



Connecting Up



EVOLVE

**CONFERENCE
+ EXPO**

2021

MELBOURNE 5 - 7 MAY

AT MELBOURNE CONVENTION
AND EXHIBITION CENTRE

**SPONSORSHIP
PROSPECTUS**



Connecting Up is a member of the Infoxchange Group



The Connecting Up 2021 Conference & Expo encompasses the theme of Evolve and will inspire and empower NFPs to evolve their organisations through technology and 21st Century best practice. Join Connecting Up as we show you how to unpack the power of technology to transform how your organisation works so that it can continue to achieve its mission in this increasingly technological age. By coming together to learn from sector leaders and peers, NFP organisations across Australia can ensure they remain at the forefront of service delivery by embracing these new technologies, and adopting the latest marketing and fundraising techniques. Evolve2021 will provide a unique opportunity to connect with the sector and ensure delegates walk away with the insights, practices and products they need to drive social change.

WHO WILL ATTEND?

More than 500 people are expected to attend the 2021 Conference across all event programs. The Conference and Awards attract a dynamic mix of NFP sector staff and volunteers, including CEOs, directors and managers, as well as a wide range of NFP-focused service providers in technology, online and digital media, community engagement, marketing, communications, fundraising and more.

EXHIBITORS ATTENDING THE EXPO!

2019 STATS:

- 46% attending their first CU conference
- 92% were satisfied with the content
- 42% came from orgs with 50 or more employees
- 95% said they improved their skills
- 41 delegate Net Promoter Score

EXHIBITORS

- 44% of exhibitors scored 5 out of 5 for satisfaction
- 100% of exhibitors scored 3-5 out of 5 for satisfaction
- 25 exhibitor Net Promoter Score



CONFERENCE EXHIBITORS

As an exhibitor at the Connecting Up Conference & Expo 2021 you will have the opportunity to promote your products and services over three days to hundreds of delegates, the majority of whom will be in leadership roles with a strong focus on acquiring services and technology for their organisations.

EXHIBITOR PACKAGE INCLUDES:

- A single professionally built 3 x 3m exhibitor booth with company name on signage, lights and power point
- Two exhibitor passes to the Main Conference exhibition area on Thursday and Friday
- One delegate pass for a representative to network with delegates at plenaries, streams and panels during the Main Conference on Thursday and Friday.

SINGLE BOOTH

\$1,800



Booth allocation preferences will be awarded in order of date of sponsorship and date of booking. The final decision will be with the conference organisers.



STILL AVAILABLE.....0

SINGLE BOOTH SIZE..... 3 x 3m

FURNITURE..... Furniture to be purchased by exhibitors directly from the exhibition builders.



PROUDLY SPONSORED BY:

MAJOR EVENT PARTNER



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



SPONSORSHIP PACKAGES

WE OFFER A WIDE RANGE OF SPONSORSHIP PACKAGES TO SUIT YOUR NEEDS.

We'd love you to be part of the Connecting Up Conference & Expo 2021, so please don't hesitate to reach out if you have any questions.

	PLATINUM	GOLD	SILVER
AVAILABLE	SOLD	SOLD	SOLD
A professionally built exhibitor booth with lighting, power point and company signage	Double: 6 x 3m	Single: 3 x 3m	Single: 3 x 3m
A furniture pack to furnish your exhibition area	4 chairs 2 tables	2 chairs 1 table	X
The opportunity for your representative to introduce a keynote speaker to all delegates on day 1 of the conference	✓	X	X
A stream speaking opportunity as one of four concurrent streams	✓	✓	X
Product demonstration opportunity to show off your product & services in our dedicated demonstration area during meal breaks	2	1	X
Contact details for all delegates who agree to be contacted by conference sponsors	✓	✓	X
Sponsorship of and the opportunity to present an award category at the Australian Not-for-Profit Technology Awards Gala Dinner	✓	✓	X
An advertorial article promoting your products and services in Connecting Up's Donations and Discounts newsletter	✓	✓	X
A full page advertisement in the conference printed booklet distributed to all delegates	✓	✓	X
A full page advertisement in the Australian Not-for-Profit Technology Awards booklet distributed to all dinner guests	✓	X	X
An article on the Connecting Up blog celebrating your sponsorship and promoted in our social channels	✓	✓	✓
Acknowledgement by the event emcee at the opening and closing of the Main Conference each day	✓	✓	✓
Your logo on the conference website and promotional material	✓	✓	✓
Your logo on the holding screen during keynote presentations and panels in the main conference room	✓	✓	X
Your logo on the conference/expo entrance feature	✓	X	X
Your logo on the conference banners	✓	✓	✓
Your banner at the conference/expo entrance feature	✓	✓	X
Your banner on the main stage for all keynotes and panels	✓	X	X
A push notification to all delegates using the conference app highlighting your product and encouraging them to visit your booth	3	2	1
A satchel insert in the conference satchel distributed to all delegates (inserts to be supplied directly to MCEC)	✓	✓	✓
Opportunity to provide a lucky door prize (includes acknowledgement and opportunity to present the prize on the final day)	✓	✓	✓
Opportunity to provide a branded item for the conference satchels (item to be agreed with the organisers)	✓	✓	✓
Main conference ticket allocation (all plenaries, panels and streams on Thursday and Friday)	8	4	2
Australian Not-for-Profit Technology Awards ticket allocation (includes dinner and drinks package)	8 (one full table)	4	2
Exhibitor access only ticket (Thursday and Friday)	6	3	2



Connecting Up is a member of the Infoxchange Group

Connecting Up **Conference & Expo 2021** | Submit your expression of interest to conference@connectingup.org



TECHNOLOGY PARTNER & OTHER SPONSORSHIP PACKAGES

TECHNOLOGY PARTNER	SOLD
GOLD SCHOLARSHIP SPONSOR	SOLD
LEADERSHIP BREAKFAST SPONSOR	SOLD
MASTER CLASS SPONSOR	\$3,000

SPONSORSHIP PACKAGES

TECHNOLOGY PARTNER & OTHER SPONSORSHIP PACKAGES



TECHNOLOGY PARTNER

AVAILABLE **SOLD**

INCLUDES EXHIBITORS PACKAGE: 3 x 3m professionally built exhibitor booth with company name on signage, lights & power point.

The Conference Technology Partner will receive recognition for supporting the design & building of the conference website and on-arrival registration booths. Your sponsorship will see you receive recognition similar to that of a Gold Sponsorship, including an article in the Connecting Up Donations and Discounts newsletter, your logo on the conference website and banners, and your banner at the conference registration desk.

PROUDLY SPONSORED BY -----

sage



LEADERSHIP BREAKFAST SPONSOR

AVAILABLE **SOLD**

INCLUDES 50% OFF EXHIBITORS PACKAGE: 3 x 3m professionally built exhibitor booth with company name on signage, lights & power point.

The Leadership Breakfast sponsorship puts your brand front and centre at our key leadership event on the morning of the first day of the Main Conference. It is the perfect opportunity to build engagement and relationships with more than 100 senior NFP leaders and includes an opportunity to welcome all guests during a ten-minute welcome.

PROUDLY SPONSORED BY -----

myob



GOLD SCHOLARSHIP SPONSOR

AVAILABLE **SOLD**

INCLUDES 50% OFF EXHIBITORS PACKAGE: 3 x 3m professionally built exhibitor booth with company name on signage, lights & power point.

If you want to see your brand associated with the positive impacts associated with bringing delegates to the conference who otherwise might not be able to attend, this is the package for you. Becoming our Gold Scholarship Sponsor will see you have an impact on six organisations by helping them to upskill their staff or volunteers, increasing their impact on the communities they serve. It will gain you significant profile in our conference newsletters and our blog.

PROUDLY SPONSORED BY -----

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➤ power your passion



MASTER CLASS SPONSORSHIP

AVAILABLE **3**

One of just three on offer, the Master Class sponsorship provides exclusive exposure to 150 Master Class delegates on Wednesday 5 May by giving you the opportunity to share your product and services during a 'micro' expo alongside your fellow sponsors.

SPONSORSHIP PACKAGE INCLUDES -----

- Your logo on the conference website and banners.
- Acknowledgement in conference marketing newsletters.
- Presenter acknowledgement and Your logo on the opening slides of a masterclass.
- Your flyers on the masterclass tables.
- A trestle table and two chairs to exhibit on Wednesday to all master class delegates.
- Two delegate tickets to your master class AND the Main Conference on Thursday and Friday
- A4 satchel insert.



SOCIAL & NETWORKING OPPORTUNITIES

APP SPONSOR	\$3,000
SOCIAL EVENT SPONSOR	\$2,500
STREAM SPONSOR	\$1,000

REFRESHING OPTIONS

If you want to make a great impression and increase brand affinity with delegates, this is an outstanding opportunity to do it by buying everyone a fresh, barista made coffee or tea.

COFFEE SPONSOR*	\$2,500
MORNING AND AFTERNOON TEA	\$1,500

* Includes the option for a 25% discount on a 3 x 3m professionally built exhibitor booth with company name on signage, lights and power point (Reduces the cost from \$1800 to \$1350 - including GST).

SPONSORSHIP PACKAGES

SPECIALTY PARTNERS & SPONSORS



APP SPONSOR AVAILABLE 1

The App sponsor will see their logo front and centre for all delegates downloading and using our conference app. This will give you significant profile throughout the event, including in pre and post conference posts.

PACKAGE INCLUDES: -----

- Your company's branding on the Conference App.
- Your logo on the conference website and program.
- Acknowledgement by our event emcee.
- Two complimentary tickets to the Main Conference on Thursday and Friday.
- Two complimentary tickets to the Australian Not-for-Profit Technology Awards (includes dinner and drinks package).



SOCIAL EVENT SPONSOR AVAILABLE 1

Want to be the life and soul of the conference and engage with delegates in a relaxed and informal way? Then you should seriously consider hosting our overnighting delegates on Wednesday night at a one-off social event close to the Convention Centre following our master classes.

PACKAGE INCLUDES: -----

- Your branded drink tokens (one glass of wine, beer or a soft drink per delegate) distributed during all Master Classes.
- An opportunity for your representative to deliver a ten-minute welcome before drinks are served.
- A Complete Conference Experience delegate pass for your rep to network at ALL conference activities.



STREAM SPONSOR AVAILABLE 6

Want to have a presence at the conference on a budget? Then sponsoring a stream is the way to go. It will see your logo on the opening slide of one of our stream presentations and your flyers on the tables at a stream during the Main Conference on Thursday or Friday.

PACKAGE INCLUDES: -----

- One Main Conference pass so that your representative can attend the stream, receive an acknowledgement at the stream opening and network with delegates on Thursday and Friday throughout the Main Conference.

Introduced in 2019 and **back in 2021 after rave reviews**, the “coffee” & “morning & afternoon tea” sponsorship packages offer a unique branding position right next to the main conference & exhibition area entrance feature.



COFFEE SPONSOR AVAILABLE 2

Coffee cart fully branded in your organisation's livery and your flyers on the cart as unlimited free barista coffees are served to all delegates for three hours from 8-11am on Thursday or Friday at the Main Conference.

PACKAGE INCLUDES: -----

- Optional branded coffee cups (must be eco friendly and purchased directly).
- Your flyers on the coffee cart.
- An article in the conference newsletter celebrating you buying everyone coffee.
- Acknowledgement and thank you from the conference emcee on the morning of your cart sponsorship.
- Two exhibitor passes so your representatives can welcome and network with delegates while they are being served their coffees.
- One Main Conference pass so your representative can network during plenaries, panels & streams throughout the conference.
- Your flyer in the conference satchel to all Master class and Main Conference delegates.



MORNING AND AFTERNOON TEA SPONSOR AVAILABLE 2

PACKAGE INCLUDES: -----

- Your organisation's flyers on the morning and afternoon tea stands.
- Your branding on the morning and afternoon tea stands (to be arranged directly with MCEC).
- Acknowledgement by the conference emcee.
- One pass to the main conference so your representative can network with delegates on the day of your sponsorship.

1 AVAILABLE ON THURSDAY. 1 AVAILABLE ON FRIDAY.



PRINT PARTNERS

Highly visible options to get your company seen.

BAG SPONSOR	\$5,000
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LANYARD SPONSOR	SOLD
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SACHEL INSERT	\$750
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CONFERENCE BOOKLET

FULL PAGE AD	\$2,000
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HALF PAGE AD	\$1,250
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A5 Size | Total of 4 Sponsorship Spots

SPONSORSHIP PACKAGES

CONFERENCE & EXPO PRINT SPONSORS



BAG SPONSOR

AVAILABLE 1

Few things are as visible as the logos on conference satchels, and this is your opportunity to have your org's logo on ours. By doing so, you will be placing your organisation's brand in prime position at the centre of the conference.

PACKAGE INCLUDES: -----

- A satchel insert so delegates can find out more about your products and services
- Two Main Conference tickets (Thursday and Friday) so your representatives can network with delegates
- Acknowledgement in the conference newsletter to all delegates.

SPONSOR TO PROVIDE MONOTONE (BLACK) LOGO FILE.
FORMAT: VECTOR - .EPS | .SVG



LANYARD SPONSOR

AVAILABLE **SOLD**

See your logo on the conference lanyard, putting your organisation top of mind for all delegates throughout our Master Classes, Awards Dinner, Leadership Breakfast and Main Conference.

PROUDLY SPONSORED BY: -----

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➤ power your passion



A4 SACHEL INSERT

AVAILABLE 7

A satchel insert is a tried and tested way of getting your brand and products in front of delegates at a low cost.

It will see your flyer in the conference satchel that will be distributed to all master class and main conference delegates.

400 FLYERS TO BE PRINTED AND SUPPLIED TO THE VENUE BY YOU (210 x 297mm).



CONFERENCE BOOKLET ADVERTISING

Advertise in the conference program - distributed to all master class and main conference delegates.

FULL PAGE ADVERTISING

If you want to see your organisation's product and services promoted in the most read document at the conference, a full page ad sponsorship is where you want to be. By sponsoring an ad you will be reaching more than 500 attendees, and probably going home with most of them.

ALSO INCLUDES: -----

- One main conference delegate pass so that your representative can network with delegates throughout the conference.

SIZE 138mm (w) x 200mm (h)
No bleed required as adverts are inset on pages

ARTWORK..... Sponsor to provide print ready PDF artwork
AVAILABLE 2 SPOTS

HALF PAGE ADVERTISING

If you want to see your organisation's product and services promoted in the most read document at the conference for a low cost, a half page ad sponsorship is the perfect opportunity. By sponsoring a half page ad you will be reaching all delegates in a tangible way that offers important details about your products and services.

SIZE 138mm (w) x 100mm (h)
No bleed required as adverts are inset on pages

ARTWORK..... Sponsor to provide print ready PDF artwork (300dpi)
AVAILABLE 2 SPOTS



AUSTRALIAN NOT-FOR-PROFIT TECHNOLOGY AWARDS DINNER 2021

MELBOURNE | THURSDAY 6 MAY 2021

Celebrate & recognise the very best in technology innovation and service excellence in the Australian not-for-profit sector.

HELP US MAKE IT A NIGHT TO REMEMBER!

GOLD AWARDS SPONSOR

\$8,000

SILVER AWARDS SPONSOR

\$4,000

8 AWARD CATEGORIES

Technology Volunteer of the Year

Not-for-Profit Technology
Lifetime Service Award

Best Social Media Campaign of the Year

Not-for-Profit Technology Innovator of the Year

Technology for Community Impact Award
– Best Government Agency

Technology for Community Impact Award
– Best Private Sector Organisation

Best Technology Innovation by
an Indigenous Australian

Best Accidental IT Person



PROUDLY SPONSORED BY:



	AVAILABLE	GOLD	SILVER
		1	1 AVAILABLE 1 SOLD
Single 3 x 3m professionally built exhibitor booth at the Main Conference on Thursday and Friday (no furniture)		✓	✗
Acknowledgement as the Gold Sponsor in awards promotional content		✓	✗
An article celebrating your sponsorship on the Connecting Up blog and in the Conference newsletter		✓	✗
Provide and present a lucky door prize at the Main Conference closing on Friday		✓	✗
Satchel insert in the Main Conference satchel to all delegates on Thursday and Friday*		✓	✓
Company Logo on Conference website		✓	✓
Awards Dinner ticket allocation		8	4
Company logo on Awards Banner and inside Awards Booklet		✓	✓
Sponsorship of an individual award and the opportunity to present it		✓	✓
Acknowledgement by the event emcee		✓	✓
Company logo on the awards holding screen during the awards ceremony		✓	✓

* A4 Flyer inserts (quantity 400) are to be provided by you the sponsor. Inserted into all conference satchels, which are received by all main conference & master class attendees.



AUSTRALIAN NOT-FOR-PROFIT TECHNOLOGY AWARDS DINNER 2021

DRINKS & PRINT SPONSORS

DRINK SPONSOR

**DRINKS
SPONSOR**

\$3,000

AWARDS BOOKLET*

FULL PAGE AD

\$2,000

* Size: 138mm x 200mm | Only 1 Available Spot



DRINKS SPONSOR

The Australian Not-for-Profit Technology Awards drinks sponsor occupies a warm place in the hearts of all of our dinner guests thanks to their hospitality, which will be well recognised in our conference communications and at the awards themselves.

Your sponsorship will see your brand in pride of place during pre-dinner drinks.

PACKAGE INCLUDES:

- Your logo on the conference website and the awards booklet
- Your banners at the awards during pre-dinner drinks
- Your flyers on the tables during pre-dinner drinks
- Acknowledgement by the Awards emcee and thank you
- Four (4) award dinner tickets for you and your guests to enjoy the awards
- A satchel insert distributed to all Master Class and Main Conference delegates
- A 50% discount on an exhibitor package at the main conference on Thursday and Friday



AWARDS BOOKLET AD SPONSOR

See your product promoted to all of our Australian Not-for-Profit Technology Awards guests in an exclusive full page ad (only one on offer) in the Australian Not-for-Profit Technology Awards program.

IT WILL ALSO PROVIDE THE FOLLOWING:

- Two tickets for your representatives and guests to attend the awards
- One Main Conference ticket for your representative to network at the Main Conference on Thursday and Friday

SIZE 138mm (w) x 200mm (h)

No bleed required as adverts are inset on pages

ARTWORK..... Sponsor to provide print ready PDF artwork

AVAILABLE 1 SPOT

About Connecting Up

Connecting Up is a not-for-profit social enterprise that aims to bring about positive social change through the power of technology.

By providing high-quality technology products, services and training that meets the needs of the not-for-profit sector, we help organisations fulfil their mission and better serve their communities.

We also work closely with the business, community and government sectors to find ways of using technology to improve outcomes for people in need.

BECOME A SPONSOR!

**PLEASE SUBMIT YOUR EXPRESSION OF
INTEREST TO: conference@connectingup.org**

