

BIG IDEAS IN PLACE

Place Leaders Asia Pacific Conference

29th – 31st May 2017



Place Leaders
Asia Pacific

Sponsorship
Opportunities

Vivid Contributor

VIVID IDEAS™

BIG IDEAS IN PLACE

Place Leaders Asia Pacific Conference 2017

The Place Leaders Asia Pacific conference is a global platform bringing together leading voices, makers, shapers, activators and visionaries from across the Asia Pacific. The conference will provoke, challenge, discover and explore the biggest trends and ideas creating the future of our Places.

The Asia Pacific region is alive with innovative processes and places ranging from remote communities to compact corners within our cities. We will discuss Big ideas that respond to Global Trends affecting places; ideas that deliver fresh insights and new foresights into the unique character, value and leadership initiatives of the Asia Pacific region.

The conference will bring together a range of professional creative disciplines including; government, architects, designers, planners, artists, community engagement, economists, place managers, education and development.



VIVID IDEAS SYDNEY 2017

Vivid Sydney is the world's largest festival of light, music and ideas.

From May 26 to June 17, 2017, the event will transform the Harbour City into a colourful creative canvas.

Now in its ninth year, Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency, and features large-scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate (Vivid Ideas); all celebrating Sydney as the creative hub of the Asia-Pacific region.

www.vividsydney.com

The **BIG IDEAS IN PLACE** Conference is part of **VIVID** Ideas.

DELIVERY PARTNERS

Place Leaders Asia Pacific

Place Leaders Asia-Pacific is a not-for-profit member organisation promoting and supporting leadership among place shapers, makers, activators and managers working in the Asia-Pacific, for more than a decade.

Our organisation's focus is:

- Development of successful place-making practices, policy and processes.
- Achieving great public realm outcomes and the long term commitment to dynamic communities.
- Facilitate knowledge sharing and learning opportunities.
- Celebrating great place outcomes and the people who make them happen.

www.placeleaders.com

City of Canada Bay

The City of Canada Bay is a local Council that is committed to an active and vibrant city that captures the energy, diversity, pride and potential of its community.

The City of Canada Bay is located in the inner-west of Sydney, about 6-12 kilometres from Sydney's centre. The City is bounded by the Parramatta River in the north and east and Parramatta Road, Homebush Bay and Bicentennial Park on the south and west.

www.canadabay.nsw.gov.au



THE VENUE

The Connection is a community facility stunningly located on the Rhodes foreshore, right next to the new Bennelong Bridge. The Connection offers versatile venues featuring sophisticated AV equipment, water views and dedicated outdoor areas. The Learning Space specialises in the latest technology digital library resources and creative programs.

30 Shoreline Drive, Rhodes, NSW 2138
www.theconnectionrhodes.com.au



CONFERENCE DETAILS

Program Topics & Sessions

- Keynote speeches
- Workshops
- Shark Tank product and service pitches
- Tours of great places
- Side tours, workshops and events
- Networking opportunities – conference drinks, breakout sessions

Themes

- Culture, Identity and Transformation in Place
- Place Engagement and Management
- Place Leaders
- Measuring the value of place

Who will attend?

- Over 400 people are expected to attend from across the Asia Pacific region
- Delegates include: urban designers, policy makers, planners, politicians, architects, community development, government, NGOs, landscape architects, development industry, academics, city governance, economic development, artists, designers, digital and techs, public realm managers



Platinum Sponsorship - \$25,000+

Coverage	inclusions
Conference Webpages – The Connection & Place Leaders	<ul style="list-style-type: none"> • Feature Logo • Organisations Name
Event Program	<ul style="list-style-type: none"> • ½ page advertisement • Feature organisation logo and name on Sponsor recognition page
Delegate Bag	<ul style="list-style-type: none"> • Add organisational marketing material
Welcome Speeches	<ul style="list-style-type: none"> • Welcome speech slot for rep • Acknowledgement in welcome speech for 3 days
Stage	<ul style="list-style-type: none"> • Logo on stage display
Booth site	<ul style="list-style-type: none"> • 1x3m priority space to display organisational information and meet delegates
Conference ticket (3 days)	<ul style="list-style-type: none"> • Two tickets complimentary
Social Media – Place Leaders and City of Canada Bay	<ul style="list-style-type: none"> • Feature post thanking sponsor – Facebook and Twitter
Event Media Release – Launch and Ticket Sales	<ul style="list-style-type: none"> • Organisations name and thanks in Media Release from City of Canada Bay and Place Leaders
Delegate contact	<ul style="list-style-type: none"> • Direct mail opportunities for conference delegates • Post conference article/advertisement IN PLACE magazine
IN PLACE Magazine post conference story	<ul style="list-style-type: none"> • Feature Logo • Organisations Name

Gold Sponsorship - \$10,000

Coverage	inclusions
Conference Webpages – The Connection & Place Leaders	<ul style="list-style-type: none"> • Logo • Organisations Name
Event Program	<ul style="list-style-type: none"> • 1/4 page advertisement • Organisation logo and name on Sponsor recognition page
Delegate bag	<ul style="list-style-type: none"> • Add organisational marketing material
Booth Site	<ul style="list-style-type: none"> • 1x2m space to display organisational information and meet delegates
Conference ticket (3 days)	<ul style="list-style-type: none"> • 1 ticket complimentary
Social Media – Place Leaders and City of Canada Bay	<ul style="list-style-type: none"> • Feature post thanking Gold sponsors – Facebook and Twitter
Event Media Release – Launch and Ticket Sales	<ul style="list-style-type: none"> • Organisations name and thanks in Media Release from City of Canada Bay and Place Leaders
IN PLACE Magazine post conference story	<ul style="list-style-type: none"> • Logo • Organisations Name

Silver Sponsorship - \$5,000

Coverage	inclusions
Conference Webpages – The Connection & Place Leaders	<ul style="list-style-type: none"> Organisations Name
Event Program	<ul style="list-style-type: none"> Box advertisement Organisation logo and name on Sponsor recognition page
Delegate bag	<ul style="list-style-type: none"> Add organisational marketing material
Social Media – Place Leaders and City of Canada Bay	<ul style="list-style-type: none"> Feature post thanking silver sponsors – Facebook and Twitter
IN PLACE Magazine post conference story	<ul style="list-style-type: none"> Organisations Name



Community Sponsorship - \$2,500

Coverage	inclusions
Event Program	<ul style="list-style-type: none"> Box advertisement Organisation logo and name on Sponsor recognition page
Delegate bag	<ul style="list-style-type: none"> Add organisational marketing material
Social Media – Place Leaders and City of Canada Bay	<ul style="list-style-type: none"> Feature post thanking community sponsors – Facebook and Twitter



Range of bespoke options

What	Inclusions	How many available?	Cost
Keynote Speech	Conference Program: <ul style="list-style-type: none"> • Logo • Organisations Name 	3	\$2,000
Gala Dinner Feature sponsor	<ul style="list-style-type: none"> • Dinner program – logo • Thank you speech acknowledgement • Stage branding 	1	\$10,000
Gala Dinner	<ul style="list-style-type: none"> • Branded dinner guest gifts (330) 		By negotiation
Workshop	<ul style="list-style-type: none"> • Logo • Organisations Name • Facilitate the workshop with your chosen focus 	2	\$3,000
Tour Sponsor	<ul style="list-style-type: none"> • Logo • Organisations Name • Provision of marketing material at tour 		By negotiation
Accommodation Partner	<ul style="list-style-type: none"> • Logo • Organisations Name • Other 	1	By negotiation
IN PLACE Magazine	<ul style="list-style-type: none"> • Post Event Article feature for organisations who speak at conference 	3	\$2,000

Sponsorship options summary

	PLATINUM	GOLD	SILVER	COMMUNITY
Conference Webpages – The Connection and Place Leaders	✓ (feature logo & name)	✓ (logo & name)	✓ (name)	
Event Program	✓ (1/2 pg & feature logo)	✓ (1/4 pg)	✓ (box ad)	
Delegate Bag	✓	✓	✓	✓
Welcome Speeches	✓			
Stage	✓			
Booth site	✓ (1x3m priority space)	✓ (1x2m space)		
Conference ticket (3 days)	✓ (two tickets)	✓ (one ticket)		
Social Media – Place Leaders and City of Canada Bay	✓	✓	✓	✓
Event Media Release – Launch and Ticket Sales	✓	✓		
Delegate contact	✓			
IN PLACE Magazine post conference story	✓ (feature logo & name)	✓	✓	

+ bespoke options available



Should you have any questions about our sponsorship opportunities for **BIG IDEAS IN PLACE 2017**, please contact us. We will have one of our Sponsorship representatives get in touch with you to discuss the best option for your organisation.

We thank you for your time in considering partnering with us for **BIG IDEAS IN PLACE 2017**.

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