melbourne Convention and Exhibition Centre, there will be opportunities to network with delegates as well as further grow and strengthen your relationship with potential supporters and advocates for your brand, from locations across the nation, with audiences you may be yet to reach.

Stepping in to help out after a disaster is generous, appreciated and needed. However, choosing to invest in building resilience to disasters is forward thinking and has proven returns.

To further discuss the sponsorship packages on offer and tailoring a package to suit your organisation, please contact [melissa.matthews@aidr.org.au](mailto:melissa.matthews@aidr.org.au)

# Feedback from the inaugural Australian Disaster Resilience Conference

**100%**

said they would recommend the conference to others

**100%**

rated ADRC as a whole as very good or excellent

**100%**

said ADRC met or exceeded their expectations

**84%**

rated the overall organisation of ADRC as very good or excellent

**86%**

rated the AIDR Knowledge Centre as very good or excellent



## PARTICIPATE

IN AUSTRALIA'S PREMIER EVENT FOCUSED ON CONTEMPORARY DISASTER RESILIENCE PRACTICE AND RESEARCH.



### DEVELOP

NEW ASSOCIATIONS AND NETWORKS

with practitioners, policy makers, volunteers and researchers in the disaster resilience sector to extend your reach and influence.



### LEARN

ABOUT LATEST RESEARCH FINDINGS, GOOD PRACTICE AND FUTURE TRENDS

by attending conference sessions over the two days.



### SHOWCASE

YOUR PRODUCTS AND SERVICES AND PROMOTE YOUR BRAND

by associating yourself with support for disaster resilience at one of Australia's leading conference venues.



# Sponsorship opportunities

We value participation and representation from people across all sectors – including those such as the community sector – whose professional development budgets can be limited.

In recognition of this, our sponsorship opportunities are largely centred on the tangible benefit of providing scholarships for people to attend who would otherwise be unable to do so.

For our Platinum sponsor there is a premium opportunity to support the conference networking event, inclusive of a highly valuable speaking opportunity.

There is also an exciting opportunity available to be the exclusive sponsor of fair trade conference satchels made from recycled materials.



# Sponsor Benefits Overview

	Platinum	Gold	Silver	Satchel	
<b>Before the event</b>					
Announcement as sponsor in news article published on AIDR website and <i>Updates from AIDR</i> monthly newsletter	●				
Acknowledgement as sponsor in <i>Updates from AIDR</i> monthly newsletter	●	●	●		
Acknowledgement as sponsor across AIDR social media channels	●	●	●	●	
Logo and URL in email promotions about ADRC	●	●	●	●	
Acknowledgement as sponsor on ADRC website	Logo & URL + 100 words	Logo & URL	Logo & URL	Logo & URL	
<b>During the event</b>					
Complimentary conference registrations for staff	x2	x2	x1	x1	
Promotional banner in ADRC conference room	●				
Logo displayed on conference room holding screen	●	●			
Colour advert in conference program (artwork to be supplied)	1 Page	1/2 Page			
Acknowledgement & logo in conference program	●	●	●	●	
Conference satchel insert (provided by sponsor)	●	●	●	●	
Social media coverage of your organisation on AIDR social media	●	●	●	●	
Logo on conference satchels				●	
<b>Networking function</b>					
Exclusive sponsor of networking function	●				
Key speaking spot at welcome to the event (5 minutes)	●				
Promotional banner at the event	●				
Social media coverage of your organisation at the event on AIDR social media	●				
Photographs of your organisation at the event	●				
<b>After the event</b>					
Up to 150 words in post conference communications (subject to editorial approval)	●				
Logo and URL on post conference communications	●	●	●	●	
Acknowledgement and thanks as sponsor in <i>Updates from AIDR</i> monthly newsletter	●	●	●	●	
Acknowledgement in a special conference monograph edition of the <i>Australian Journal of Emergency Management</i>	●	●	●	●	
<b>Package Cost</b>	*+GST	<b>\$15,000*</b>	<b>\$7,000*</b>	<b>\$4,000*</b>	<b>\$3,000*</b>





# Platinum

(exclusive opportunity)

**\$15,000 + GST**

As a platinum sponsor, you will make an outstanding contribution by supporting scholarships for ten delegates to attend the conference.

You will also be the exclusive sponsor of the conference networking event, which will be a celebration of resilience.

## Before the event

- Announcement as sponsor in news article published on AIDR website and Updates from AIDR monthly newsletter
- Acknowledgement as sponsor in Updates from AIDR monthly newsletter
- Acknowledgement as sponsor across AIDR social media channels
- Logo and URL in email promotions about ADRC
- Acknowledgement as sponsor on ADRC website with logo, URL and 100 words of promotional text

## During the event

- 2 x complimentary conference registrations for staff
- Promotional banner in ADRC conference room
- Logo displayed on conference room holding screen
- 1 x full page colour advert in conference program (artwork to be supplied)
- Acknowledgement & logo in conference program
- Option to provide a conference satchel insert (provided by sponsor)
- Social media coverage of your organisation on AIDR social media

## Networking event

- Key speaking spot at welcome to the event
- Promotional banner at the event
- Social media coverage of your organisation at the event on AIDR social media
- Photographs of your organisation at the event

## After the event

- Dedicated email to conference delegates sent by AIDR on behalf of sponsor (sponsor to provide content)
- Logo and URL on post conference communications
- Acknowledgement in a special conference monograph edition of the Australian Journal of Emergency Management





## Gold

**\$7,000 + GST**

As a gold sponsor, you will make an exceptional contribution by supporting scholarships for ten delegates to attend the conference.

### Before the event

- Acknowledgement as sponsor in *Updates from AIDR* monthly newsletter
- Acknowledgement as sponsor across AIDR social media channels
- Logo and URL in email promotions about ADRC
- Acknowledgement as sponsor on ADRC website with logo and URL

### During the event

- 2 x complimentary conference registrations for staff
- Logo displayed on conference room holding screen
- 1 x half page colour advert in conference program (artwork to be supplied)
- Acknowledgement & logo in conference program
- Option to provide a conference satchel insert (provided by sponsor)
- Social media coverage of your organisation on AIDR social media

### After the event

- Logo and URL on post conference communications
- Acknowledgement in a special conference monograph edition of the Australian Journal of Emergency Management

## Silver

**\$4,000 + GST**

As a silver sponsor, you will make a highly valuable contribution by supporting scholarships for five delegates to attend the conference.

### Before the event

- Acknowledgement as sponsor in *Updates from AIDR* monthly newsletter
- Acknowledgement as sponsor across AIDR social media channels
- Logo and URL in email promotions about ADRC
- Acknowledgement as sponsor on ADRC website with logo and URL

### During the event

- 1 x complimentary conference registration for staff
- Acknowledgement & logo in conference program
- Option to provide a conference satchel insert (provided by sponsor)
- Social media coverage of your organisation on AIDR social media

### After the event

- Logo and URL on post conference communications
- Acknowledgement in a special conference monograph edition of the Australian Journal of Emergency Management

# Conference satchel sponsor

(exclusive opportunity)

**\$3,000 + GST**

Make a statement as a sponsor of high quality, ethical conference satchels and have the opportunity for each delegate to build a positive, lasting connection with your brand.

SEW Inc (Supporting and Empowering Women) is a social enterprise that provides employment to HIV+ women in Tanzania.

SEW Inc conference satchels are fair trade and made from 100% recycled materials. Each satchel is made from a recycled wheat or rice sack and features a unique pattern and print. They are lightweight, strong, and can be reused by conference attendees for many years.

## Before the event

- Acknowledgement as sponsor across AIDR social media channels
- Logo and URL in email promotions about ADRC
- Acknowledgement as sponsor on ADRC website with logo and URL

## During the event

- 1 x complimentary conference registration for staff
- Logo displayed prominently on conference satchel
- Acknowledgement & logo in conference program
- Option to provide a conference satchel insert (provided by sponsor)

## After the event

- Logo and URL on post conference communications
- Acknowledgement in a special conference monograph edition of the Australian Journal of Emergency Management



# Satchel inserts


**\$500 + GST**

Deliver your promotional materials directly to delegates as they arrive by taking up the option to include an item directly in the conference satchel.

With prime positioning of your promotional item, you will have a unique opportunity to capture the attention of conference delegates and make an early positive impression.

Note that your organisation will be responsible for all costs, including production and shipping. Size restrictions will apply.

Please email [melissa.matthews@aidr.org.au](mailto:melissa.matthews@aidr.org.au) for further detail and to see if your item can be accommodated.



To discuss the sponsorship packages on offer  
in more detail, please contact Melissa

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