

SPONSORSHIP PROSPECTUS

BEST PRACTICE  
ADVICE  
AMUSEMENTS LEGISLATION  
RECREATION STRATEGIES  
CONFERENCE  
MEDIA  
DEVELOPMENT ADVOCACY LEADERSHIP  
SUPPORT CONNECTION SHARING  
GROWTH AWARDS  
KNOWLEDGE  
COMMUNICATION STANDARDS FUN  
NETWORKING OPERATIONS PERFORMANCE  
ANALYSIS PARTNERSHIP  
COMMUNITY EDUCATION MENTORING  
TRADE SHOW  
LEISURE  
INDUSTRY

 AALARA™ 25



MAY 12-15, 2025 | THE STAR, GOLD COAST



# Welcome Message

It is our great honour and pleasure to invite you to the 30th AALARA Conference at The Star, on Queensland's Gold Coast.

The AALARA Conference is the industry's only annual conference and the peak industry event for professionals and industry partners within the amusement, leisure and recreation sector.

AALARA25 is the place to share expertise and experience and to connect with industry buyers and professionals. Under the theme of Back To The Future, AALARA25 features globally recognised speakers and industry professionals to deliver a world class event, whilst maintaining our close business community focus.

We very much look forward to seeing you at The Star on the sunny Gold Coast from May 12-15, next year!

Ros Pullen  
AALARA President



# About AALARA25

The AALARA25 Conference 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 conference line up, dynamic social events and an engaged delegate group.

AALARA25 delegates are the decision makers from across a wide range of industries. CEO's Executive Directors, Business Owners, Marketing , Operations and Executive Managers will be in attendance at AALARA25.

Sponsors receive acknowledgement prior to, during and after the AALARA23 Conference through marketing materials and the AALARA website. In addition, sponsors also enjoy significant contact with delegates during the Conference and social events, unrivalled networking opportunities in Australia.

We look forward to your participation in this premier industry event, and welcoming you to the Gold Coast in May 2025.

## 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 expectations.

## ABOUT THE VENUE

With its luxurious accommodation and spa, iconic bars, restaurants and entertainment precincts, alongside the thrills of a world-class casino, The Star Gold Coast is Australia's five-star fun-parlour.. Located in the heart of cosmopolitan Broadbeach, just moments from golden beaches, lush parks, world class shopping and casinos, AALARA25, The Star and the sunny Gold Coast awaits.

## CONTACT

**Kristy Ahrens**

AALARA General Manager

Mobile: +418 829 927

Email: [info@aalara.com.au](mailto:info@aalara.com.au)

[www.aalara.com.au](http://www.aalara.com.au)



# SPONSORSHIP PACKAGES

## WHY SPONSOR?

The AALARA25 Conference has several sponsorship packages available, providing sponsors with a choice of exposure and financial commitment.

Participating as a sponsor at AALARA25 takes you straight to your target market and gives you an unrivalled level of access to the key decision makers in the Australian industry. It demonstrates your level of support and commitment to the amusement, 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.

It is the expressed intention of AALARA to ensure that package sponsors will receive the highest recognition in return for their generous support.

## 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.

## General Benefits are:

- ✓ Maximum exposure at the industry's premier conference devoted to those involved in the amusement, leisure and recreation industry.
- ✓ Get your brand noticed in front of your target market.
- ✓ An unrivalled opportunity to build and reinforce strategic relationships within the amusement, 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, as well as international guests.
- ✓ Opportunity 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.





# SPONSORSHIP PACKAGES

## Conference Naming Sponsor

**\$15,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Opportunity to address AALARA25 delegates at Welcome Reception and Gala Dinner (5 mins).
- Recognition as the AALARA25 Conference Naming Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) full page, portrait, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- Four (4) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) prior to the event.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) following the event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Conference Gala Sponsor

**\$12,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Opportunity to address AALARA25 delegates at Gala Dinner (5 mins).
- Recognition as the AALARA25 Conference Gala Dinner Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) full page, portrait, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- Three (3) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) prior to the event.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) following the event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

**SOLD**



# SPONSORSHIP PACKAGES

## Regulators Forum Sponsor

**\$12,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Opportunity to facilitate and cohost the National Regulators Forum on Monday 11 November at The Star.
- Recognition as the AALARA25 Conference Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) full page, portrait, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadline)
- Ten (10) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours and Welcome Reception.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) prior to the event.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) following the event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Mid Conference Function Sponsor

**\$10,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Opportunity to address AALARA25 delegates at Mid Conference Function (5 mins).
- Recognition as the AALARA25 Conference Mid Conference Function Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/3 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- Three (3) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) dedicated EDM opportunity to the entire AALARA database (content approved by AALARA) prior to the event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).



# SPONSORSHIP PACKAGES

## Welcome Reception Sponsor

**\$10,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Opportunity to address AALARA25 delegates at Welcome Reception (5 mins).
- Recognition as the AALARA25 Conference Welcome Reception Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) full page, portrait, colour advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadline).
- Three (3) complimentary AALARA25 tickets, including attendance at Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) email opportunity to the AALARA25 database (content approved by AALARA) prior to the event.
- One (1) satchel insert supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

**SALE**

## Lanyard Sponsor

**\$8,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Recognition as the AALARA25 Conference Lanyard Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/3 page, colour component in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadline).
- Two (2) complimentary AALARA25 tickets, including attendance at Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) email opportunity to the AALARA25 database (content approved by AALARA) prior to the event.
- One (1) satchel insert supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

**SALE**





# SPONSORSHIP PACKAGES

## Conference Satchel Sponsor

**\$6,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Recognition as the AALARA25 Conference Satchel Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/3 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- Two (2) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) EDM opportunity to the entire AALARA database (content approved by AALARA) prior to the event.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Gold Keynote Speaker Sponsor

**\$6,000**

- Co-branding on all AALARA25 material plus all partner benefits as below.
- Recognition as the AALARA25 Conference Gold Keynote Speaker Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/3 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- Two (2) complimentary AALARA25 tickets, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).







# SPONSORSHIP PACKAGES

## Silver Keynote Speaker Sponsor

**\$5,000**

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Recognition as the AALARA25 Conference Silver Keynote Speaker Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/3 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- One (1) complimentary AALARA25 ticket, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Lunch/Morning/Afternoon Tea Sponsor

**\$3,500**

- Co-branding on all AALARA25 material plus all partner benefits as below.
- Recognition as an AALARA25 Conference Break Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) 1/4 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- One (1) complimentary AALARA25 ticket, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).





# SPONSORSHIP PACKAGES

## Trade Table-top & Talk Sponsor

**\$3,500** (each)

- Co-branding on all AALARA25 material plus all partner benefits as below, plus negotiated extras if applicable.
- Recognition as an AALARA25 Sponsor on audio visual display in the main plenary room during the Conference.
- One draped and skirted table with two chairs
- One electric outlet
- One (1) complimentary AALARA25 ticket, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One 10 minute presentation talk opportunity to showcase your company products and solutions to AALARA25 attendees during catering break
- One (1) 1/4 page company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

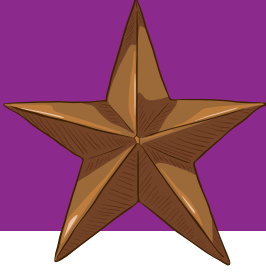
**SOLD**

## Transport Sponsor

**\$2,500**

- Co-branding on all AALARA25 material plus all partner benefits as below.
- Recognition as the AALARA25 Conference Transport Sponsor on audio visual display in the main plenary room during the Conference, as well as mentions during the Mid Conference Function, the Site Tours, and the Development Drop Ins (opt in event).
- One (1) 1/4 page, colour company advertisement in the 2025 AALARA Member Directory (artwork to be supplied by sponsor by the advised deadlines)
- One (1) complimentary AALARA25 ticket, including attendance at all Conference sessions, morning and afternoon teas, lunches, site tours, Welcome Reception, Mid Conference Function and the Gala Dinner.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).





# SPONSORSHIP PACKAGES

## Pen Sponsor

**\$2,500**

- Co-branding on all AALARA25 material plus all partner benefits as below.
- Company logo printed on AALARA25 pens and recognised as the AALARA25 Conference Pen Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Notepad Sponsor

**\$2,500**

- Co-branding on all AALARA25 material plus all partner benefits as below.
- Company logo printed on AALARA25 notepads and recognised as the AALARA25 Conference Notepad Sponsor on audio visual display in the main plenary room during the Conference.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).
- One (1) pull up banner (supplied by sponsor) for display in the main plenary room for duration of AALARA25.
- Full delegate list with name, organisation and email (subject to permission of delegate).

## Satchel Insert Sponsor

**\$500**

- Co-branding on all AALARA23 material plus all partner benefits as below.
- One (1) satchel insert (supplied by sponsor by the advised deadlines and no larger than A4).

\*NB. If you are interested in AALARA25 Sponsorship, though none of these options quite float your boat, please get in touch with us. We'd love to work with you to create an opportunity for you to connect directly with our Members and the key decision makers across the Australian amusement, leisure and recreation industries.

## CONTACT

**Kristy Ahrens**

AALARA General Manager

Mobile: +418 829 927

Email: [info@aalara.com.au](mailto:info@aalara.com.au)

[www.aalara.com.au](http://www.aalara.com.au)



# The Fine Print

## 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 2025.

## 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 to detail further information regarding your AALARA25 Sponsorship, due dates etc.

## SPONSORSHIP ENQUIRIES

Please contact  
Kristy Ahrens  
AALARA General Manager to discuss AALARA25 sponsorship packages and opportunities available in more detail.  
Mobile: +61 414 166 202  
Email: [info@aalara.com.au](mailto:info@aalara.com.au)  
Web: [aalara.com.au](http://aalara.com.au)

## SPONSORSHIP ALLOCATION

Sponsorship packages, which may be limited in number, will be generally allocated to those organisations who apply earliest. Allocation of AALARA25 Sponsorship, regardless of the preference indicated, is at the discretion of the AALARA General Manager, whose decision will be final.

## CANCELLATION POLICY

Once an AALARA25 sponsorship acceptance form has been received, any cancellation must be advised in writing to the AALARA General Manager. If the cancellation is received up to three months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received less than three months prior, no refund is applicable.

## 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 prior to the planned conference.

## 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 Sofitel Broadbeach.

## VALIDITY

Sponsorship Prospectus current as at November 2024.

Details may change, so please refer to the website for the latest and most up-to-date information.

## 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 Recreation Association and/or the Conference Organisers.

## DETAILED REQUIREMENTS AND DUE DATES

The AALARA25 Conference 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 required information will be sent to you in a confirmation letter at a later date with the 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 the 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 promotional material.

## SPONSORSHIP PACKAGES

Please refer to the Sponsorship Packages within this Prospectus for outlined benefits. Any variations of a package must be as agreed in writing with the Conference Organiser.



# AALARA25 SPONSORSHIP ACCEPTANCE FORM

To confirm sponsorship, please return this form to AALARA by email [info@aalara.com.au](mailto:info@aalara.com.au)

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

FIRST NAME: ..... SURNAME: ..... PHONE: .....  
ORGANISATION: ..... POSITION: .....  
ADDRESS: .....  
STATE: ..... POSTCODE: ..... EMAIL: .....

## SPONSORSHIP PACKAGES

Please tick appropriate box to indicate your chosen sponsorship package. All amounts are in AUD & include GST, unless stated otherwise.

- |   |   |
|---|---|
| <input type="checkbox"/> Conference Naming Sponsor (\$15,000)       | <input type="checkbox"/> Silver Keynote Speaker Sponsor (\$4,000) |
| <input type="checkbox"/> Gala Dinner Sponsor (\$12,000)             | <input type="checkbox"/> Catering Break Sponsor (\$3,500)         |
| <input type="checkbox"/> Mid Conference Function Sponsor (\$10,000) | <input type="checkbox"/> Table Top & Talk Sponsor (\$3,500)       |
| <input type="checkbox"/> Regulators Forum Sponsor (\$10,000)        | <input type="checkbox"/> Notepad Sponsor (\$2,500)                |
| <input type="checkbox"/> Welcome Reception Sponsor (\$10,000)       | <input type="checkbox"/> Pen Sponsor (\$2,500)                    |
| <input type="checkbox"/> Lanyard Sponsor (\$6,000)                  | <input type="checkbox"/> Transport Sponsor (\$2,500)              |
| <input type="checkbox"/> Conference Satchel Sponsor (\$6,000)       | <input type="checkbox"/> Satchel Insert Sponsor (\$500)           |
| <input type="checkbox"/> Gold Keynote Speaker Sponsor (\$5,000)     | <input type="checkbox"/> Other.....                               |

Your signature below is taken as authorised acceptance of the sponsorship entitlements as per the AALARA23 Sponsorship Prospectus and acceptance of the terms and conditions.

Signature: ..... Date: .....

## PAYMENT

### CHEQUE/MONEY ORDER

I enclose full payment of:  
AUD\$ .....

### ELECTRONIC FUNDS TRANSFER

I have made payment of:  
AUD\$ .....

### CREDIT CARD

Charge the amount of:  
AUD\$ .....

to:  
Australian Amusement, Leisure and  
Recreation Association (AALARA Inc)  
Pipeline Capital Building  
37 Connor Street  
Burleigh Heads  
Qld 4220

to:  
AALARA Inc  
BSB: 014 636  
Account #: 333326893  
International Swift Code: ANZBAU3M  
(International transfers add AUD\$30  
bank fees to total).  
Date processed:.....

to:  Mastercard  Visa  
Payment will incur a 2% credit card fee  
Name on card: .....  
Card number: .....  
Expiry: .....  
CCV: .....  
Signature: .....

