



DEANZ 2008 Conference

17-20th August 2008
Te Papa, Wellington

Sponsorship Proposal

www.deanz.org.nz

Introduction

Distance Education Association of New Zealand (DEANZ)

DEANZ is a national association committed to fostering growth, development, research and good practice in distance education, open and e-learning and flexible delivery systems for education.

Our membership works in the pre-school, primary, secondary, vocational and tertiary sectors in New Zealand and the Pacific and includes 17 organisations. We are committed to giving students as much control as possible over what, when, where and how they learn and towards this aim the theme of our conference is 'My Place, My Space, My Learning – Distance and Virtual Education'.

Invitation to the DEANZ Conference 2008

The annual DEANZ conference provides a rare opportunity to meet the wide range of people and organisations which make up the distance learning sector in New Zealand and the Pacific. We expect 200 academics, instructional designers, trainers and public sector staff to attend, so it provides an excellent opportunity to showcase products and services to the sector.

The 2008 event will be no exception. This year's conference will be held in New Zealand's capital city, Wellington. The venue is the Museum of New Zealand – Te Papa Tongarewa, which provides a spectacular waterfront location and excellent conference facilities for sponsors, trade exhibitors and delegates.

The theme for the DEANZ Conference 2008 - 'My Place, My Space, My Learning – Distance and Virtual Education' reflects the growing popularity of distance education, which means people can study in their own place in their own time.

The programme has been developed to attract people from throughout the sector. It will include discussion of matters of interest to educators and policy makers from the primary, secondary and tertiary sectors and will cover traditional and high tech delivery methods. We already have confirmation of an excellent keynote speaker from the USA and the prospect of other speakers from Australia and New Zealand and the Pacific, who will generate plenty of interest.

An array of sponsorship opportunities is available. See this prospectus for details. I am sure you will find an excellent opportunity to promote your product or services at our conference.

I warmly invite you to take up the opportunity to participate in the 2008 DEANZ conference and look forward to meeting you in Wellington in August.

Sally Rawnsley,
Conference Convenor, DEANZ Conference 2008

Conference Partner Organisations

The following organisations are conference partners:

The Open Polytechnic of New Zealand



The Correspondence School



Massey University



Conference Organising Committee

Sally Rawnsley	Sally.rawnsley.openpolytechnic.ac.nz
Peter Ashby	Peter.ashby@correspondence.school.ac.nz
Deirdre Viviers	Deirdre.viviers@openpolytechnic.ac.nz
Pip Fowler	Pip.fowler@openpolytechnic.ac.nz
Ken Marshall	Ken.marshall@openpolytechnic.ac.nz
Margo Moffat	Margo.moffat@openpolytechnic.ac.nz
Sarah Whyte	Sarah.whyte@correspondence.school.ac.nz
Anna Weatherstone	A.E.Weatherstone@massey.ac.nz

Why become a sponsor?

The Distance Education Association of New Zealand gathers together individuals and organisations from throughout New Zealand and the Pacific who are involved in all kinds of distance education. Our annual conferences are an excellent opportunity to reach many of the leaders and decision makers in the sector to promote your services and products.

Who will the conference attract?

The DEANZ conference attracts an excellent cross section of people and organisations involved with distance education in New Zealand and the Pacific including:

- » Academics
- » Trainers
- » Instructional Designers
- » Senior managers
- » Government officials and policy analysts

Key Benefits of Sponsorship

Becoming a sponsor will:

- » Give you the opportunity to launch a new product or service
- » Provide your organisation with opportunities to provide a high profile to valuable target markets both during and after the conference.
- » Mean that your support will be openly demonstrated and widely acknowledged by the industry.
- » Be a legitimate tax deduction in the form of advertising and promoting a company's/organisation's activities.
- » Provide you with exposure to people working in all parts of the education industry. An immeasurable benefit to be gained from conferences is the networking opportunities they provide and the potential future business relationships arising from these.
- » Give you the opportunity to link to your company website through our conference website.

Sponsorship Opportunities

Sponsorship packages are aimed at providing sponsors with a worthwhile return on investment in this important conference to be held in Wellington from August 17-20th. We are confident that the benefits of sponsorship will offer effective exposure not only over the period of the conference, but also in the years ahead. All investment prices are in New Zealand dollars.

Sponsorship options

Sponsorship options are negotiable in terms of what benefits are received and premier sponsors can add other sponsorship options outlined in this document to the overall package.

Gold sponsors – \$8,000 + GST each

These sponsors will be recognised as the leading organisations/companies/brands when any publicity or material relating to the conference is circulated. The premier sponsors will attract prime attention as being the key organisations to align themselves with the conference and DEANZ at the highest level.

Benefits

- » Presence on DEANZ “recognition banner” for all DEANZ correspondence and communications.
- » Company name, logo and weblink in key position on conference website
- » Acknowledgement by MC at opening ceremony
- » Sponsorship acknowledgement on conference website
- » Priority placement on conference presentation slide
- » Two conference registrations (including all social functions)
- » Advertising insert in conference satchels – may also include insertion of sponsor branded note pad/pen etc. (supplied by sponsor – approx 300 required)
- » One trade display site
- » Priority selection of trade display space
- » One side A4 advertisement in the conference handbook (supplied by sponsor)

DEANZ will work with all gold sponsors to ensure their investment is maximised and protected. DEANZ will advise all gold sponsors of all other sponsors and potential sponsors at all levels and in the event of known competitors expressing an interest in other sponsorship options (except trade displays) will provide gold sponsors with an opportunity to secure those options before a competitor is accepted.

Gold sponsors will also be given the first right of renewal at subsequent National Conferences.

The logos of DEANZ will continue to be present on all conference material. The logos of gold sponsors will also feature in a prominent position on such promotional material.

The Organising Committee will consider any other activities the Sponsor may suggest and is keen to investigate and negotiate longer term partnerships with potential sponsors for future DEANZ conferences.

Silver sponsors – \$5,000 + GST each

These sponsors will be recognised as the second level of significant support for the conference, from leading organisations/companies/brands, when any publicity or material relating to the conference is circulated.

Benefits

- » Company name, logo and weblink in secondary position on conference website
- » Acknowledgement by MC at opening ceremony
- » One full conference registration (including all social functions)
- » Secondary placement on conference presentation slide
- » Advertising insert in conference satchels (supplied by sponsor)
- » Sponsorship acknowledgement in conference handbook
- » Sponsorship acknowledgement on conference website
- » One trade display space

The logos of DEANZ will continue to be present on all conference material. The logos of silver sponsors will also feature in a prominent position on such promotional material.

The Organising Committee will consider any other activities the Sponsor may suggest and is keen to investigate and negotiate longer term partnerships with potential sponsors for future DEANZ conferences.

Conference handbook (1 only) – \$2,000 + GST

This is the official publication that all delegates, speakers and guests receive upon registration at the conference itself. Approximately 200 copies of the Handbook will be printed. It will be distributed inside the conference satchel, and contain full and detailed information about the business programme, abstracts for presentations, keynote presenters biographies, rooming maps and social events.

Benefits

- » One side A4 advertisement in the conference handbook, with first choice of position (supplied by sponsor)
- » Name and logo at foot of handbook cover page
- » Advertising insert in conference satchels (supplied by sponsor)
- » Sponsorship acknowledgement on conference website

(Based on standard non-glossy conference handbook – any improvement in standard of handbook materials (e.g. professional printing) to be met by sponsor)

List of participants – \$500 + GST

This is a list of all delegates present at the conference, along with their institution name and city/country of origin. All delegates receive this document in their satchel at registration time. Delegates often refer to the list and add further details (e.g. addresses and phone numbers). Delegates are given the opportunity, at registration, to have their names excluded from the list, in accordance with Privacy Act requirements.

A cover sheet (A4) is an ideal site for acknowledging the sponsor of the list. The list can be printed on coloured paper or even use a sponsor's letterhead as part or whole, if that suits the sponsor's requirements. The list is often asked for/supplied to organisations after the conference, providing further promotional opportunity for the sponsor.

Benefits

- » Exposure from participant list being electronically sent to all conference delegates

Keynote and session speakers

(Sponsorship level will vary between speakers, depending on speaker costs – minimum \$500 per speaker)

This is the official publication that all delegates, speakers and guests receive upon registration at the conference itself. Approximately 200 copies of the Handbook will be printed. It will be distributed inside the conference satchel, and contain full and detailed information about the business programme, abstracts for presentations, keynote presenters biographies, rooming maps and social events.

Benefits

- » Corporate identification on display during speaking session
- » Sponsorship acknowledgement on conference website and in conference handbook
- » Acknowledgement by session chair/option to provide a chair for the session
- » Naming rights to the session

Biographies will be made available on the conference website.

NOTE: Only available after Premier sponsors have been secured and turned down the option.

Conference satchel/compendium (1 only) – \$2,000 + GST

Benefits

- » Opportunity to supply and brand with your company logo
- » Your organisation's name and/or logo printed on satchels/compendiums alongside the major sponsor and conference name
- » Acknowledgement in the sponsor's page in the conference programme
- » Company logo on the conference website with links through to your company's website
- » Ongoing promotion as the compendiums would be used after the conference
- » Insert in satchel

Satchel insert (10 maximum) – \$500 + GST (per insert)

This is for the corporate who wishes to include a promotional insert into the Conference satchels, where any other sponsorship does not cover this as a benefit already. The insert must be supplied by the corporate a minimum of two weeks prior to the conference and be no larger than A4 in size, and be approved by DEANZ. Required numbers and freight details will be supplied.

Benefits

- » One A4 size promotional insert

Welcome function (1 only) – \$2,000 + GST

The Welcome Function is an informal cocktail function available for those wishing to networking and renew old acquaintances.

Benefits

- » The function will be called the "Sponsor's" Cocktail Function
- » Company name / logo on prominent display at the function
- » Company name and logo in a secondary position on conference website
- » Advertising insert (supplied by sponsor) in conference satchels
- » Sponsorship acknowledgement on conference website and in conference handbook
- » Acknowledgement by MC at the function
- » Complimentary tickets for two further persons to attend.

Conference dinner (1 only) – \$5,000 + GST

The conference dinner is the prime social activity for the delegates at the conference and, as in most meetings, is an event often rated as the most memorable. Historically over 90% of the delegates attend. The dinner will be held in Te Papa. Hot Club Sandwich, a lively and very entertaining jazz group, will supply live music and dancing into the evening.

Benefits

- » The dinner will be called the “Sponsor’s” Conference Dinner
- » Company name / logo on dinner menu
- » Company name and logo in a secondary position on conference website
- » Advertising insert (supplied by sponsor) in conference satchels
- » Sponsorship acknowledgement on conference website and in conference handbook
- » One trade display site
- » Acknowledgement by MC at the dinner
- » Conference dinner tickets for two

Morning/Afternoon teas – \$1,000 + GST

This package includes six morning and afternoon teas (two per day).

Benefits

- » Sponsorship acknowledgement on conference website and in conference handbook
- » Acknowledgement at morning and afternoon teas (means of recognition to be determined by organising committee)
- » Advertising insert in conference satchels (supplied by sponsor)

Lunches (3 only) – \$1,500 + GST

This package includes three lunches during the three-day conference.

Benefits

- » Sponsorship acknowledgement on conference website and in conference handbook
- » Company banner on display for the day of the lunch
- » Verbal acknowledgement “Today’s lunch kindly sponsored by ...” where possible in the programme
- » Advertising insert in conference satchels (supplied by sponsor)

Other

Satchel Give-aways

Any sponsor may contribute small items to be included in the satchel as 'freebies' to delegates. Such items can include:

- » Pens and pads
- » Notebooks
- » Mouse pads
- » Fridge magnets
- » Key rings
- » Bookmarks
- » Etc

Supporting organisations sponsorship – \$500 + GST

- » Supporting Organisations acknowledgement on conference website and in conference handbook
- » Supporting Organisations acknowledgement throughout the duration of the conference and at the Welcoming Powhiri and Mayoral Reception
- » Complimentary attendance at the Welcome Cocktail Function for two

Name badge sponsorship – \$1,000 + GST

- » Only sponsor name on name badge.



DEANZ 2008 Conference

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Sponsorship Application Form

Please complete this form. Print and send to the address below.

Company/Organisation

Name of contact

Position within company/organisation

Address

Telephone no.

Fax no.

Email address

Sponsorship Item Request

	\$
	\$
	\$

The Conference Committee will confirm your SPONSORSHIP REQUEST together with an invoice (if applicable). There are a limited number of sponsorship items. As such, the date of receipt with the Conference Manager of your official request will be borne in mind at the time of allocation.

Signed:

Date:

Please forward to: DEANZ Conference 2008
C/- Convention Management
PO Box 24 329, Manners Street, Wellington
Tel: +64 4 479 4162, Fax: +64 4 479 4163