



Local Government Association
of South Australia

The **Voice**
of Local
Government



Local Excellence
Councils Working Together for Communities
**2012 Local Government Showcase
and General Meeting**

Thursday 12 & Friday 13 April 2012
Adelaide Convention Centre

Sponsorship Proposal

Local Government Association of South Australia
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2012 LGA Showcase and General Meeting

The LGA's General Meeting is a key decision making and policy setting event for the Local Government Association of South Australia (LGA).

Delegates from all 68 metropolitan and country Councils across SA make attendance a priority.

Councils in South Australia are continuously looking for ways to improve their work practices and processes. In an environment in which pressures on Local Government budgets are ever-increasing, the LGA hosts this forum to allow Councils to demonstrate the innovative ways they are conducting their business. Whether it's new technology or improvements in service delivery, or an innovative approach to traditional functions, this Showcase allows Councils to share and learn from their experiences.

The Showcase is an interactive experience that combines a major expo of Council and Sponsor displays and a concurrent speaking program. A number of informal opportunities for networking also take place including the popular Dinner on Thursday evening.

Key contacts from across the State will be concentrated in one location - the people who make decisions about how and where more than \$1 billion will be spent in the coming year.

The audience comprises key Local Government decision makers...approx 350 delegates are expected to attend this prominent event. Given the importance of the event, it attracts Mayors/Chairpersons, Council Members, Chief Executive Officers and senior Council representatives. Key State and Federal Government Ministers, Members of Parliament and representatives from relevant Government Agencies also attend.

Sponsorship Opportunities

The LGA is giving you the opportunity to showcase your services to key stakeholders from Local Government across the State. As a corporate sponsor of the 2012 Local Government Showcase and General Meeting you will have the opportunity to meet and build relationships with potential customers face-to-face.

We are offering a limited number of organisations the opportunity to take out Platinum or Gold sponsorship of the 2012 Local Government Showcase and General Meeting and one organisation the opportunity to sponsor the Showcase Dinner. Sponsorship positions will be allocated at the discretion of the LGA. First preference will be given to 2011 LGA Conference and General Meeting Platinum Sponsors.

About the LGA

The Local Government Association of South Australia (LGA) is a membership organisation that provides quality services and leadership relevant to the needs of member Councils. Membership of the Association is voluntary and every Council in the State, along with the Anangu Pitjantjatjara, has elected to join as a member.

Established in 1968 in its current form, the LGA is recognised as the peak representative body for Local Government in this State. The LGA is federated nationally with interstate associations and the Australian Local Government Association (ALGA).



2012 Local Government Showcase and General Meeting

Dinner Sponsorship : \$11,000 + GST

We are offering **one (1)** organisation the opportunity to take up **Showcase Dinner** Sponsorship of the LGA Showcase Dinner on Thursday 12 April 2012, with the following benefits:

Showcase Dinner Thursday 12 April 2012

- Complimentary attendance for **four people** at the Showcase Dinner.

Exclusivity

- Your organisation will be the **only sponsor** of the Showcase Dinner.

Acknowledgement

- The LGA President, or a senior LGA representative will **acknowledge your sponsorship during the Showcase Dinner.**

Speaking Position

- A member of your organisation will have the **opportunity to speak for five minutes** in front of the Showcase Dinner audience.
(Your speech time will be scheduled by the LGA).

Banner Display

- **Display of your corporate banner** in the Showcase Dinner area.
(Banners can be hanging or pull-up style, and are restricted to maximum size of 3 x 3 metres).

Dinner Menu

- **Your corporate logo displayed** on the Showcase Dinner Menu.

Promotional Opportunities

- Your organisation will be able to leave **promotional material** on the tables or chairs at the Showcase Dinner.
*(Material is restricted to three printed items at a maximum of A4 size, or small corporate gifts. These must be **packaged together**, not individual items).*

Local Government Showcase and General Meeting

Thursday 12 and Friday 13 April 2012

- **Full Showcase day registration** for **two delegates** including lunches, morning and afternoon teas.
- **Corporate logo displayed** on session introduction presentation slides and on the front cover of the official Showcase program.
- One **full page** colour advertisement in the official Showcase Program.

LGA Website

- Your organisation will be **proudly acknowledged** on the LGA's public website with a link from the Showcase webpage for four weeks prior to the event and 12 months following the event. This website is regularly accessed by Local Government Council Members and employees.

LGA Newsletter

- **Acknowledgement** of your organisation's support will also be **highlighted** in an edition of LGA News, the premier newsletter of the LGA that is distributed to over 2000 people.

Please note: Sponsorship positions will be offered at the discretion of the LGA. Dinner Sponsors are entitled to market exclusivity and first right for sponsorship of the following LGA General Meeting and Conference/Showcase Dinner. Dinner Sponsors of the 2011 LGA Conference and General Meeting will be entitled to our first offer of Dinner sponsorship for this event and if any organisation from the same sector applies to be a Platinum, Gold or Showcase Dinner Sponsor we may not be able to accept their sponsorship.





2012 Local Government Showcase and General Meeting

Platinum Sponsorship : \$9,500 + GST

We are offering **four (4)** organisations the opportunity to take up **PLATINUM** Sponsorship, with the following benefits:-

Showcase Opportunities

- **Market exclusivity** and **first right for sponsorship** of the 2013 LGA Conference and General Meeting.
- **Full Showcase day registration** for **two delegates** including lunches, morning and afternoon teas.
- **Display of your corporate banner** in the main auditorium. (*Banners can be hanging or pull-up style, and are restricted to maximum size of 3 x 1 metres*).
- The LGA President, or a senior LGA representative will **acknowledge your sponsorship** at the opening and closing of each day's events.
- One **full page** colour advertisement in the official Showcase Program.
- **Corporate logo displayed** on session introduction presentation slides, and on front cover of the official Showcase program.
- **Display:** In a prominent area you will be able to set up a display to showcase your products and services and network with delegates during breaks in official proceedings. (*Display space is a 3 x 3 metre booth. A fascia name board, standard lighting, power, a covered trestle table and two chairs will be provided. Sponsors can purchase wireless internet access from Reception at the Convention Centre. Sponsors' logos can also be printed on the fascia board at an additional cost to your organisation. You will be required to provide your own display equipment*).
- **Promotional Items:** You will also have the opportunity to give away promotional items from your display during the course of the event. (*Showcase delegates will not be receiving conference satchels. However, bags will be available at the LGA booth for delegates to collect and carry sponsor promotional items in*).

Showcase Dinner Thursday 12 April 2012

- Complimentary attendance for **two people** at the Showcase Dinner.

Showcase Formal Lunches

- Complimentary attendance for **two people**.
- **Display of your pull-up banner** in lunch venue.
- **Corporate logo** printed on the lunch menu.
- Verbal **acknowledgement** of sponsorship by the LGA President.
- Opportunity to run a **business card draw** during the event, with the winner drawn by the LGA President or LGA Chief Executive Officer at the Friday Formal Lunch.

LGA Website

- Your organisation will be **proudly acknowledged** on the LGA's public website with a link from the Showcase page for four weeks prior to the event and 12 months following the event. This website is regularly accessed by Local Government Council Members and employees.

LGA Newsletter

- **Acknowledgement** of your organisation's support will also be **highlighted** in an edition of LGA News, the premier newsletter of the LGA that is distributed to over 2000 people.

Please note: Sponsorship positions will be offered at the discretion of the LGA. Platinum Sponsors are entitled to market exclusivity and first right for sponsorship of the following LGA General Meeting and Conference/Showcase. Platinum Sponsors of the 2011 LGA Conference and General Meeting will be entitled to our first offer of Platinum sponsorship for this event and if any organisation from the same sector applies to be a Platinum, Gold or Showcase Dinner Sponsor we may not be able to accept their sponsorship. If a Platinum sponsorship position becomes available and two organisations from the same sector apply to be a Platinum Sponsor, we may not be able to offer both organisations sponsorship positions. Showcase registration is transferable but only two people can attend the Showcase or Showcase Dinner at any given time. During sponsor business card draw competitions, business cards must be collected at the sponsor's display. The LGA expects that legal and ethical methods and standards are applied in the management of business card draws.





2012 Local Government Showcase and General Meeting

Gold Sponsorship : \$5,500 + GST

We are offering up to **twelve (12)** organisations the opportunity to take up **GOLD** Sponsorship, with the following benefits:

Showcase Opportunities

- **Full Showcase day registration** for two delegates including lunches, morning and afternoon teas.
- One **half-page** colour advertisement in the official Showcase Program.
- **Corporate logo printed on** the inside of the official Showcase program.
- **Display:** In a prominent area you will be able to set up a display to showcase your products and services and network with delegates during breaks in official proceedings. (*Display space is a 3 x 1 metre booth. A fascia name board, standard lighting, power, a covered trestle table and two chairs will be provided. Sponsors can purchase wireless internet access from Reception at the Convention Centre. Sponsors' logos can also be printed on the fascia board at an additional cost to your organisation. You will be required to provide your own display equipment*).
- **Promotional Items:** You will also have the opportunity to give away promotional items from your display during the course of the event. (*Showcase delegates will not be receiving conference satchels. However, bags will be available at the LGA booth for delegates to collect and carry sponsor promotional items in*).

Showcase Formal Lunches

- Complimentary attendance for **two people**.
- Opportunity to run a **business card draw** during the event, with the winner drawn by the LGA President or LGA Chief Executive Officer at the Friday Formal Lunch.

LGA Newsletter

- **Acknowledgement** of your organisation's support will also be **highlighted** in an edition of LGA News, the premier newsletter of the LGA that is distributed to over 2000 people.

LGA Website

- Your organisation will be **proudly acknowledged** on the LGA's public website with a link from the 2012 Showcase webpage for four weeks prior to the event and 12 months following the event. This website is regularly accessed by Local Government Council Members and employees.

Please note: Sponsorship positions will be offered at the discretion of the LGA. Platinum and Dinner Sponsors are entitled to market exclusivity and first right for sponsorship of the following LGA General Meeting and Conference/Showcase. Platinum and Dinner Sponsors of the 2011 LGA Conference and General Meeting will be entitled to our first offer of Platinum or Dinner sponsorship for this event and if any organisation from the same sector applies to be a Platinum, Gold or Showcase Dinner Sponsor we may not be able to accept their sponsorship. Showcase registration is transferable but only two people can attend the Showcase at any given time. During sponsor business card draw competitions, business cards must be collected at the sponsor's display. The LGA expects that legal and ethical methods and standards are applied in the management of business card draws.



Expression of Interest

Please respond by **Friday 3 February 2012**

Yes, my company would like to take up*

(Please select level of sponsorship preferred. If your organisation is interested in more than one sponsorship option, please number the boxes according to interest in sponsorship selected)

- SHOWCASE DINNER SPONSORSHIP - \$11,000 + GST**
- PLATINUM SPONSORSHIP - \$9,500 + GST**
- GOLD SPONSORSHIP - \$5,500 + GST**

Name of Sponsorship contact:

Title:

Company / Organisation:

Mailing Address:

Phone: **Mobile:**

Email:

Please fax or email this form to:

Melanie Colwell, Marketing & Communications Officer

melanie.colwell@lga.sa.gov.au

Local Government Association

Fax: (08) 8232 6336

or telephone (08) 8224 2029 for queries.

** Please note: Sponsorship positions will be offered at the discretion of the LGA. Preference will be given to 2011 LGA Conference and Genral Meeting Platinum and Dinner Sponsors. Available positions will be offered according to LGA policies on corporate, social and environmental responsibility. All sponsors will be required to sign a contract agreement.*

