



# BALANCING PRIMARY LEADERSHIP PERTH 2010

**APPA CONFERENCE**  
Burswood Entertainment Complex  
**21-24 SEPTEMBER 2010**



## Sponsorship Prospectus



**APPA Conference**  
Burswood Entertainment Complex | 21 - 24 September 2010



In celebrating the annual National Conference of the Australian Primary Principals' Association (APPA) in Perth, Western Australia, we invite you to join in this outstanding occasion by participating in the Sponsorship Program.

The APPA Conference has become the most highly regarded national conference to Australian educational leaders. It has continued to remain one of the most prestigious largest educational conferences across the nation and is an event your organisation definitely should not miss, especially in Western Australia.

In 2010, the APPA National Conference will be held at the Burswood Entertainment Complex from 21 to 24 September. When this conference was last hosted in Perth, it attracted a record 820 Principals and Deputy Principals representing Catholic, Independent and Public schools from across Australia and New Zealand. As we move rapidly towards our 2010 Conference, we anticipate equal or greater success and even higher participation rates.

To enable these delegates to attend and to ensure a successful high level conference, registration costs must be kept to a minimum and sponsorship is a key element in accomplishing this aim. We are offering you this exciting opportunity to raise your corporate profile by participating in this sponsorship prospectus.

A Trade Exhibition Centre will be located in the foyers of the Convention area of the Burswood and companies exhibiting there will be provided with the stand, signage, tables, chairs and lighting. Some meals and printed advertising are also included in these very competitive packages.

Packages offered within this brochure are available immediately until sold out. It is possible that some elements within the levels can be negotiated separately on application.

Historically, the limited sponsorship places for this conference are sold out quickly resulting in disappointment from many companies - so you are encouraged to contact us to secure your place at this outstanding national education event for 2010.

For all enquiries contact the APPA Conference Sponsorship Management representatives:

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## **APPA NATIONAL CONFERENCE – PERTH – 2010**

### ***‘BALANCING PRIMARY LEADERSHIP’***

## **Sponsorship Prospectus**

#### ***APPA At A Glance***

The Australian Primary Principals Association (APPA) is the national professional association for the Primary School Principals in Australia. APPA represents affiliated state and territory Government, Catholic and Independent primary schools across the nation (over 7 000 members). APPA is the voice of education on national issues. It speaks directly to the Federal Government on matters that concern school leaders and their school communities.

The National Executive Council (NEC) is made up of three delegates from each state or territory (one from each sector) and is APPA's governing body. They meet regularly throughout the year to direct and plan strategically.

#### ***APPA National Conference 2010 – ‘Balancing Primary Leadership’***

The theme chosen for the 2010 conference is *‘Balancing Primary Leadership’* and has been developed with the view of equipping delegates with the skills and knowledge necessary to lead schools at a time when the challenges facing school leaders appear to be numerous (and increasing) in all schools. How does a school leader balance the academic, social/emotional and pastoral challenges presented by staffs, students and school leaders themselves? Making the important decisions in relation to having every student a ‘successful student’ is more than just managing the finances and physical resources. Becoming a more effective leader is a key focus of the three days and balancing the roles of management, leadership and health and well-being will be central to the conference.

## ***Preliminary Program***

The committee is made up of representatives from each of the Public, Catholic and Independent sectors and is currently finalising a highly professional and exciting program.

Each day will include Keynote and Concurrent presentations in addition to opportunities for delegates and sponsors to network.

The Conference will open on Tuesday 21 September and will continue through to Friday 24 September. There will be many opportunities during these days for Sponsors to meet with delegates and promote their products.

## ***The Program at a Glance***

### Tuesday 21 September

Registration for delegates will commence at 10.00am and continue through the day.

During the morning associations will conduct their Annual General Meetings.

Official proceedings will commence at approximately 4 00pm with the Conference Opening followed by the Welcome Reception.

### Wednesday 22 September

Registration for delegates will commence at 7.30am and continue through the day.

The conference program will include Keynote and Concurrent presentations and will also incorporate Sponsor presentations and extended morning tea and lunch breaks to provide delegates with time to visit Sponsors' booths.

At the conclusion of the day, light hospitality will be served in the Trade Exhibition Centre – a great opportunity to meet delegates.

### Thursday 23 September

Registration for delegates will commence at 7.30am and continue through the day.

The conference program will reflect Wednesday's and will again provide many opportunities for Sponsors.

The Gala Dinner will be held on Thursday night.

### Friday 24 September

Registration for delegates will commence at 7.30am and continue through the day.

The conference program will open with Breakfast and will include a Keynote Speaker. The remainder of the day will reflect the previous conference days and will conclude with lunch, prize draws and the Closing Ceremony.

***\*\* Arrival coffee, morning teas, lunches (except Friday) and hospitality sessions will be served within the Trade Exhibition Centre.***

## **Platinum Partner \$50 000 plus GST – 2 Packages**

- Naming Rights to Opening Ceremony, Welcome Reception and Astral Ballroom Entrance OR
- Naming Rights to Cocktail Function, Gala Dinner and Grand Ballroom Entrance
- A 5 minute presentation at the Opening Ceremony either in person, DVD or combination of both. (This can also be presented on your behalf by our professional MC, Mr James Lush)
- An opportunity to address the full delegation for a 5 minute presentation at the Closing Ceremony
- Constant recognition as Platinum Partner at all opportunities throughout the conference
- A targeted, selective networking function with 10 x NEC representatives (including APPA President, APPA Executive Director and representative from each State and Territory)
- A 9 m x 2 m Display Booth in a prime position within the Trade Exhibition Centre. The booth will include 2 skirted tables and chairs, signage, power and lighting
- Logo recognition in all conference promotional material, including conference website, conference handbook and conference pocket program
- Logo recognition throughout the conference on electronic display in the Grand Ballroom
- Logo recognition on the shirt worn by the Events team throughout the conference. (Logo of shirt sponsor will also be on the shirt)
- Acknowledgement as Platinum Partner on the conference website
- Your company's link from the delegates' registration website
- Platinum Partner signage prominently displayed in the Grand Ballroom and at the registration booth (to be provided by Platinum Partner)
- 4 full page colour advertisements in prime positions in the conference handbook (artwork to be supplied by Platinum Partner)
- 4 x conference registration packages includes all day meals during the conference
- 4 x Welcome Reception tickets (Tuesday)
- 4 x invitations to the hospitality at the conclusion of the day's proceedings on Wednesday
- 4 x Gala Dinner and Pre Dinner Drinks tickets (Thursday)
- 4 x Breakfast tickets (Friday)
- 4 x tickets to Conference Closing lunch (Friday)
- Up to 4 x satchel inserts (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Platinum Partner of the APPA National Conference 2010'
- 1 x night's accommodation and breakfast package at the Intercontinental Burswood Resort for one night during the Conference
- Database of delegates (with permission provided)
- Parking vouchers for 4 vehicles each of the 4 conference days
- All lunches and morning teas are included for 2 additional company representatives attending the Trade Booth
- Option to provide prizes for raffles
- Opportunity to register for additional accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

**Note: The benefits of the above sponsorship package can be tailored. Please contact Joan Weston or Suzanne Fox if you are interested in this platinum partnership opportunity.**

**Gold Sponsor \$12,000 plus GST – SOLD OUT**

- An opportunity to address the full delegation for a 3 minute presentation either in person, DVD or combination of both. (This can also be presented on your behalf by our professional MC, Mr James Lush)
- Constant recognition as the Gold Sponsor at all opportunities throughout the conference
- A 12 Sqm Display Booth in a prime position within the Trade Exhibition Centre. The booth will include 2 skirted tables and chairs, signage, power and lighting
- Logo recognition in all conference promotional material, including conference website, conference handbook and conference pocket program
- Logo recognition throughout the conference on electronic display in the Grand Ballroom
- Acknowledgement as Gold Sponsor on the conference website
- Your company's link from the delegates' registration website
- Gold Sponsor signage prominently displayed in the Grand Ballroom (to be provided by Gold Sponsor)
- A full page colour advertisement in a prime position in the conference handbook (artwork to be supplied by Gold Sponsor)
- 3 x conference registration packages includes all morning teas and lunches during the conference
- 3 x Welcome Reception tickets (Tuesday)
- 3 x invitations to the hospitality at the conclusion of the day's proceedings on Wednesday
- 3 x Gala Dinner and Pre Dinner Drinks tickets (Thursday)
- 3 x Breakfast tickets (Friday)
- 3 x tickets to Conference Closing lunch (Friday)
- All lunches and morning teas for 1 additional company representative attending the Trade Booth
- Up to 2 x satchel inserts (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Gold Sponsor of the APPA National Conference 2010'
- 1 x night's accommodation and breakfast package at the Holiday Inn Burswood for one night during the Conference
- Database of delegates (with permission provided)
- Parking vouchers for 2 vehicles each of the 4 conference days
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

**Note: The benefits of the above sponsorship package can be tailored. Please contact Joan Weston or Suzanne Fox if you are interested in this platinum partnership opportunity.**

### ***Naming Rights to Grand Ballroom \$10 000 Plus GST***

- Entrance feature at the entry of the Grand Ballroom (See graphic on following page – this is only a sample and although the entrance feature will be similar, it will not be the same)
- An address to the delegates in the Grand Ballroom on your company's behalf by our MC James Lush
- Constant recognition as the Naming Rights Sponsor to the Grand Ballroom at all opportunities throughout the conference
- A 3 m x 2 m Display Booth positioned near the Grand Ballroom. The booth will include a skirted table, chair, signage, power and lighting
- Logo recognition in all conference promotional material, including conference website, conference handbook and conference pocket program
- Logo recognition throughout the conference on electronic display in the Grand Ballroom
- Acknowledgement as the Grand Ballroom Naming Rights sponsor on the conference website
- Your company's link from the delegates' registration website
- A full page colour advertisement in the conference handbook (artwork to be supplied by Sponsor)
- 2 x conference registration packages includes all day meals during the conference
- 2 x Welcome Reception tickets (Tuesday)
- 2 x invitations to the hospitality at the conclusion of the day's proceedings on Wednesday
- 2 x Gala Dinner and Pre Dinner Drinks tickets (Thursday)
- 2 x Breakfast tickets (Friday)
- 2 x tickets to Conference Closing lunch (Friday)
- Up to 2 x satchel inserts (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Major Sponsor of the APPA National Conference 2010'
- Database of delegates (with permission provided)
- Parking vouchers for 2 vehicles each of the 4 conference days
- All lunches and morning teas are included for 2 additional company representatives attending the Trade Booth
- Option to provide prizes for raffles
- Opportunity to register for additional accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

### **Silver Sponsor \$8,000 plus GST – SOLD OUT**

- An address to the delegates in the Grand Ballroom on your company's behalf by our MC James Lush
- A 6 Sqm Display Booth within the Trade Exhibition Centre. The booth will include 1 skirted table and chair, signage, power and lighting
- Logo recognition in all conference promotional material, including conference website, conference handbook and conference pocket program
- Logo recognition throughout the conference on electronic display in the Grand Ballroom
- Acknowledgement as Silver Sponsor on the conference website
- A half page colour advertisement in the conference handbook (artwork to be supplied by Silver Sponsor)
- 2 x conference registration packages includes all day meals during the conference
- 2 x Welcome Reception tickets (Tuesday)
- 2 x invitations to the hospitality at the conclusion of the day's proceedings on Wednesday
- 2 x Gala Dinner and Pre Dinner Drinks tickets (Thursday)
- 2 x Breakfast tickets (Friday)
- 2 x tickets to Conference Closing lunch (Friday)
- 1 satchel insert (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Silver Sponsor of the APPA National Conference 2010'
- Parking vouchers for 2 vehicles each of the 4 conference days
- All lunches and morning teas are included for 1 additional company representative attending the Trade Booth
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

**Bronze Sponsor \$4,000 plus GST – MAIN AREA SOLD OUT – POSSIBLE NEW AREA OPENING – PLEASE ENQUIRE**

- A 6 Sqm Display Booth within the Trade Exhibition Centre. The booth will include 1 skirted table, 1 chair, signage, power and lighting
- Logo recognition in all conference promotional material, including conference website, conference handbook and conference pocket program
- Acknowledgement as Bronze Sponsor on the conference website
- A quarter page colour advertisement in the conference handbook (artwork to be supplied by Bronze Sponsor)
- 1 x conference registration package includes all day meals during the conference
- 1 x Welcome Reception ticket (Tuesday)
- 1 x invitation to the hospitality at the conclusion of the day's proceedings on Wednesday
- 1 x Gala Dinner and Pre Dinner Drinks ticket (Thursday)
- 1 x Breakfast ticket (Friday)
- 1 x ticket to Conference Closing lunch (Friday)
- 1 satchel insert (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Bronze Sponsor of the APPA National Conference 2010'
- Parking vouchers for 1 vehicle for each of the 4 conference days
- All lunches and morning teas are included for 1 additional company representative attending the Trade Booth
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

**Entry Level 1 Sponsor \$3,000 plus GST – 3 Packages – 1 remaining**

- 2 Full colour single sided panels (1.1m wide x 2.4m high) in the Theatre Foyer at the entry to the Astral Ballroom or the Grand Ballroom Foyer (artwork to be supplied by Sponsor). See graphic below. (A double sided graphic on each panel can be provided at an additional cost of \$250 per panel)
- 1 skirted table and 1 chair
- Logo recognition in all conference promotional material, including conference website, conference handbook
- Acknowledgement as Entry Level Sponsor on the conference website
- Quarter page advertisement in the conference handbook (artwork to be supplied by Sponsor)
- 1 x conference sponsor package includes all day meals during the conference
- 1 x Welcome Reception ticket (Tuesday)
- 1 satchel insert (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Sponsor of the APPA National Conference 2010'
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate



**Each of these packages is for 2 panels.**

**Entry Level 2 Sponsor \$2,500 plus GST – 1 REMAINING**

- 1 Full colour panel (1.1m wide x 2.4m high) in the Theatre Foyer at the entry to the Astral Ballroom (artwork to be supplied by Sponsor). See graphic below. (A double sided graphic on the panel can be provided at an additional cost of \$250)
- 1 skirted table and 1 chair
- Logo recognition in all conference promotional material, including conference website, conference handbook
- Acknowledgement as Entry Level Sponsor on the conference website
- Company logo in the conference handbook (artwork to be supplied by Sponsor)
- 1 x conference sponsor package includes all day meals during the conference except Friday Breakfast and Friday Lunch
- 1 x Welcome Reception ticket (Tuesday)
- 1 satchel insert (lightweight items such as promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
- May use the endorsement 'Sponsor of the APPA National Conference 2010'
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate



**Each of these packages is for 1 panel.**

### ***Banner Sponsor \$1,500 plus GST – 4 Packages –2 REMAINING***

- An area will be provided for the Sponsor to display their pull up banner
- 1 skirted table and 1 chair
- Logo recognition in appropriate conference promotional material, including conference website, conference handbook
- Acknowledgement as Entry Level Sponsor on the conference website
- 1 x conference registration package includes all day meals during the conference except Friday Breakfast and Friday Lunch
- 1 x Welcome Reception ticket (Tuesday)
- May use the endorsement 'Sponsor of the APPA National Conference 2010'
- Option to provide prizes for raffles
- Opportunity to register for accommodation at either of the Burswood Hotels at the specially negotiated delegate rate

### ***Satchel Inserts and Logo Link Sponsor \$600 plus GST***

- Inserting your company's advertising collateral into delegate satchels and on our website will enable you to reach each delegate in a targeted direct campaign. This fee includes:
  - 1 lightweight item such as a promotional brochure, pocket folder of A4 size, stress balls, pens, etc)
  - Your company's logo as a link from the APPA Conference website

### ***Satchel Inserts and Logo Link Sponsor \$800 plus GST***

- Inserting your company's advertising collateral into personalised envelopes for each delegate and recognition on our website will enable you to reach each delegate personally in a targeted direct campaign. This fee includes:
  - 2 lightweight items such as promotional brochures, pocket folder of A4 size, pens etc to be inserted into a personalised envelope for each delegate
  - Your company's logo as a link from the APPA Conference website

### ***Advertising and Logo Link Sponsor \$600 plus GST***

- Advertise your company's product and a link on our website will enable you to reach each delegate in a targeted direct campaign. This fee includes:
  - 1 half page full colour advertisement in the Conference Handbook
  - Your company's logo as a link from the APPA Conference website

***This advertising space can be upgraded to a full page for an additional \$200 plus GST***

## Do you want additional exposure? The following Naming Rights opportunities can be purchased separately or added to any of the above packages for extra opportunities within the Conference.

- 1. APPA GALA DINNER.** For \$6 000 (+GST) your company's name can be added to this event.
  - Following the official welcome to guests, you will have the opportunity to formally toast the delegates.
  - Your company's branding will appear on place cards on the VIP tables
  - Acknowledgement of your contribution and your logo will be on the menus on all tables
  - Logo recognition with association to Gala Dinner in the conference handbook and website
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
  - Your company's name will also be added to the official invitations sent to VIP Guests.
- 2. APPA BREAKFAST.** For \$5 000 (+ GST) your company's name can be added to this event.
  - Following the official welcome to delegates, the MC, Mr James Lush will acknowledge your contribution.
  - Your company's branding will appear on the VIP tables
  - Logo recognition with association to the APPA Breakfast in the conference handbook and website
  - Acknowledgement of your contribution and your logo will be on the menus on all tables
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
- 3. MORNING TEA/S.** For \$3 000 (+GST) your company's name can be added to this event.
  - At the conclusion of the Plenary session preceding Morning Tea, the MC will acknowledge that the Morning Tea has been sponsored by your company
  - Acknowledgement of your contribution and your logo will be on signage near the Food and Beverage stations
  - Logo recognition with association to the Morning Tea in the conference handbook and website
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
- 4. SATCHELS.** For \$7 000 (+GST) or In Kind, your company's logo can be added to the satchels. This will also include:
  - 1 x ½ page full colour advertisement in the Conference Handbook (supplied by Sponsor)
  - Logo recognition with association to satchels in the conference handbook and website
  - Acknowledgement of the sponsorship within the handbook
  - 1 conference registration including all day meals at the conference

- 1 satchel insert
5. **NAME TAGS and LANYARDS \$5 000 (+ GST) or In Kind**
- Exclusive sponsorship of conference name tags and lanyards including logo and / or name recognition on the lanyard. Consultation will occur between the sponsor and the conference and sponsorship manager regarding the style however final decision will rest with the organising committee
  - Logo recognition with association to name tags and lanyards in conference handbook and website
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
  - 1 satchel insert
6. **EVENTS MANAGEMENT TEAM SHIRTS (In Kind)**
- Provision of 2 shirts for each of the Events Management Team managing the Registration Desk. Consultation will occur between the sponsor and the conference and sponsorship manager regarding the style however final decision will rest with the organising committee
  - Logo recognition on the shirt (in addition to the logo of the Platinum Partner). [Cost to be covered by Sponsor]
  - Logo recognition with association to the shirts in conference handbook and website
  - 1 satchel insert
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
7. **DELEGATES' REGISTRATION GIFT \$5 000 (+GST) or In Kind**
- Provision of a gift e.g. bottle of Western Australian wine for each delegate who registers. Consultation will occur between the sponsor and the conference and sponsorship manager regarding the gift however final decision will rest with the organising committee
  - Logo recognition on the label of each bottle
  - Your company's link from the delegates' registration website
  - Logo recognition with association to the gift in the conference handbook and website
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
  - 1 additional satchel insert
8. **DELEGATES' REGISTRATION GIFT – BALANCING MAGNET CLIPS \$4 000 (+GST)**
- As part of marketing the Conference in Queensland in 2009, the Conference Committee purchased engraved Magnet Clips. Allowing for those currently in stock, an additional 650 would be required to ensure that each delegate who registers receives one.
- Logo recognition on one side of the gift
  - Logo recognition with association to the gift in the conference handbook and website
  - Your company's link from the delegates' registration website
  - 1 x ¼ page full colour advertisement in the Conference handbook (supplied by Sponsor)
  - 1 additional satchel insert
  - Consultation will occur between the sponsor and the conference and sponsorship manager regarding the gift however final decision will rest with the organising committee

**TERMS OF PAYMENT**

Unless otherwise negotiated and agreed to by the APPA Conference 2010 Sponsorship Representative, payment for agreed Sponsorship package/s will be due and payable within 30 days of the signed contract.

