

# Build your business in local government

Sponsorship with the Local Government Association of South Australia



**LGA Ordinary General Meeting and Conference**  
23–24 May 2024 | Electra House and Adelaide Town Hall



## Your invitation

When you do business with local government, you are not only building your brand with a reliable customer base, you're also directly making a difference to your local community.

For over a century, the Local Government Association of South Australia has provided leadership in local government.

As the sector's voice, we represent South Australian councils to state and federal government and help councils to make their communities better.

A highlight of our calendar is the LGA Ordinary General Meeting (OGM) and Conference.

Here, council delegates come together to network, learn, share best practices, and participate in decision-making and policy setting meetings.

This event is your opportunity to connect with South Australian councils and key local government decision makers.

**We invite you to support this year's LGA OGM and Conference which includes welcome reception on Thursday 23 May and one-day conference on Friday 24 May.**

Don't miss out on the chance to build important connections and explore the business options that only await you within South Australia's local government sector.





## About the LGA

As the peak body for local government in South Australia, we're passionate about providing leadership and exceptional services to our members.

Our services are diverse, providing members support on what matters most:



We're committed to creating opportunities for collaboration and partnership to advance the local government sector. And we think that makes a better, brighter South Australia.

## LGA Conference

The LGA Ordinary General Meeting and Conference is one of the main policy setting forums for the LGA. It hosts delegates from 68 councils across South Australia who make attendance a priority.

These delegates are key decision-makers charged with how and where \$2 billion in annual expenditure is spent in South Australia each year – concentrated in one place at the historic Adelaide Town Hall.

Delegates will hear from inspiring speakers who will encourage them to stay at the forefront of innovative practices, invest in new resources, and build connections with brands like yours who can help them serve their community.

## Our venues

### Welcome Reception

The architecturally designed Electra House is an iconic venue with modern styling and historic charm, providing a central venue to for the LGA's Welcome Reception.

Its unique space provides an exclusive opportunity for you to position your brand with key local government decision-makers.

### CEO Breakfast and LGA Ordinary General Meeting and Conference

The Adelaide Town Hall is a professional event space owned by the City of Adelaide with a strong history in supporting local government events.

#### Benefits include:

- **Ideal location:** Right in the heart of the city centre, the town hall easily accessible by car, bus and tram with a dock for easy access to load and unload.
- **Space for networking:** Relaxed spaces for strengthening client relationships and building new connections.
- **Atmosphere:** The venue builds on the reputation of your brand and your relationship with local government.



## Why you should sponsor

Becoming a sponsor of the LGA Ordinary General Meeting and Conference can offer key benefits to your organisation.

### Access to local government leaders

This event gives you contact with key decision makers in local government who use products and services that make work easier and better for councils and communities. Local government is continually growing and innovating, and this event gives you the chance to showcase your brand and build your organisation.

### Build networks

As a sponsor, you get the chance to meet members one-on-one. You also have access to exclusive networking opportunities to help you foster your existing relationships with local government leaders and partners.

### Build industry knowledge

Strengthen your presence in the industry and get direct access to invaluable insights within local government. Our event serves as a powerful opportunity to build your local government knowledge, stay ahead of the competition and become an expert in servicing local government clients.

### Brand exposure and awareness

The conference draws a targeted audience of government officials, policymakers, and industry professionals. Your attendance at the event gives you the perfect opportunity to build your visibility and exposure in local government and connect with those who matter.

## Who should become a sponsor

If you are interested in making your brand more visible, networking with local government and showcasing your services to a relevant and engaged audience, this event is your golden ticket.

Our OGM and Conference is a prime opportunity to make a meaningful impact in the local government sector. We value strong, ongoing relationships with each of our sponsors. We work closely with you to ensure your needs are met to get a positive return on your investment, as well as attractive discounts.

Companies that offer services to local government, such as technology, infrastructure, consulting, finance, and more, have all benefited from their association with LGA.

### Connect with us today

By aligning your brand with this event, you're not only investing in your company's growth but also demonstrating a commitment to work with local government and local communities.

We invite you to sponsor this event and make a lasting impact, forge valuable connections, and position your organisation as a leader in the local government landscape.

Don't miss out on this chance to elevate your brand and drive meaningful outcomes.

### Contact us



**Megan Down**  
Manager – Events and Partnerships

E: [events@lga.sa.gov.au](mailto:events@lga.sa.gov.au)

W: [www.lga.sa.gov.au/sponsorship](http://www.lga.sa.gov.au/sponsorship)

<b>Platinum sponsor</b> \$20,500 (inc GST)	<b>Gold sponsor</b> \$15,000 (inc GST)	<b>Exhibition display space</b> \$3,500 (inc GST)
2 available	4 available	
<b>Branding</b> <ul style="list-style-type: none"> <li>• Logo on all conference communication materials.</li> <li>• Company video played between breaks in the main plenary.</li> <li>• 2 banners at the welcome reception event.</li> <li>• 2 banners in the main plenary.</li> <li>• 2 company articles or banners available for inclusion in CEO Update and President's newsletters.</li> <li>• 1 x banner ad in our newsletter for members.</li> <li>• 2 x social media posts in the lead up to the event.</li> <li>• 1 x social media post at the event.</li> </ul>	<b>Branding</b> <ul style="list-style-type: none"> <li>• Logo on all conference communication materials.</li> <li>• 2 banners at the welcome reception event.</li> <li>• 2 banners in the main plenary.</li> <li>• 2 company banner ads available for inclusion in our CEO Update and President's Update newsletters.</li> <li>• 2 x social media posts in the lead up to the event.</li> <li>• 1 x social media post at the event.</li> </ul>	<b>Branding</b> <ul style="list-style-type: none"> <li>• Opportunity to highlight your company in an exhibition booth to build your brand and secure leads.</li> </ul>
<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (3m x 2m) including trestle table and cloth and one 10A power feed.</li> </ul>	<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (3m x 2m) including trestle table and cloth and one 10A power feed.</li> </ul>	<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (2m x 2m) including trestle table and cloth and one 10A power feed.</li> </ul>
<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 8 complimentary registrations to the welcome reception.</li> <li>• 8 complimentary registrations to conference.</li> </ul>	<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 3 complimentary registrations to the welcome reception.</li> <li>• 3 complimentary registrations to conference.</li> </ul>	<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 2 complimentary registrations to the conference.</li> </ul>
<b>Program</b> <ul style="list-style-type: none"> <li>• 5 minute speaking opportunity within the program.</li> <li>• Acknowledgement by event MC.</li> </ul>	<b>Program</b> <ul style="list-style-type: none"> <li>• Acknowledgement by event MC.</li> </ul>	<b>Program</b> <ul style="list-style-type: none"> <li>• Opportunity to network with delegates in breaks.</li> </ul>

<b>Lanyard sponsor</b> \$8,500 (inc GST)	<b>Coffee cart naming sponsor</b> \$8,000 (inc GST)	<b>CEO breakfast sponsor</b> \$6,000 (inc GST)
1 available	1 available <b>SOLD</b>	2 available
<b>Branding</b> <ul style="list-style-type: none"> <li>• Prominent company brand on event lanyards.</li> <li>• 1 x social media post in the lead up to the event.</li> <li>• 1 x social media post at the event.</li> </ul>	<b>Branding</b> <ul style="list-style-type: none"> <li>• Exclusive naming rights to the coffee cart.</li> <li>• Two banners near coffee cart.</li> <li>• 1 x social media post in the lead up to the event.</li> <li>• 1 x social media post at the event.</li> </ul>	<b>Branding</b> <ul style="list-style-type: none"> <li>• Company logo on screen before and after commencement of CEO Breakfast.</li> <li>• Two banners at the CEO Breakfast.</li> <li>• 1 company article available for inclusion in CEO Update newsletter.</li> </ul>
<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (2m x 2m) including trestle table and cloth and one 10A power feed.</li> </ul>	<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (2m x 2m) including trestle table and cloth and one 10A power feed.</li> </ul>	<b>Exhibition</b> <ul style="list-style-type: none"> <li>• Display space (2m x 2m) at conference including trestle table and cloth and one 10A power feed.</li> </ul>
<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 2 complimentary registrations to the conference.</li> </ul>	<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 2 complimentary registrations to the conference.</li> </ul>	<b>Complimentary registrations</b> <ul style="list-style-type: none"> <li>• 2 complimentary registrations to the CEO breakfast.</li> <li>• 2 complimentary registrations to the conference.</li> </ul>
<b>Program</b> <ul style="list-style-type: none"> <li>• Opportunity to network with event delegates.</li> </ul>	<b>Program</b> <ul style="list-style-type: none"> <li>• Opportunity to network with event delegates.</li> <li>• Acknowledgement by MC.</li> </ul>	<b>Program</b> <ul style="list-style-type: none"> <li>• Opportunity to network with event delegates.</li> <li>• Acknowledgement by MC.</li> </ul>



## Platinum sponsor

\$20,500 incl GST (2 available)

As an exclusive Platinum Sponsor your organisation will be one of two primary partners, receiving the highest level of exposure during the event.

Your brand will receive the strongest reach to local government audiences including Chief Executive Officers and Elected Members.

### Acknowledgement

Recognised as a Platinum Sponsor with prominent positioning of your logo on all conference communication including the event program, including webpage, banner placements in the main plenary area and welcome reception, and plenary video or slide during event breaks.

### Branding

- Your logo on all conference communication material.
- Company video or static slide with your logo played between breaks (supplied by you).
- 2 x banners in the welcome reception and main conference plenary area (supplied by you).
- 2 company articles available for inclusion in LGA's CEO Update and President's newsletter.
- 1 x banner ad in our newsletter for members.
- 2 x social media posts in the lead to the event.
- 1 x social media post at the event.

### Exhibition

- Display space (3m x 2m) including trestle table and cloth and one 10A power feed.
- Complimentary registrations
- 8 complimentary registrations to the welcome reception for exclusive networking.
- 8 complimentary registrations to conference.
- Program
- Five-minute speaking opportunity within the program.
- Acknowledgement of your company as a Platinum sponsor by event MC.

## Gold sponsor

\$15,000 incl GST (4 available)

As a Gold Sponsor your organisation receives prominent brand exposure to a local government audience and opportunities for networking.

Your logo displayed included in LGA newsletters sent council Chief Executive Officers and Elected Members post event.

### Acknowledgement

Recognised as a Gold Sponsor with positioning of your logo on the event program, the event webpage, two banner placements available in the main conference area and welcome reception, and plenary PowerPoint slide during event breaks.

### Branding

- Your logo on all conference communication material.
- 2 x banners in the welcome reception and main conference plenary area (supplied by you).
- 2 banner ads placed in our CEO Update and President's Update newsletters.
- 2 x social media posts in the lead to the event.
- 1 x social media post at the event.

### Exhibition

- Display space (3m x 2m) including trestle table and cloth and one 10A power feed.
- Complimentary registrations
- 3 complimentary welcome reception for exclusive networking.
- 3 complimentary registrations to the conference.
- Program
- Five minute speaking opportunity within the program.





# Lanyard

## sponsor

\$8,500 incl GST (1 available)

Boost your company's presence by being the exclusive sponsor of lanyards at our conference.

Your company logo will be prominently displayed on all conference lanyards worn by every attendee, ensuring maximum visibility throughout the event.

### Benefits

- Lanyards will feature your logo alongside the LGA brand.
- Your company will be in a prominent position throughout the event, creating a strong visual impact.
- 1 x social media post in the lead up to the event.
- 1 x social media post at the event.
- 2 x complimentary conference registrations.
- Ongoing brand promotion in post-event photos featuring attendees wearing conference lanyard.
- Display space (2m x 2m) including trestle table and cloth and one 10A power feed.

# Coffee cart

## naming sponsor

\$8,000 incl GST (1 opportunity)

An outstanding way to build your company's profile is to sponsor the coffee cart.

A barista will be positioned in a high traffic area with the opportunity to have your brand on disposable cups and two company banners either side of the cart.

**SOLD**

### Benefits

- Exclusive naming rights to the coffee cart.
- Coffee cart signage acknowledging sponsorship
- Company branding on recyclable coffee cups (supplied by you).
- Opportunity to network with event delegates.
- Acknowledgment in the MC speech that the coffee cart is provided by your company.
- A regular flow of traffic to your business display and great brand awareness.
- 2 x two pull up banners (supplied by you).
- 1 x social media post in the lead up to the event.
- 1 x social media post at the event.
- 2 x complimentary conference registrations.
- Display space (2m x 2m) including trestle table and cloth and one 10A power feed.

# CEO breakfast

## sponsor

\$6,000 incl GST (2 available)

Your exclusive opportunity to raise the profile of your brand with local government Chief Executive Officers at the CEO Breakfast.

### Benefits

- Company logo on screen before and after commencement of CEO Breakfast.
- 2 x banners at the CEO Breakfast (supplied by you).
- 1 company article available for inclusion in CEO Update newsletter.
- Display space (2m x 2m) including trestle table and cloth and one 10A power feed.
- 2 x complimentary registration to the CEO breakfast and conference.
- Acknowledgement by event host at CEO breakfast.

# Exhibition

## display space

\$3,500 incl GST

Your opportunity to network with elected members and council decision-makers to discuss your company products or services.

### Benefits

- Exhibition display space (2m x 2m) including trestle table and cloth and one 10A power feed.
- 2 x complimentary conference registrations.

# Sponsorship application form

Submit your Sponsorship application form to [events@lga.sa.gov.au](mailto:events@lga.sa.gov.au)

Company name		ABN	
Address			
Suburb	State	Postcode	Mb
Contact name	Position title		
Email address			
<b>Sponsor / Exhibitor level applying for</b>			
Preferences (1 <sup>st</sup> and 2 <sup>nd</sup> )	Sponsorship level (Number your preference order)	Total amount (inc GST)	
	Platinum	\$20,500	
	Gold	\$15,000	
	Exhibition display space	\$3,500	
	Coffee cart <b>SOLD</b>	<b>\$8,000</b>	
	Landyard	\$8,500	
	CEO breakfast	\$6,000	
We accept the sponsorship package as outlined in this 2024 Sponsorship Prospectus and agree to the terms and conditions outlined on this application form. We agree to pay the sponsorship fee indicated (inc GST) in accordance with the Sponsorship Application.			
Authorised signature		Print name	
Please include a high resolution vector (eps or ai) version of your company logo with your application.			

- Complete the Sponsorship Application Form and return via email to: [events@lga.sa.gov.au](mailto:events@lga.sa.gov.au)
- The Organiser will confirm receipt of your Sponsorship Application within 5 working days.
- Successful sponsorship applicants will be emailed the following information:
  - a sponsorship agreement which must be signed and returned to the Organiser by Friday 17 May 2024.
  - an invoice - which must be paid in full by Friday 17 May 2024.
- If either of 1 or 3(b) is not completed your sponsorship agreement may be cancelled.

#### General Conditions:

- In relation to sponsorship, completing the Sponsorship Application Form does not automatically guarantee that your application will be successful;
- All sponsorships are limited and will be offered at the discretion of the Organiser;
- Platinum Sponsors are entitled to product exclusivity at the discretion of the Organiser;
- Gold, Silver, Bronze, Exhibition Sponsors may not necessarily have exclusivity of product;
- The LGA reserves the right to refuse a Sponsorship Application if there are a number of similar products/services being displayed.
- Public Liability Insurance for an amount of not less than \$5,000,000 must be maintained for the duration of the event and forwarded to the LGA immediately on request

#### 1. Definitions

- The 'event' is the 2024 Conference and Ordinary General Meeting.
- 'Application' means an application to be a sponsor or exhibitor.
- 'Sponsor' means any person, firm, body corporate, unincorporated association or authority allocated space by the organiser of the event and includes all employees, agents and representatives of such person, firm, body corporate, unincorporated association or authority.
- 'Organiser' means the Local Government of SA (LGA), its employees, agents and contractors.

#### 2. Application for participation and acceptance

- Email Sponsorship Application to [sponsorship@lga.sa.gov.au](mailto:sponsorship@lga.sa.gov.au)
- The Organiser has the right to reject or accept any Application.

#### 3. Sponsor obligations

- The Sponsor will provide all necessary information and material required for the Organiser to carry out its obligations to the Sponsor, by the dates stipulated by the Organiser.
- The Sponsor will make good and compensate Venue for damage caused by any act or omission of the Sponsor or other persons arising from or in connection with the use of the exhibition venue by the Sponsor.
- The Sponsor must have the display space ready with all exhibits completed and available for display by the time specified by the Organiser before the opening of the Exhibition. All sponsors are expected to keep waste to a minimum and recycle wherever possible.
- Sponsors are responsible for any damage or loss of own goods and equipment left in the function area prior to or after the function and must secure all goods and equipment during the Event.
- All Sponsor deliveries to the Venue must be coordinated through the LGA and communicated via email to [events@lga.sa.gov.au](mailto:events@lga.sa.gov.au).
- The Sponsorship Agreement may be terminated if the Sponsor does not pay the required fee prior to the event.

#### 4. Exhibition Space: standard fittings, design and signs

The Organiser agrees to provide the exhibition space, as detailed in this application, applicable to the sponsorship level selected. The Organiser will ensure that exhibition positions will be allocated according to sponsorship value and on a first served basis should value be equivalent.

#### 5. Assignment

The Sponsor may not assign its rights under the Sponsorship Agreement without the Organiser's prior written consent.

#### 6. Withdrawals

The Sponsor will not withdraw, cancel, alter or reduce in any way their Sponsorship Application. In the event the Sponsor withdraws after receipt of signed Sponsorship Agreement, the following terms shall apply:

- Withdrawal, cancellation or reduction of agreement 60 days before event 50% of sponsorship value will be charged.
- Withdrawal, cancellation or reduction of agreement 30 days before event 75% of sponsorship value will be charged.
- Withdrawal, cancellation or reduction of agreement <30 days before event 100% of sponsorship will be charged.
- If the event is not able to be held at a viable capacity due to health directives and recommendations, sponsorship payments will be refunded.

#### 7. Insurance and indemnity

- The Sponsor shall take out and maintain a policy of public liability insurance for an amount of not less than \$5,000,000 during the Event, a copy of which must be forwarded to the LGA immediately upon request.
- The Sponsor will indemnify the Organisers against any cost, claim, liability and expense to which the organisers are in any way subject arising from or in connection with any act or omission of the Sponsor.

#### 8. Compliance

The Sponsor will comply with all applicable laws and regulations and all reasonable directions from the Organiser and the owner of the exhibition

#### 9. Payment conditions

If your organisation is selected as a Sponsor, we will confirm this in writing and provide a formal agreement for signing. You will then be invoiced with full payment to be received prior to the event. Failure to comply with payment conditions will risk the forfeiture of sponsorship.



By sponsoring the LGA Ordinary General Meeting and Conference, you support a space where thought leaders, policymakers and experts can come together to share ideas to make our communities strong.

Get in contact today.



**Megan Down**  
Manager – Events and Partnerships

E: [events@lga.sa.gov.au](mailto:events@lga.sa.gov.au)

W: [www.lga.sa.gov.au/sponsorship](http://www.lga.sa.gov.au/sponsorship)

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