

Australasian Conference of Undergraduate Research
hosted by ANU

Sponsors & supporters prospectus



Australian
National
University



ANU Engagement
and Success

About ACUR@ANU 2021

The Australian National University (ANU) is proud to be hosting the Australasian Conference of Undergraduate Research online from September 15th-17th 2021.

The Conference will bring together top performing undergraduate students from around Australasia over three days of student presentations, workshops, networking, panel events, keynote speeches and more!

Established in 2012, the Australasian Council of Undergraduate Research (ACUR) advocates for the advancement of academic inquiry amongst undergraduate students. The annual Australasian Conference of Undergraduate Research is central to achieving this objective. Now in its 8th year, the conference is hosted annually by a different Australasian university, and is organised in partnership with the ACUR Executive and ACUR Student Committee.

Every conference is fundamentally characterised by the hosting university, and the commitment of the ANU to excellence in research and education promises an excellent conference experience.

The ACUR@ANU 2021 Conference is a unique opportunity for sponsors and supporters to engage with top performing undergraduate students from universities around Australasia, as well as institutional representatives and members of ACUR leadership who will also be attending.



Why sponsor ACUR@ANU?

We are committed to providing extensive opportunities for sponsors and supporters to engage with our attendees. Whether through premier brand exposure from the opening moments of the conference as a Platinum sponsor, or a package of additional opportunities that can be tailored to your organisation's needs, sponsoring ACUR@ANU offers excellent return on investment.

Sponsors will be afforded opportunities to:

- > Gain access to Australasia's best undergraduate (including Honours and first year MRes) students from across Australasia.
- > Meet and network with student presenters and staff through 1:1 meetings, networking sessions and/or a workshop hosted by your organisation.
- > Capitalise on the online format of the conference which enables national and international reach, without the uncertainty of travel or health restrictions.
- > Negotiate a sponsorship package that is perfect for your organisation. Select a sponsorship package and add additional opportunities or opt for stand-alone opportunities.

In addition to providing an excellent opportunity for your brand, sponsoring ACUR@ANU 2020 supports undergraduate research, and the achievements of top performing students.





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Hi! I'm **Max**, a 3rd year **human biology and neuroscience** student at the ANU.

Ever since my first year at university, I've found research a fantastic way of **getting more deeply involved with content and material** that I may be learning in the classroom.

But more importantly, I've also found that research has given me the chance to **hone writing/communication skills** that I would not otherwise have gotten to develop.

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Packages	Platinum \$10 000	Gold \$6000	Silver \$3000	Partner \$1500
Acknowledgement in opening & closing addresses	✓			
Speaking opportunity	✓			
90 second video shown in a plenary session	✓			
Prize naming rights & opportunity to present the prize	✓			
Workshop hosted by your organisation	✓			
200 word organisation description in Conference program in sponsors section	✓			
Gifts for speakers on your behalf	✓			
30 second video shown at a single student presentation session of your choice	✓	✓		
E-showbag material provided to attendees	✓	✓	✓	
Networking session	✓	✓	✓	
Social media posts prior to the conference (Facebook & LinkedIn)	✓ (8/platform)	✓ (5/platform)	✓ (3/platform)	
Advertisement in conference program	✓ Full page, double sided	✓ Full page	✓ Half page	✓ Mentioned
Banners in Conference platform and app	✓	✓	✓	
Logo in sponsors section of the Conference program	✓	✓	✓	✓
Designation (website, emails, program, posters, newsletters, social media)	✓	✓	✓	✓
Logo (website, emails, program, posters, newsletters, social media)	✓	✓	✓	✓
Delegate access	✓ Up to 5 delegates	✓ Up to 3 delegates	✓ Up to 2 delegates	✓ Up to 1 delegate

Additional opportunities available in addition to or separately from above packages are shown on page 11.

Sponsorship opportunities

Acknowledgement in opening and closing addresses

Platinum only

Make an impression on conference attendees in the first and last moments of the conference with a verbal acknowledgement of your organisation's generous contribution in the conference opening and closing addresses.

Speaking opportunity

Platinum only

Capitalise on the first impression with an opportunity to address attendees for up to 5 minutes. Share your mission, vision and values, let attendees know how they can get involved with your organisation now or in the future, foreshadow the workshop you're running later in the conference, and wish participants luck as the conference commences!

90 second video shown in a plenary session

Platinum only

Augment the brand exposure you've gained from the very beginning of the conference by providing a 90 second video which will be shown in a conference plenary session. Promote upcoming opportunities, gain interest and solidify your first impressions amongst conference attendees.

Prize naming rights and opportunity to present the prize

Platinum only

Publicly support Australasia's best undergraduate researchers with a branded prize, for example the [your organisation's name here] Prize for Best Research Presentation. Further, you'll have the opportunity to nominate a representative from your organisation to present the prize to the student in the closing ceremony, ensuring further positive, prominent and public exposure for your brand.

Workshop hosted by your organisation

Platinum only

Capture attendees' attention in a one hour workshop designed and run by a representative of your organisation. Today's high performing undergraduate research students are tomorrow's promising employees: why not simulate a day in the life of your organisation, run a short hack-a-thon style event, or a networking session? Or, run a workshop for university academic and professional staff attending. The sky is limit with this opportunity to gain unparalleled access to Australasia's top performing students and university staff.

200 word organisation description in Conference program

Platinum only

Polish off this premier brand exposure opportunity with a platinum-exclusive opportunity to provide a 200 word description of your organisation to be highlighted in the Sponsors and Supporters section of the official conference program. The conference program will be disseminated widely prior to and during the conference, offering a powerful opportunity to reach students, representatives from universities around Australasia, and beyond!

Gifts for speakers on your behalf

Platinum only

As a platinum sponsor, we will provide gifts to key conference speakers on your behalf, adding to your brand exposure and reach. This opportunity includes a platinum-exclusive invitation to contribute additional gifts for speakers to further highlight your organisational brand, mission and values.

30 second promotional video

Platinum | Gold

Provide a 30 second promotional video to be shown at a single student presentation session of your choice. Conference organisers will work with you to choose a student presentation session based on a discipline or research area relevant to the values and mission of your organisation to maximise your impact in this smaller, discipline-based and/or subject-based setting within the conference.

E-showbag material provided to attendees

Platinum | Gold

Gain brand exposure by providing material for attendees to access through their virtual e-showbag. Share your latest and greatest marketing and opportunities, promote exclusive offers and more!

Networking session

Platinum | Gold | Silver

Gain access to conference attendees through a one-hour networking session. You'll be provided with a virtual space to meet with Conference attendees, share the vision and values of your organisation and promote upcoming opportunities.

Advertisement in conference program

Platinum (full page, double sided) | Gold (full page) | Silver (half page)

Featuring the abstracts of all presenting students, the profiles of speakers and presenters and more, the digital program is shared widely amongst students, staff, families and friends in advance of the conference-offering excellent exposure for your brand.

Social media posts prior to the Conference

Platinum (8/platform) | Gold (5/platform) | Silver (3/platform)

Take advantage of our expansive social media presence to promote your brand in the lead up to the conference. The conference Facebook and LinkedIn pages are fundamental to the promotion and running of the conference, act as a touch point for prospective attendees and attendees alike, and offer wide and expedient channels of communication to a diverse group of stakeholders-representing a unique opportunity for your organisation to engage attendees even before the conference commences.



Banners in the Conference platform and app

Platinum | Gold | Silver

Provide full colour branded banners for the conference ecosystems that our attendees cannot miss! These banners are the first thing attendees see when they enter the conference ecosystem, are prominent as they navigate between pages and thus leave a lasting impression long after the conference is over.

Designation in Conference promotional material

Platinum | Gold | Silver | Partner

Be recognised for your generous contribution in support of undergraduate research with a designation as a Platinum, Gold, Silver or Partner sponsor on the conference website, email updates, program, posters, newsletters, social media and more!

Logo in Conference promotional material

Platinum | Gold | Silver | Partner

As a conference sponsor, your logo will be included in conference promotional material, ensuring positive, public and wide exposure for your brand.

Delegate access

Platinum (5 delegates) | Gold (3 delegates) | Silver (2 delegates) | Partner (1 delegate)

Gain free three-day full conference access to all undergraduate research presentations, supporting events for up to 5 delegates from your organisation, worth \$60/person. As a conference delegate, you will be able to connect with speakers and other participants via private message, arrange a meeting with an individual or group of attendees, and get full access to undergraduate research in action!





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I am currently a **third-year medical student at ANU** and will shortly be moving to the UK to start and Masters and/or DPhil (PhD) at Oxford as a **Rhodes Scholar**.

My undergraduate research experience has given me a **strong foundation** to continue research projects during my medical degree and the **confidence** to pursue a higher research degree.

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Additional Opportunities

These opportunities are available as add-ons to Platinum, Gold, Silver and Partner sponsorship packages, and also as stand-alone sponsorship opportunities.

Prize naming rights | \$1000

Publicly support Australasia's best undergraduate researchers with a branded prize, for example the [your organisation's name here] Prize for Best Research Presentation. Further, you will have the opportunity to nominate a representative from your organisation to present the prize to the student in the closing ceremony, ensuring further positive, prominent and public exposure for your brand.

Special interest prize | \$1000

Sponsor a prize of relevance to your organisation's values and mission, such as Best Female Presenter or Best Science and Technology Presentation. You will get naming rights to this prize, and have the opportunity for a member of your organisation to present the prize to the winning student. Students will be assessed for all conference prizes by conference judges, and special interest prizes will be subject to negotiation with the conference organising team. What better way to gain exposure for your brand values and mission, while publicly supporting high performing undergraduate students?

Workshop | \$2000

Gain high quality exposure to conference attendees through a one-hour workshop designed and run by your organisation. Delivered to a smaller audience interested specifically in the subject of your workshop, this opportunity offers the chance for 1:1 and small group interaction, networking and discussion. The possibilities for your workshop are virtually endless! From a simulation to a skill-building session and beyond, the sky is the limit for how you'll share your brand, mission and values with highly engaged undergraduate students, and/or university staff and supporters.

Naming rights to a student presentation session | \$1000

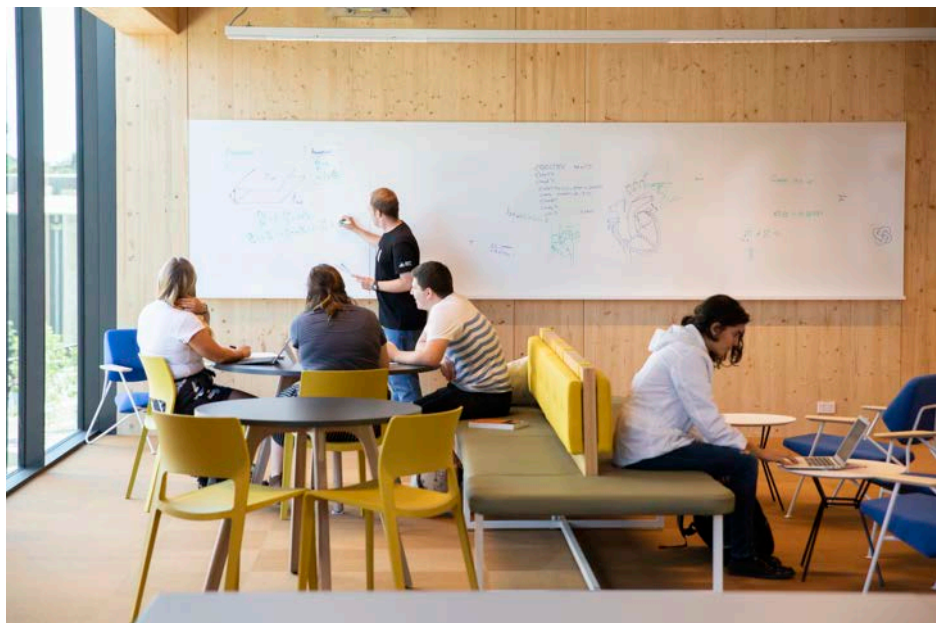
Student research presentations at ACUR@ANU are organised into one-hour sessions defined thematically and/or by academic discipline. Work with conference organisers to select one or more sessions that align with your organisation's work and values to gain naming rights to this session. This represents a premier opportunity to publicly and positively support undergraduate research in a theme or academic discipline of interest to your organisation. Your organisation's logo will be included in the promotion of this session.

Panel event sponsorship | \$1000

ACUR@ANU includes a range of panel events for a variety of audiences. Sponsoring one or more of these events will include the use of your logo and organisation name in promotion of the event, and an acknowledgement of your sponsorship in the introduction of the event. As opportunities are strictly limited, please get in touch to discuss via email: ACUR.2021@anu.edu.au.

Keynote speech sponsorship | \$1000

ACUR@ANU will include two keynote speeches available for sponsorship. Gain prominent exposure for your brand through these plenary sessions which bring together all conference attendees. As opportunities are strictly limited, please get in touch to discuss via email: ACUR.2021@anu.edu.au.





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Contact us

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