



STATE
CONFERENCE
2022

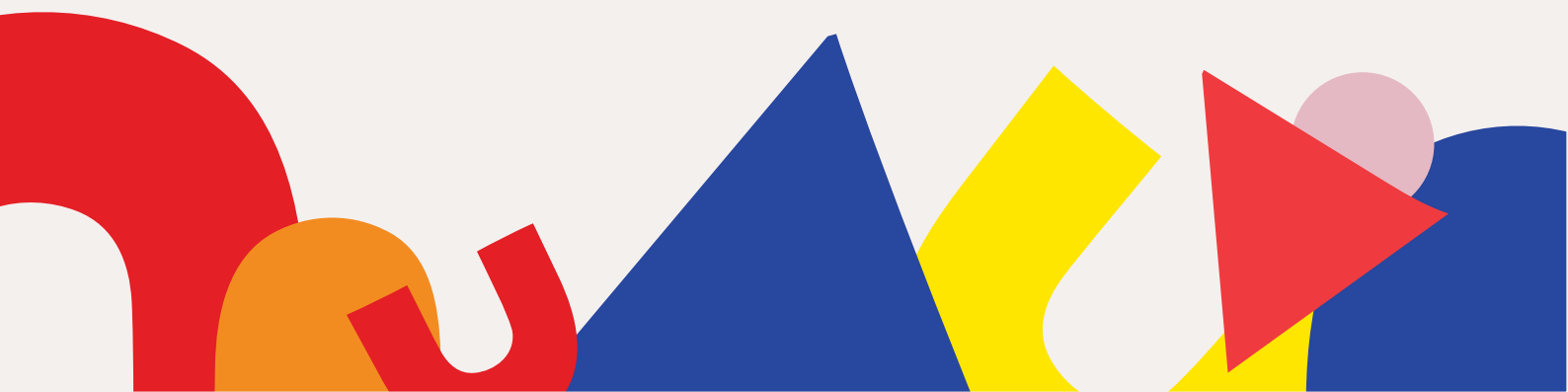


Bridges to the future:
EQUITY, DIVERSITY & INCLUSION

23 June 2022

Arts Centre Melbourne

Sponsorship Guide



About the 2022 State Conference

The State Conference is expected to attract more than 150 delegates representing the richness and diversity of volunteering across Victoria.

Delegates will include leaders and managers of volunteers, CEOs, paid staff, volunteers, researchers, policy makers, academics and HR professionals.

Delegates will come from small, medium and large organisations; from government departments and agencies, corporations, not for profits and universities; from sectors as diverse as health, sport and recreation, education, culture and the arts, emergency services, tourism, major events, animal welfare, social services, environment, community development and professional services.

About the Conference Theme

The 2022 State Conference will explore the best of current and emerging practices and thinking as well as the prospects of volunteering through the lens of Equity, Diversity and Inclusion.

Why sponsor the 2022 State Volunteering Conference?

Build Brand Awareness

Increase your organisation's brand awareness and preference through a positive partnership with Volunteering Victoria.

Build Connections

Create long lasting connections and strengthen existing relationships with the volunteering community. Highlight your commitment to volunteering by helping to educate, inspire and support your clients and potential clients.

Build Your Knowledge

Build your knowledge and understanding of the volunteering community and its views and attitudes to your products, services and ideas.

Shape Perceptions

Create positive perceptions of your organisation and your programs, products and services through your association with volunteering.

Validate Your CSR Credentials

Demonstrate your commitment to corporate social responsibility by supporting volunteering, which is critical to building a resilient Victorian community and productive economy.

Support Your Promotional Campaigns

Take the opportunity to speak directly to large numbers of your clients and potential clients about your products, services and programs.

Shape Your Product Development

Get ideas and feedback from your clients and potential clients to help you design and deliver more attractive products, programs and services.

Build Client Relationships

Interact and network with your clients and potential clients in a friendly, social environment.

Reinforce Your Brand Positioning

Associate your brand with a positive, inclusive activity that enhances the health and wellbeing of individuals and the community – volunteering!

Sponsorship Packages

Platinum Partner

\$10,000 (ex GST)

2 packages available – Packages no longer available

Platinum Partners receive prominent positioning and exposure, including in the lead up to and post the conference.

The naming rights partner is included in:

- » All Conference promotional material, the Conference Program and all Conference sessions
- » Volunteering Victoria's newsletters, including Volunteering Matters and Engage & Exchange
- » The Volunteering Victoria website and social media (Twitter, LinkedIn and Facebook)
- » Profile on the Volunteering Victoria website for 12 months
- » Exhibition space to display and distribute promotional material
- » Logo on the Conference lanyard
- » Opportunity to provide a freestanding banner or signage to be displayed in a prominent location in the Conference venue
- » Showbag inserts - 4
- » Opportunity to present*
- » Logo on sponsor slide at all sessions
- » Acknowledgement at the Conference networking event
- » Acknowledgement on media releases
- » Complimentary Conference registrations for staff, volunteers or clients – 6 places
- » Acknowledgement in post-Conference communications, including Volunteering Matters
- » Acknowledgement in the Volunteering Victoria 2022 Annual Report

* Opportunity to present – Platinum Partners have the opportunity to present on a topic in keeping with Conference theme or sub-themes and of relevance to the Conference delegates. The topic and the format of the presentation must be discussed and agreed with Volunteering Victoria.

Event Partner

\$7,500 (ex GST)

Only 2 packages available

- » Acknowledgement in the Conference promotional material, the Conference Program and in all Conference sessions
- » Acknowledgement in Volunteering Victoria's newsletters including Volunteering Matters and Engage & Exchange
- » Acknowledgement on the Volunteering Victoria website and social media (Twitter, LinkedIn and Facebook)
- » Profile on the Volunteering Victoria website for 12 months
- » Exhibition space to display and distribute promotional material
- » Opportunity to provide a freestanding banner or signage to be displayed in a prominent location in the Conference venue
- » Showbag inserts - 4
- » Opportunity to present*
- » Logo on sponsor slide at all sessions
- » Acknowledgement at the Conference networking event
- » Acknowledgement on media releases
- » Complimentary Conference registrations for staff, volunteers or clients – 4 places
- » Acknowledgement in post-Conference communications, including Volunteering Matters
- » Acknowledgement in the Volunteering Victoria 2022 Annual Report

* Opportunity to present – Event Partners have an opportunity to present on a topic in keeping with Conference theme or sub-themes and of relevance to the Conference delegates. The topic and the format of the presentation must be discussed and agreed with Volunteering Victoria.

Gold Partner

\$5000 (ex GST)

4 packages available

- » Acknowledgement in the Conference promotional material, the Conference Program and all Conference sessions
- » Acknowledgement in Volunteering Victoria newsletters, including Volunteering Matters and Engage and Exchange
- » Acknowledgement on the Volunteering Victoria website and social media (Twitter, LinkedIn and Facebook)
- » Profile on the Volunteering Victoria website for 12 months
- » Use of the Volunteering Victoria Conference Sponsor logo throughout 2022
- » Exhibition space to display and distribute promotional material
- » Opportunity to provide a freestanding banner or signage to be displayed in a prominent location in the Conference venue
- » Showbag inserts – 2
- » Logo on sponsor slide at all sessions
- » Acknowledgement at the Conference networking event
- » Acknowledgement on media releases
- » Complimentary Conference registrations for staff, volunteers or clients – 3 places
- » Acknowledgement in post-Conference communications, including in Volunteering Matters
- » Acknowledgement in the Volunteering Victoria 2022 Annual Report

Silver Partner

\$2,500 (ex GST)

Unlimited packages available

- » Acknowledgement in the Conference promotional material, the Conference Program and all Conference sessions
- » Acknowledgement in Volunteering Victoria newsletters, including Volunteering Matters and Engage and Exchange
- » Acknowledgement on the Volunteering Victoria website and social media (Twitter, LinkedIn and Facebook)
- » Profile on the Volunteering Victoria website for 12 months
- » Use of the Volunteering Victoria Conference Sponsor logo throughout 2022
- » Opportunity to provide a freestanding banner or signage to be displayed in a prominent location in the Conference venue
- » Showbag inserts – 2
- » Logo on sponsor slide at all sessions
- » Acknowledgement at the Conference networking event
- » Acknowledgement on media releases
- » Complimentary Conference registrations for staff, volunteers or clients - 2 registrations
- » Acknowledgement in post-Conference communications, including in Volunteering Matters
- » Acknowledgement in the Volunteering Victoria 2022 Annual Report

Bronze Partner

\$1,500 (ex GST)

Unlimited packages available

- » Acknowledgement in the Conference promotional material, the Conference Program and all Conference sessions
- » Acknowledgement in Volunteering Victoria newsletters, including Volunteering Matters and Engage and Exchange
- » Acknowledgement on the Volunteering Victoria website and social media (Twitter, LinkedIn and Facebook)
- » Profile on the Volunteering Victoria website for 12 months
- » Use of the Volunteering Victoria Conference Sponsor logo throughout 2022
- » Opportunity to provide a freestanding banner or signage to be displayed in a prominent location in the Conference venue
- » Showbag inserts – 1
- » Logo on sponsor slide at all sessions
- » Acknowledgement at the Conference networking event
- » Acknowledgement on media releases
- » Complimentary Conference registrations for staff, volunteers or clients - 1 registration
- » Acknowledgement in post-Conference communications, including in Volunteering Matters
- » Acknowledgement in the Volunteering Victoria 2022 Annual Report

Customised Sponsorship Opportunities

In addition to the main sponsorship opportunities outlined above, we can offer customised or niche sponsorship opportunities and benefits by negotiation. Some ideas you might like to consider are outlined below:

- » Session Sponsorship
- » Networking Event Sponsorship
- » Merchandise Sponsorship
- » Catering Sponsorship
- » Printing Sponsorship

About Volunteering Victoria

Volunteering Victoria is the peak body for volunteering in Victoria. Our Purpose is to provide dynamic and transformative leadership to promote and build a vibrant, prosperous and strong volunteering community that is inclusive, respected and sustainable.

Our Vision is resilient communities and empowered and active citizens through volunteering.

Sponsorship Contacts

Please do not hesitate to contact us if you require any further information regarding sponsorship opportunities:

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Event Manager

2022 State Volunteering Conference

Volunteering Victoria

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