



2017 Economic and Social Outlook Conference

Sponsorship Opportunities

New Directions in an Uncertain World

Thursday 20 and Friday 21 July 2017

About the Conference

The Melbourne Institute/The Australian Economic and Social Outlook Conference is the premier forum for debate on Australia's policy development. Since 2002, it has brought together leaders from the political, academic, business and non-government worlds to air the latest policy thinking and research findings. The 2017 conference will focus on forging new policy directions in a challenging time of weak productivity, rising inequality and fast moving technology.

Headline speakers include the Prime Minister of Australia, *Malcolm Turnbull MP*, Treasurer *Scott Morrison MP*, and the Leader of the Opposition *Bill Shorten MP*.

Attended by over 350 delegates from federal and state government, professional bodies, the business community, and academia, the Economic and Social Outlook Conference provides conference partners with a unique opportunity to raise their brand profile and positioning to a highly targeted and engaged audience.

Why become a partner of the Economic and Social Outlook Conference?

- Brand awareness and premium positioning at one of Australia's premier economic outlook conferences
- Exposure to a national and international audience – the conference receives a large amount of exposure through media engagement and online
- Opportunity to network with policy makers and business leaders in formal and informal
- Settings at the conference and dinner
- Direct links from the University of Melbourne's, Melbourne Institute website to your own web assets

Who will attend?

- Senior leaders from Federal and State government including secretaries, deputy secretaries, commissioners, branch and group managers and policy advisers
- Senior leaders from business including chief executive officers, directors, chief financial officers and chief economists
- Senior leaders from community groups and professional associations such as unions, non-profit welfare groups and chambers of commerce

Sponsorship Levels and Benefits

Due to the limited number of opportunities available, please call or email Ms Penny Hope to discuss package availability: 03 8344 2151 / p.hope@unimelb.edu.au

GOLD SPONSORSHIP

- from \$30,000 (one available)

- Logo on the front of the conference brochure and booklet given to delegates and information in the booklet (subject to production deadlines)
- Logo on the conference banner that will be hung in the major lecture theatre used and in the main area of the venue (subject to production deadlines)
- Logo on all posters/electronic screens at the conference venue
- 10 free places at the conference, including attendance at all conference sessions, morning and afternoon teas and lunches, as well as the conference dinner (valued at about \$1,500 each), with 50% reduced rate on additional registrations (up to a maximum of 20 registrations)
- Acknowledgement as a sponsor at the official opening of the conference
- Opportunity to include material or website links in the official electronic conference communications
- Opportunity to include material in delegate satchels (sponsor to provide printed material by deadline)
- Acknowledgement in official conference booklet

SILVER SPONSORSHIP

- from \$15,000 (exclusive, only two available)

- 5 free places at the conference and conference dinner (valued at \$1,500 each), with 50% reduced rate on additional registrations (up to a maximum of 10 registrations)
- Acknowledgement as sponsor at the official opening of the conference
- Display in the main area of the conference venue (if required)
- Opportunity to include material in delegate satchels (sponsor to provide printed material by deadline)
- Acknowledgement in official conference booklet (subject to production deadlines)

CONFERENCE DINNER

Thursday 20 July 2017 at ZINC at Federation – from \$40,000

This is the official dinner of the conference and will be held on the evening of Thursday 20 July 2017 at ZINC @ Federation Square overlooking the Yarra River. Over 200 guests are expected to attend, to enjoy a three-course dinner and our guest speaker, The Hon Scott Morrison MP, Treasurer.

This sponsorship includes:

- Acknowledgement by the chair of the support of the sponsor at the dinner
- Placement of sponsor colour logo throughout the dinner, including on menus, visual screens and banner placement
- 10 complimentary tickets (1 table) for the function with the option to purchase additional tickets and priority seating for these guests

CONFERENCE LUNCHES

Thursday 20 and Friday 21 July 2017 – from \$25,000

Lunch on both days of the conference will be held in the Mayfair Ballroom of the Grand Hyatt Melbourne. All conference attendees attend these lunches, and can seat up to 320 people. Guests enjoy a two course lunch and a speaker presentation.

This sponsorship includes:

- Verbal Acknowledgement by the chair at the start and finish of the lunch
- Placement of sponsor colour logo on holding slides on the screen during the relevant session
- Acknowledgement in the conference booklet and program and on conference website

CONFERENCE MORNING AND AFTERNOON TEAS

- from \$7,000 per break

Morning tea will be held on both days of the conference in the foyer of the Grand Hyatt Melbourne and there is an afternoon tea on the first day. All conference attendees attend these breaks.

This sponsorship includes;

- Acknowledgement in the conference booklet and in the foyer area
- Placement of sponsor colour logo on the electronic screens in the foyer
- Banner placement near the registration desk in the foyer

SESSION SPONSORSHIP

from \$5,000 per session (excludes keynote speeches including lunches/dinner)

This sponsorship includes:

- Verbal acknowledgement at the start and finish of the relevant session
- Placement of sponsor colour logo on holding slides on the screen during the relevant session
- Acknowledgement in the conference booklet and website
- Banner display in the theatre

Other Sponsorship Opportunities:

Other Sponsorship could be arranged by negotiation.

Once your arrangement is confirmed you will be sent a sponsorship agreement for your signature, and a tax invoice along with a covering letter detailing any further requirements such as file format for logos and technical specifications banners, as well as key dates.

Please note that the earlier your sponsorship arrangement is finalised and paid for, the more coverage you will receive on marketing and promotional materials.

For further details:

Tracey Griffiths
Sponsorship Manager, Melbourne Institute

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