



The **25th AALARA Conference** will be held at:
The Star Gold Coast
May 20-23

Connect with industry buyers and professionals from the attractions, amusement, leisure and recreation industries.



AALARA19 CONFERENCE & TRADE SHOW SPONSORSHIP PROPOSAL

The Australian Amusement, Leisure and Recreation Association is delighted to invite you to sponsor at the AALARA19 Conference & Trade Show.

● Information ● Education ● Networking ● Support ● Technology ● Entertainment

ABOUT THE AALARA19 CONFERENCE & TRADE SHOW

The AALARA19 Conference & Trade Show is a unique opportunity for your organisation to connect with leading amusement, leisure and recreation industry professionals from all over Australia and put your business in the spotlight.

AALARA is committed to engaging with delegates through an energising and informative program, facilitating networking and business opportunities for sponsors through an interactive exhibition and dynamic social events.

Delegates are the decision makers from across a wide range of industries. CEOs, Executive Directors, Marketing Managers, Office Managers, Project Officers, Executive Assistants, Administrators and Business Owners will be in attendance at the AALARA19 Conference & Trade Show.

Sponsors receive acknowledgement prior to, during and after the conference through conference materials and the AALARA website, and enjoy significant contact with delegates during the exhibition and social events.

We look forward to your participation in this premier industry event, and welcoming you to the Gold Coast in May 2019.

ABOUT AALARA

Since 1994, the Australian Amusement, Leisure and Recreation Association Inc (AALARA), has connected industry business owners, operators and professionals within the Australian amusement, leisure and recreation industry. The Association educates its members to achieve standards of excellence and professionalism in business ethics, operations and practices.



The Association's aim is to also promote and safeguard the interests of its members whilst being a relevant source of information on industry trends and statistics in the business of fun. AALARA, being the peak national body for the amusement, leisure and recreation industry in Australia, provides a united industry voice within the government and community.

ABOUT THE VENUE

With The Star Gold Coast's recent \$345 million redevelopment, it combines luxury and sophistication of a world class hotel alongside the excitement of award-winning restaurants, eight lively bars, spectacular stage shows and concerts, plus the non-stop action of a 24-hour casino.

The resort is just a few hundred metres from the Coast's iconic white sand beaches, across the road from the recently transformed shopping

destination of Pacific Fair, and a stone's throw from a myriad of accommodation and restaurant options. Located in the heart of Broadbeach, The Star Gold Coast is perfectly situated for AALARA's national and international visitors.

Be sure to check the AALARA website for information regarding the event and accommodation options.

CONFERENCE ORGANISER

Kirsty Ahrens
AALARA General Manager

Mail: Suite 9, McDonald House,
37 Connor Street, Burleigh Heads, Qld,
4221

Phone: + 61 7 55207 717
Mobile: +61 418 829 927
Fax: + 61 7 55207 707
Email: info@aalara.com.au
www.aalara.com.au

SPONSORSHIP PACKAGES

The variety of the sponsorship model allows you to capture delegates' attention depending on the specific needs of your business. We also invite you to discuss tailor made sponsorship options with us to best suit your organisation.

WHY SPONSOR?

The AALARA19 Conference & Trade Show has several sponsorship packages available, providing sponsors with a choice of exposure and financial commitment.

Participating as a sponsor at the AALARA19 Conference & Trade Show takes you straight to your target market and demonstrates your level of support and commitment to the amusements, leisure and recreation industries. It positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your brand.

The AALARA19 Conference & Trade Show can provide your organisation with:

- Maximum exposure at a premier conference devoted to those involved in the amusements, leisure and recreation industries.
- Get your brand noticed in front of your target market.
- An opportunity to build and reinforce strategic relationships within the amusements, leisure and recreation industries.
- Time to network with industry colleagues and key decision makers.
- A cost effective way to reinforce your organisation's brand and build brand awareness amongst your relevant audience. New clients, new customers, new business.
- Access to a broad network of industry partners from all states in Australia.
- Time to present latest innovations and new products or services to a relevant audience, and showcase your expertise and capabilities.
- Increased marketing opportunities including visibility on the conference website and associated marketing materials.

CONFERENCE NAMING SPONSOR \$15,000

- Co-branding on all conference material plus all partner benefits as below plus negotiated extras
- Guest speaker at Welcome Reception Party and Conference Dinner (5 mins. presentation)
- Recognition as an AALARA 2019 Conference & Trade Show Naming Sponsor on audio visual display in main plenary room.
- One (1) full page, portrait, colour company advertisement in the 2019 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Two (2) complimentary Conference & Trade Show registrations, including attendance at all conference sessions, entry into the Trade Show, morning/afternoon teas and lunches, Welcome Reception, Mid Conference Function and the Conference Dinner.
- One (1) Ability to directly communicate with entire AALARA database via AALARA e-communication prior to the event.
- One (1) Ability to directly communicate with entire AALARA database via AALARA e-communication following the event.
- One (1) satchel insert (supplied by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Full delegate list, with name, organisation and email (subject to permission of delegate).

PLATINUM KEYNOTE SPEAKER SPONSOR \$6,000

- Recognition as the Platinum Keynote Speaker Sponsor on audio visual display in main plenary room.
- One (1) third page, colour company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Acknowledgement as the Platinum Keynote Speaker Sponsor on printed 2019 AALARA Conference & Trade Show documents, including conference handbook and promotional flyers (if confirmed prior to print).
- Two (2) complimentary Conference & Trade Show registrations, including attendance at all conference sessions, entry into the Trade Show, morning/afternoon teas and lunches, Welcome Reception, Mid Conference Function and the Conference Dinner.
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- One (1) satchel insert (supplied by the advised deadlines, lightweight and no larger than A4 size).
- Full delegate list, with name, organisation and email (subject to permission of delegate).

GOLD KEYNOTE SPEAKER/PANEL SPONSOR \$4,000

- Recognition as the Gold KeyNote Speaker/Panel Sponsor on audio visual display in main plenary room.
- One (1) third page, colour company advertisement in the 2019 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Acknowledgement as the Gold KeyNote Speaker Sponsor on printed AALARA19 Conference & Trade Show documents, including conference handbook and promotional flyers (if confirmed prior to print).
- Two (2) complimentary Conference & Trade Show registrations, including attendance at all conference sessions, entry into the Trade Show, morning/afternoon teas and lunches, Welcome Reception, Mid Conference Function and the Conference Dinner.
- One (1) satchel insert (supplied by the advised deadlines, lightweight and no larger than A4 size).
- One (1) lectern poster (logo provided by sponsor, artwork and poster provided by AALARA) displayed on lectern front for the duration of sponsored session.
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Full delegate list, with name, organisation and email (subject to permission of delegate).

CONFERENCE GALA DINNER SPONSOR \$12,000

- Verbal acknowledgement as the Conference Gala Dinner Sponsor during the Conference Dinner and the Conference.
- Acknowledgement as the Conference Dinner Sponsor on printed AALARA19 Conference & Trade Show documents, including conference handbook and promotional flyers (if confirmed prior to print).
- An opportunity to address guests at the Conference Gala Dinner (5 minute presentation only).
- One (1) full page, colour company advertisement in the 2019 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Company name/logo on Conference Dinner function ticket.
- Exclusive signage rights with signage prominently displayed at the Conference Gala Dinner (pull-up banner to be supplied by sponsor by the advised deadlines).
- An opportunity to place one (1) promotional item at each place setting at the Conference Gala Dinner (supplied by sponsor by the advised deadlines and no larger than A4 size).
- Three (3) complimentary tickets to the Conference Gala Dinner.
- One (1) satchel insert (supplied by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Full delegate list, with name, organisation and email (subject to permission of delegate)

LUNCH/MORNING/ AFTERNOON TEA SPONSOR \$3,500

- Recognition and acknowledgement on audio visual before and after sponsored session.
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- An opportunity to address guests before your sponsored session (5 minute presentation only).
- One (1) quarter page, portrait, company advertisement in the 2019 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Full delegate list, with name, organisation and email (subject to permission of delegate)

WELCOME RECEPTION SPONSOR \$5,000

- Verbal acknowledgement as the Welcome Reception Sponsor during the Welcome Reception.
- Acknowledgement as the Welcome Reception Sponsor on printed AALARA19 Conference & Trade Show documents, including conference handbook and promotional flyers (if confirmed prior to print).
- An opportunity to address guests at the Welcome Reception (5 minute presentation only).
- One (1) third page, colour company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Company name/logo on Welcome Reception function wristband. (if applicable)
- Exclusive signage rights with signage prominently displayed at the Welcome Reception (pull-up banner to be supplied by sponsor by the advised deadlines).
- Three (3) complimentary tickets to the Welcome Reception.
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Full delegate list, with name, organisation and email (subject to permission of delegate).

CONFERENCE NOTE PAD & PEN \$500

- One (1) company note pad or pen for insertion in satchels (supplied by sponsor by the advised deadline, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.



MID FUNCTION EVENT SPONSOR \$10,000

- Verbal acknowledgement as the Mid Function Event Sponsor during the Mid Function Event.
- Acknowledgement as the Mid Function Event Sponsor on printed AALARA19 Conference & Trade Show documents, including conference handbook and promotional years (if confirmed prior to print).
- An opportunity to address guests at the Mid Function Event (5 minute presentation only).
- One (1) third page, colour company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Company name/logo on Mid Event Function ticket.
- Exclusive signage rights with signage prominently displayed at the Mid Event Function (pull-up banner to be supplied by sponsor by the advised deadlines).
- Three (3) complimentary tickets to the Mid Function Event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Full delegate list, with name, organisation and email (subject to permission of delegate).

SATCHEL INSERT \$500

- One (1) satchel insert (not a note pad or pen, supplied by sponsor by the advised deadlines, lightweight and no larger than A5 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.

SATCHEL SPONSOR \$3,500

- Company name/logo on Conference satchels.
- One (1) quarter page, portrait, company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- Acknowledgement as the Satchel Sponsor on printed AALARA19 Conference documents, including conference handbook and promotional flyers (if confirmed prior to print).
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- Full delegate list, with name, organisation and email (subject to permission of delegate).

SITE TOURS SPONSOR \$2,000

- Recognition and acknowledgement on audio visual throughout the course of the day.
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference & Trade Show.
- An opportunity to address guests during transportation to site tours (5 minute presentation only).
- One (1) quarter page, portrait, company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Full delegate list, with name, organisation and email (subject to permission of delegate).



THINK TANK SPONSOR \$1,500

- Recognition and acknowledgement on audio visual before and after sponsored session.
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference & Trade Show.
- An opportunity to address guests before your sponsored session (5 minute presentation only).
- One (1) quarter page, portrait, company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Full delegate list, with name, organisation and email (subject to permission of delegate).

AALARA COME, STAY, PLAY SPONSOR \$1,500

- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for the duration of the 2019 Conference.
- One (1) quarter page, portrait, company advertisement in the AALARA19 Member Directory (artwork to be supplied by sponsor by the advised deadlines).
- Sponsor must provide AALARA19 Conference & Trade Show delegates, sponsors and exhibitors with an agreed discount on products and/or services for the month of May 2019.
- Full delegate list, with name, organisation and email (subject to permission of delegate).

SPONSORSHIP CONDITIONS

AALARA reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid.

Company advertisements and satchel inserts are subject to approval from AALARA.

All sponsorship packages are GST inclusive.

Payment Terms - 50% deposit required at time of confirmation of sponsorship. 50% final instalment required by 1 March 2019. A Tax Invoice will be sent.

TO CONFIRM SPONSORSHIP

Should you wish to confirm sponsorship, please return the completed Acceptance Form. On receipt of the deposit payment, a confirmation letter will be sent highlighting further information regarding benefits, due dates, etc.

SPONSORSHIP ENQUIRIES

Please contact Kirsty Ahrens, AALARA General Manager to discuss Sponsorship Packages and opportunities available in more detail: Suite 9, McDonald House, 37 Connor Street, Burleigh Heads, Qld, 4221
Phone: +61 7 55207 717
Fax: +61 7 55207 707
E: info@aalara.com.au

ALLOCATION

Sponsorship Packages, which may be limited in number, will be generally allocated to those organisations who apply earliest. Allocation of Sponsorship Packages regardless of the preference indicated is at the discretion of the AALARA General Manager, whose decision will be final.

CANCELLATION POLICY

Once a Sponsorship Acceptance Form has been received, any cancellation must be advised in writing to AALARA Management. If the cancellation is received up to 3 months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received less than 3 months prior, no refund is applicable.

DETAILED REQUIREMENTS AND DUE DATES

The Conference Organising Committee and Conference Organiser requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates.

In the event that materials, information or artwork required by the Conference Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

Logos will be requested in PDF, .jpg and .eps format, at least high resolution 300dpi. Should an alternative format be received, the Conference Organiser cannot be held responsible for the quality of the logos displayed in any of the promotional material.

EXCEPTIONAL CIRCUMSTANCES

AALARA reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor/exhibitor is informed at least one month before the planned conference.

AALARA will use reasonable endeavours to remedy the impact of exceptional circumstances.

PARTNERSHIPS

Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and AALARA and you must not do anything where you will, in any way, be represented that you are a partner of the Australian Amusement, Leisure and Association and/or the Conference Organisers.

SPONSORSHIP AND EXHIBITION PACKAGES

Sponsorship Proposal current as at September 2018.

Please refer to the Sponsorship Packages in this Proposal for outlined benefits. Any variations to the description of each package must be agreed in writing with the Conference Organiser. Sponsorship entitlements will not commence until the Acceptance Form and deposit is received by the Conference Organiser. Specific sponsor registration forms will be sent at a later date. Details may change, so please refer to the website for the latest and most up-to-date information.

VENUE

The sponsor and the servants, agents, contractors and invitees of the sponsor are also to observe the rules, regulations and procedures as prescribed by The Star Gold Coast.



AALARA19 CONFERENCE SPONSORSHIP ACCEPTANCE FORM

To confirm sponsorship, please return this form to AALARA by email info@aalara.com.au or fax +61 7 55207 707.

YOUR CONTACT DETAILS (all correspondence will be forwarded to this person)

First Name: Surname:
Organisation: Position:
Address:
State: Postcode:
Phone: Fax:
Email:

SPONSORSHIP PACKAGES

Please tick appropriate box to indicate your chosen sponsorship package. All amounts are in Australian dollars and include GST, unless indicated otherwise.

- | | | |
|--|---|--|
| <input type="checkbox"/> Conference Naming Sponsor \$15,000 | <input type="checkbox"/> Mid Function Event Sponsor \$10,000 | <input type="checkbox"/> Conference Note Pad/Pen \$500 each |
| <input type="checkbox"/> Platinum KeyNote Speaker \$6,000 | <input type="checkbox"/> Morning/Afternoon Tea Sponsor \$3,500 | <input type="checkbox"/> Site Tours Sponsor \$4,000 |
| <input type="checkbox"/> Gold KeyNote Speaker/Panel \$4,000 | <input type="checkbox"/> Satchel Sponsor \$3,500 | <input type="checkbox"/> Industry Forum Sponsor \$1,500 |
| <input type="checkbox"/> Conference Gala Dinner \$12,000 | <input type="checkbox"/> Satchel Insert \$500 | <input type="checkbox"/> AALARA Come, Stay & Play \$1,500 |

Your signature below is taken as authorised acceptance of the sponsorship entitlements as per the Sponsorship Proposal and acceptance of the terms and conditions.

Signature: Date:

PAYMENT

CHEQUE/MONEY ORDER

I enclose full payment:

AU\$

I enclose a company/bank cheque or money order payable to:

Australian Amusement Leisure and Recreation Association (AALARA Inc)

Post to: AALARA Inc
Suite 9, McDonald House,
37 Connor Street, Burleigh Heads, Qld
4220 Australia

ELECTRONIC FUNDS TRANSFER

I have made payment by electronic fund transfer of:

AU\$

To : AALARA Inc
BSB number: 633 000
Account number: 138389986
International swift code: BENDAU3B
International transfers add AU\$30 bank fees to total owing in AUD.

Date processed:

Internet transfer receipt number:

CREDIT CARD

Charge the following amount :

AU\$

to:

Mastercard Visa

Payment by credit card will incur a 2% service fee

Name on card:

Card number:

Expiry date:

CCV:

Signature:

Kirsty Ahrens
Australian Amusement Leisure
and Recreation Association Inc.

p: 07 55207 717
f: 07 55207 707
e: info@aalara.com.au
w: www.aalara.com.au

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37 Connor Street,
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Australia



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**THANK YOU
FOR SUPPORTING
YOUR INDUSTRY**

● Information ● Education ● Networking ● Support ● Technology ● Entertainment