

Conference Sponsorship

What ACUR needs Sponsorship for

Conferences

ACUR conferences have been held annually since 2012. Almost 1,000 students from over 40 universities have presented their research at these events. Presenters are high quality motivated students who have undertaken research as a part of their undergraduate experience, including Honours and 1st year Masters by Research students.

Conferences are organised by individual universities chosen by the Executive following a rigorous process of application.

Host universities take responsibility for the overall program, venues, catering and publicity. They are also encouraged to find sponsorship to support particular activities during the conference, e.g. the conference dinner which has become an established part of the conference program, accommodation etc. Conference hosts are also responsible for deciding on exhibits and covering the travel and accommodation costs of guest speakers.

Prizes typically have been:

- A prize for the best paper (typically \$1000)
- A prize for the best poster (typically \$500)
- Prizes for runners up
- Specific prizes for the best paper in particular subject areas. The conference is multi-disciplinary, so many subject areas can be expected (typical prize amount \$500).

Sponsored merchandise may be:

- T-shirts for student helpers
- Gifts for keynote speakers and helpers
- Banners, posters and publicity
- Conference folders/satchels, name tags
- Electronic pens, pads, etc. for participants.

Other sponsored items may include:

- Social events e.g. student BBQ/dinner (if the conference is online we can't include student BBQ/dinner in current document)
- A graduate Fair at the conference
- A prize for the trivia event
- A Contribution to conference administration
- Support for ACUR Executive support to the conference committee including travel to meetings
- Student travel bursaries (online conference).

What sponsors gain

Publicity

1. There are many opportunities for sponsors to advertise their brand and logo on ACUR publicity. This includes flyers, banners, and digital signage at the ACUR conference, promotion both before, during and after conferences and other events including, in the conference program, in the abstract booklet and on the conference website.
2. Sponsors may also be recognised on merchandise e.g. T-shirts worn by volunteers, conference packs or bags, and other items, e.g. pencils with their name on it
3. ACUR displays large banners at conferences and other events and sponsor's Logos are displayed on these
4. ACUR produces a bi-annual Newsletter and opportunities exist for advertising in these.

Exposure

Publicity provides a minimal level of exposure, and this can be enhanced by having a presence at a conference or other ACUR event. For example, sponsors may wish to have a table to display their publicity material at the conference. Exposure is further enhanced by the presence of a sponsor's representative at the event so that they may engage in conversation with presenters and delegates. Alternatively, sponsoring and hosting a reception, a dinner, or even an event such as a colloquium or workshop is a way to gain further exposure.

Opportunities

ACUR can offer a variety of opportunities to access a considerable number of the brightest and best undergraduate students looking to distinguish themselves among their peers. These are talented students with an eye to the future who through engaging in research have developed a range of highly employable skills. ACUR can also provide a conduit to universities keen to ensure that such students go on to fulfilling careers.

Students may be attracted to sponsoring companies and universities through their publicity and through exposure at ACUR conferences and other events. Publicity and exposure at ACUR Conferences provide a foundation for further opportunities for development of a sponsor's organisation/company.

Exposure at the conference or other ACUR events, talking to some of Australasia's brightest and best students who have research skills may lead to opportunities to conduct organisational research which can lead to improved efficiency of company procedures, development of new

products and even ultimately increased revenue. It may be that the research that students present at an ACUR conference is directly relevant to a particular organisation and students can be invited to present their research at a subsequent organisational event or write for a company's newsletter.

Research bodies and organisations funding research will be able to identify research stars in particular fields, as many such students present at ACUR conferences. It is worth noting that there is evidence to suggest that many Nobel Prizewinners carried out research as an undergraduate. Many of ACUR's past presenters are now academics.

To contribute to ACUR is to make a contribution to a future-focused higher education. Engaging in research prepares students for an uncertain future. It provides the skills needed to cope with ambiguity and complexity in whatever profession they go into. ACUR promotes and advances undergraduate research because it believes that engaging all students in various forms of research and inquiry during their undergraduate years is the way to bring about a critically informed citizenry that has been shown to be so important in the twenty-first century.

ACUR Event Sponsorship

The opportunity is available for organisations and individuals to invest as an Event Sponsor for one or more ACUR events. Sponsorship exclusivity is not guaranteed as there may be one or more sponsors at ACUR Events.

The ACUR annual conference promotes social engagement, and enhances the employability of our undergraduate student presenters. Other events include occasional Colloquia providing opportunities for staff to discuss the promotion of undergraduate research within their institutions, and Posters in Parliament, a celebration and exhibition of undergraduate research held in Parliament House, Canberra.

We have many opportunities for exposure for your organisation including in-person representation at these events, logo representation on our newsletter, internal publications, and physical representation on our banners and event merchandise.

Major Conference Sponsor \$5,500

- ✓ You will be designated as a "Gold Sponsor" on marketing materials for the event (website, emails, program)
- ✓ You will be the only company within your sector to be included in the major sponsor category. Sectors are: Health and education, Mining, Finance, Construction, Manufacturing, Services, Rural.
- ✓ Logo recognition as a sponsor in all Conference publications and promotions (whether electronic or hard copy) including but not limited to registration brochure, media releases, program handbook, registration website (including a link to your homepage).
- ✓ 200 word organisation description posted on the ACUR website.
- ✓ Display of your company logo at the conference (before and between sessions) by way of PowerPoint with other sponsors. Or display of your company logo online when an online conference is held.
- ✓ Verbal Recognition as a sponsor by the conference MC in their opening and closing comments.

- ✓ Display of your company banner at the Conference, in a high traffic area throughout the Conference (your company to supply, assemble and remove banner), and at the dinner, Or, equivalent online exposure when an online conference is held
- ✓ The inclusion of firm promotional material in delegate hand-out packs – possibly an A4 poster, A5 notepads and highlighter or other company branded material (Your company to produce and supply).
- ✓ Speaking opportunity on first day of conference (5 minutes).
- ✓ Designated and named student prize at Conference
- ✓ Two delegate registrations to attend the Conference and conference dinner when appropriate.
- ✓ Conference display in foyer (including lunch of exhibitor)
- ✓ One full page advertisement in conference program booklet
- ✓ Access to delegate list.

Event Sponsor \$3,300

- ✓ Designated as “Silver Sponsor” on all event marketing materials (website, emails, program)
- ✓ Logo recognition as a sponsor in all event publications and promotions (whether electronic or hard copy) including but not limited to registration brochure, media releases, program handbook, registration website (including a link to your home page).
- ✓ Display of your company logo as Silver Sponsor during the event (before and between sessions) by way of PowerPoint.
- ✓ Verbal Recognition as a sponsor by the event MC in their opening and closing comments
- ✓ Designated and named student prize at Conference
- ✓ Display of your company banner at the event, in a high traffic area throughout the event (sponsor to supply, assemble and remove banner).
- ✓ The inclusion of sponsor promotional material in delegate satchel (Sponsor to supply material).
- ✓ Speaking opportunity at event (5 minutes).
- ✓ One delegate registration to attend the event.
- ✓ Sponsor Table display in foyer (manned by sponsor – one lunch included)
- ✓ One half page advertisement in the event program.

Conference Dinner \$2,200

- ✓ Acknowledgment as the Conference Dinner Sponsor
- ✓ Logo on conference program and website including link to your website
- ✓ Marketing materials included in conference satchel (Sponsor to supply material).
- ✓ 1/4 page advertisement in the conference program booklet
- ✓ One ticket to Conference Dinner
- ✓ Opportunity to briefly address the delegates (5 minutes).

Gifts and prizes \$1,100 or as negotiated

- ✓ Logo on conference program and website including link to your website
- ✓ The inclusion of sponsor promotional material in delegate satchel (Sponsor to supply material).
- ✓ 1/4 page advertisement in the conference program booklet
- ✓ Opportunity to provide sponsor 'With Compliments' slips to be used as gift tags (Sponsor to supply)
- ✓ Designated prize with sponsor's logo presented.

Student travel \$1,500 or as negotiated

- ✓ Logo on conference program and website including link to your website
- ✓ The inclusion of sponsor promotional material in delegate satchel (Sponsor to supply material).
- ✓ 1/4 page advertisement in the conference program booklet
- ✓ Opportunity to provide sponsor 'With Compliments' slips to be used as gift tags (Sponsor to supply)
- ✓ Statement of travel supported by the sponsor in the program booklet.
- ✓ Reflection on their experience by the sponsored student for inclusion in Sponsor's publication.

Exhibitor at conference \$500

- ✓ Direct exposure to students
- ✓ Opportunity to promote your service or product
- ✓ Logo on conference program and website including link to your website
- ✓ The inclusion of sponsor promotional material in delegate satchel (Sponsor to supply material).
- ✓ 1/4 page advertisement in the conference program booklet

CONFERENCE SPONSORSHIP APPLICATION

- Major Conference Sponsor \$5,500
- Event Sponsor \$3,300
- Conference Dinner \$2,200
- Gifts and prizes \$1,100 or as negotiated
- Student travel \$1,500 or as negotiated
- Exhibitor at Conference

Name of Event:

Title (Mr/Mrs/Ms)	First Name	Surname
-------------------	------------	---------

Company

Position/Title

Postal Address

Suburb	State	Postcode
--------	-------	----------

Phone	Fax
-------	-----

Mobile

Email

Industry Service / Product

1. Name of Trade Delegate

2. Name of Trade Delegate

Payment details:

Please call the ACUR office to request an invoice (07) 3806 1220

Payment options are listed on the invoice.

TO SECURE YOUR CONFERENCE SPONSORSHIP WITH ACUR, PLEASE COMPLETE THIS FORM AND RETURN

TO: admin@acur.org.au