



STATE
CONFERENCE
2024

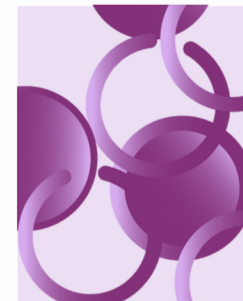
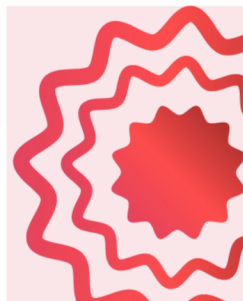
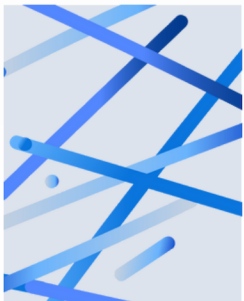


shake it up:
BOLD CHANGE!

19 - 20 June 2024

Pullman Melbourne on the Park

Sponsorship Guide



About the Event

State Conference 2024 is the premier biennial event on Volunteering Victoria's event calendar, regularly attracting over 250 delegates representing the richness and diversity of volunteering across Victoria.

Our 2024 conference will be a 2-day educational and networking event featuring national and international speakers. Delegates typically include leaders and managers of volunteers, CEOs, paid staff, volunteers, researchers, policy makers, academics and HR professionals.

Delegates will come from a variety of backgrounds:

- » small, medium and large organisations;
- » government departments and agencies;
- » corporations, not for profits and universities;

We're also inviting delegates from diverse sectors, such as:

- » health, sport and recreation
- » education
- » arts and culture
- » emergency services
- » tourism and major events
- » environment and animal welfare
- » social services and community development
- » professional services.

Conference Theme

The 2024 State Conference theme is '**Shake it up: Bold Change!**'. We're encouraging delegates to challenge the status quo, push the boundaries, and consider new possibilities for the world of volunteering.

Conference presentations will be categorised into three streams:

- » **Explorers** - For those newer to volunteering, from inside or outside the sector, wanting to explore the environment of volunteer leadership.
- » **Builders** - For intermediate leaders and thinkers, looking to build volunteer programs through innovation and systemic change.
- » **Shapers** - For experienced leaders and thinkers, with a relational and cross-sectoral focus, wanting to shape the future of volunteering.

Sponsor Benefits

- » **Build Brand Awareness**
Increase your organisation's brand awareness 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

There are four levels of sponsorship available – all prices include GST:

- » **Platinum Partner** – \$19,800
- » **Gold Partner** – \$14,500
- » **Silver Partner** - \$9,500
- » **Bronze Partner** – \$5,500

Sponsorship Inclusions

	Platinum Partner 2 packages \$19,800	Gold Partner 2 packages \$14,500	Silver Partner 4 packages \$9,500	Bronze Partner 8 packages \$5,500
Naming rights	✓	—	—	—
Acknowledgement in all Conference promotional material and program	✓	✓	✓	✓
Editorial in Volunteering Victoria’s newsletter (9,000+ subscribers)	✓	✓	—	—
Acknowledgement in Volunteering Victoria’s newsletters	✓	✓	✓	✓
Acknowledgement on Volunteering Victoria website and social media	✓	✓	✓	✓
Profile on the Volunteering Victoria website for 12 months	✓	✓	✓	—
Free conference registrations for staff, volunteers or clients	10 places	4 places	2 places	—
Free conference networking function for staff, volunteers or clients	10 places	4 places	2 places	—
Exhibition space to display and distribute promotional material	✓	✓	✓	—
Logo on the Conference lanyard	✓	✓	—	—
Use of Volunteering Victoria Conference sponsor logo	✓	✓	✓	✓
Opportunity to provide banners or signage to be displayed in a prominent location at the Conference venue	5	3	1	—
Showbag inserts	6	4	2	2
Opportunity to present [^]	✓	✓	—	—
Logo on sponsor slide at all Conference sessions	✓	✓	✓	✓
Acknowledgement at the Conference networking event	✓	✓	✓	—
Acknowledgement in media releases	✓	✓	✓	✓
Acknowledgement in post-Conference communications	✓	✓	✓	✓
Acknowledgement in the Volunteering Victoria 2024 Annual Report	✓	✓	✓	✓

[^] Topic must be of relevance to the Conference theme or sub-themes and conference delegates. Topic and presentation format must be discussed and agreed with Volunteering Victoria.

Customised Sponsorship Opportunities

In addition to the 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 state peak body for volunteering, focusing on advocacy, sector development and the promotion of volunteering.

We see our role as leading the development of a collaborative, sustainable, thriving volunteering community and movement in Victoria.

Our Purpose and Vision

We advocate, advise and facilitate for an inclusive and thriving volunteering culture. We do this with and for all volunteers, communities and organisations.

Our vision is for Victorians to be happier and healthier because they build their communities through volunteering.

Sponsorship Contacts

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

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