

Australian Homelessness Conference 2024



SPONSORSHIP OPPORTUNITIES

Your invitation to partner with the
Australian Homelessness Conference 2024

Conference Convenor

Host Government Partner



Government of
South Australia



AHURI acknowledges the Traditional Custodians of country throughout our nation, and we pay our respect to Elders past and present. We acknowledge Aboriginal and Torres Strait Islander peoples' connections to land, sea and community, and respect their cultural, spiritual and educational practices.

Australia's largest gathering of the homelessness sector is back in 2024

The Australian Homelessness Conference 2024 convenes in Adelaide on 13-14 August.

The Australian Housing and Urban Research Institute (AHURI), is pleased to present an outstanding opportunity to align your brand with Australia's premier homelessness event, the Australian Homelessness Conference 2024. We encourage you to consider a sponsorship opportunity at this significant and influential national gathering of key organisations and stakeholders within the homelessness sector.

The Australian Homelessness Conference program will feature the latest research, the leading policy, and the best practice examples of homelessness service provision both in Australia and internationally.

As convenor of the highly regarded biennial National Housing Conferences since 1999 and biennial National Homelessness Conferences 2018-2022, AHURI has a strong track record of delivering high quality and engaging conferences that draw key decision-makers and innovative thinkers from across Australia and abroad.

The 2022 conference drew over 1,000 delegates from the homelessness service sector, all levels of government, education, community housing, community welfare services and other not-for-profit sectors.

If your organisation is eager to demonstrate a commitment to solving homelessness, deliver on corporate social responsibility/ESG goals, or to raise its profile and network with this highly engaged sector, the Australian Homelessness Conference offers the ideal setting to achieve these objectives.

Participation at the Australian Homelessness Conference can be as large as a major platinum sponsorship, or as targeted as an exhibition stand. Our sponsorship manager can work with you to tailor a package that best suits your objectives and budget.

We look forward to seeing you in Adelaide.



Dr Michael Fotheringham
Managing Director
AHURI

ABOUT AHURI

The Australian Housing and Urban Research Institute (AHURI) is a national independent research network with an expert not-for-profit research management company, AHURI Limited, at its centre.

Our mission is to inform and impact better housing, homelessness, cities and related urban outcomes through the delivery and dissemination of relevant and authoritative research.

AHURI research informs the decision making of all levels of government, non-government sectors (both private and not-for-profit), peak organisations and the community, and stimulates debate in the media and the broader Australian community.

www.ahuri.edu.au



SPONSORSHIP OPPORTUNITIES

	PAGE	PACKAGE NAME	INVESTMENT (inclusive of GST)
Platinum Package	4	Platinum Partner EXCLUSIVE	\$34,000
Gold Packages	4	Welcome Reception Partner EXCLUSIVE	\$20,000
	5	Supported Delegate Places Partner EXCLUSIVE	SOLD
	5	Supported Speaker Places Partner EXCLUSIVE	\$20,000
	5	Networking Lounge Partner EXCLUSIVE	\$20,000
Silver Packages	6	Lanyards EXCLUSIVE	\$15,000
	6	Portal Partner EXCLUSIVE	\$15,000
	7	Conference Breakfast EXCLUSIVE	SOLD
	7	Networking Breaks Partner EXCLUSIVE	\$15,000
Bronze Packages	8	Coffee Cart 2 OPPORTUNITIES	\$10,000
	8	Pocket Program EXCLUSIVE	SOLD
Program Packages	9	Plenary Session 3 OPPORTUNITIES	\$10,000
	9	Major Concurrent Session 6 OPPORTUNITIES	\$7,500
	9	Minor Concurrent Session 11 OPPORTUNITIES	\$5,000
Conference Supporter Package	10	Conference Supporter UNLIMITED	\$2,800
Exhibitors	10	Conference Exhibitor 20 OPPORTUNITIES	\$3,500

STANDARD BENEFITS AND INCLUSIONS

All sponsors will receive the following standard benefits and inclusions in addition to those listed on the individual package page:

- logo on sponsor slideshow screened prior to each plenary session*
- logo and link on conference website
- logo included on exhibition entrance signage at the venue†
- logo in the pocket program†
- logo, link and company profile (max 100 words) in the conference portal

* Not included in Conference Supporter package

† Subject to printing/productions deadlines

SPONSORSHIP OPPORTUNITIES

Platinum Package

EXCLUSIVE

PLATINUM PARTNER

\$34,000 (inclusive of GST)

As Platinum Partner, your organisation will receive premium coverage and recognition at the Australian Homelessness Conference 2024.

This opportunity includes prominent branding, program alignment, an exhibition space and advertising. The Platinum Partner also receives an exclusive short speaking opportunity or video message in the opening plenary session.

Partnership inclusions (in addition to standard benefits and inclusions):

- six (6) complimentary conference registrations including attendance at all conference sessions, morning and afternoon teas, lunches and the Welcome Reception
- three (3) complimentary tickets to the Conference Networking Breakfast
- complimentary exhibition booth within the exhibition area
- exclusive sponsorship of the opening plenary session (including relevant branding opportunities)
- exclusive sponsorship of one concurrent session of your choice (including relevant branding opportunities)
- opportunity to provide a 2-minute corporate video or deliver a short 2-minute welcome address during the opening plenary session
- acknowledgement as the Platinum Partner by the MC at all plenary sessions
- full page colour advertisement in the pocket program† (sponsor to provide print ready artwork)
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms*
- opportunity to send one sponsor message via a push notification through the conference portal.

* Subject to creative deadlines.

† Subject to printing/productions deadlines.



Gold Packages

EXCLUSIVE

WELCOME RECEPTION PARTNER

\$20,000 (inclusive of GST)

Leave a valuable first impression in the minds of delegates by sponsoring the Welcome Reception – the only official networking event for ALL conference delegates.

To be held on Tuesday 13 August at the Adelaide Convention Centre, this package includes exclusive sponsor branding and a speaking opportunity for a senior representative.

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights of the Welcome Reception, acknowledged on conference program and all official marketing of the event in the lead up to the conference
- your signage to be displayed at the Welcome Reception (partner to provide banner/s)
- four (4) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- opportunity to provide a 2-minute welcome address at the Welcome Reception
- an additional four (6) complimentary tickets to the Welcome Reception
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

Gold Packages

EXCLUSIVE

SUPPORTED DELEGATE PARTNER

SOLD (inclusive of GST)

DEMONSTRATE YOUR COMMITMENT TO AN INCLUSIVE CONFERENCE – SPONSOR THE REGISTRATION OF AT LEAST 8 DELEGATES!

Become our Supported Delegate Partner and align your brand with a great cause.

This sponsorship will give 8-12 delegates from around Australia, who have lived experience of homelessness and not able to afford registration and associated travel costs, the opportunity to attend the full conference. Your logo and organisation's name will be used on all pre-conference communication relating to these supported places.

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights to the Supported Delegate Partner package including your logo used in conjunction with all communications regarding the application process in the lead up to the conference (registration form, confirmation emails, EDMs)
- four (4) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- acknowledgement as the Supported Delegate Partner by the MC at all plenary sessions
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

EXCLUSIVE

SUPPORTED SPEAKER PARTNER

\$20,000 (inclusive of GST)

DEMONSTRATE YOUR COMMITMENT TO AN INCLUSIVE CONFERENCE – SPONSOR THE REGISTRATION OF AT LEAST 8 SPEAKERS!

Become our Supported Speaker Partner and align your brand with a great cause.

This sponsorship will enable people who have lived experience of homelessness the opportunity to present at and attend the full conference, through covering the cost of travel, accommodation, transfers, and meals. Your logo and organisation's name will be used on all pre-conference communication relating to these supported places.

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights to the Supported Speaker Partner package including your logo used in conjunction with all communications regarding the application process in the lead up to the conference (registration form, confirmation emails, EDMs)
- four (4) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- acknowledgement as the Supported Speaker Places Partner by the MC at all plenary sessions
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

EXCLUSIVE

NETWORKING LOUNGE PARTNER

\$20,000 (inclusive of GST)

The Networking Lounge will be the central hub, located in the Exhibition Precinct and the only sponsored lounge space at the Conference.

Your organisation will have exclusive branding of the lounge – where delegates will convene to do business, relax, recharge, and connect with friends and colleagues.

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights of the Networking Lounge
- exclusive branding of the official Networking Lounge alongside conference convenors
- your signage to be displayed in the Networking Lounge (partner to provide signage)
- four (4) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- acknowledgement as the Networking Lounge Partner by the MC at all plenary sessions
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

* Subject to creative deadlines.

† Subject to printing/productions deadlines.

SPONSORSHIP OPPORTUNITIES

Silver Packages

EXCLUSIVE LANYARDS

\$15,000 (inclusive of GST)

Imagine 800+ delegates wearing your logo for the duration of the conference!

Lanyard sponsorship is the most visible branding opportunity on offer with the lanyards accompanying delegates for the duration of the conference, not to mention appearing in all photos of delegates over the two days. If you want brand exposure; this exclusive, highly visible sponsorship opportunity is not to be missed.

Partnership inclusions (in addition to standard benefits and inclusions):

- exclusive branding of the delegate lanyard (that's over 800 delegates wearing your logo over two days!)
- two (2) complimentary conference registrations, including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

EXCLUSIVE PORTAL PARTNER

\$15,000 (inclusive of GST)

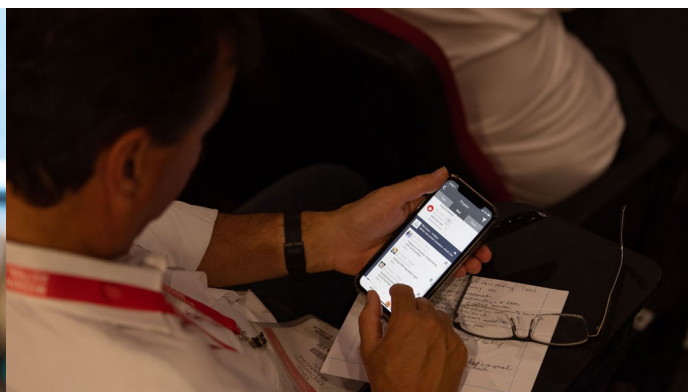
Put your brand, literally, in the palm of delegates' hands – with exclusive sponsorship of the official conference online platform, where delegates view the program and interact with other delegates and sponsors.

Partnership inclusions (in addition to standard benefits and inclusions):

- premium branding of the conference portal
- two (2) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- opportunity to send one sponsor message per day via a push notification through the conference portal
- Extend your branding opportunity well past the conference when filmed program content becomes available post conference. Your brand's logo will be front and centre when individuals log on to the platform to watch the conference on demand
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*
- brand recognition of your company's support on AHURI's social media platforms.*

* Subject to creative deadlines.

† Subject to printing/productions deadlines.



Silver Packages

EXCLUSIVE

CONFERENCE BREAKFAST

SOLD (inclusive of GST)

This exclusive breakfast for up to 150 delegates will present a special guest speaker as the sun rises over the city.

To be held on Wednesday, 14 August at the Adelaide Convention Centre, this package includes exclusive sponsor branding of the event as well as a short speaking opportunity.

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights of the Conference Networking Breakfast, acknowledged on conference program and all official marketing of the event in the lead up to the conference (via EDM's, social media, etc)
- your signage to be displayed at the Conference Networking Breakfast (partner to provide signage)
- opportunity to provide a 2-minute corporate video or deliver a 2-minute welcome address at the Conference Networking Breakfast
- two (2) complimentary conference registrations including attendance at all conference sessions, all morning and afternoon teas, lunches and the Welcome Reception
- an additional four (4) complimentary tickets to the Conference Networking Breakfast
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000.*

EXCLUSIVE

NETWORKING BREAKS PARTNER

\$15,000 (inclusive of GST)

Your opportunity to align your brand with one of the most anticipated elements of the conference – the networking breaks!

Your branding will be featured at all food stations in the Exhibition Precinct, during all breaks.

Partnership inclusions (in addition to standard benefits and inclusions):

- sponsorship of all networking breaks - morning tea, lunch and afternoon tea (excludes Welcome Reception and Conference Breakfast)
- your signage to be displayed at catering stations (signage developed in partnership with conference organisers)
- two (2) complimentary conference registrations including attendance at all conference sessions and all morning and afternoon teas, lunches and the Welcome Reception
- two (2) complimentary tickets to the Conference Networking Breakfast
- acknowledgement as the Networking Breaks Partner by the MC/facilitator at the conclusion of sessions immediately before breaks
- opportunity to send one sponsor message via a push notification through the conference portal.
- brand recognition of your company's support on AHURI's social media platforms*
- brand recognition via company logo and sponsor message (max 100 words) in one official conference promotional email, sent to AHURI distribution list of over 10,000*.



SPONSORSHIP OPPORTUNITIES

Bronze Packages

2 OPPORTUNITIES

COFFEE CART

\$10,000 (inclusive of GST)

MAKE THIS EXCLUSIVE, TAKE BOTH OPPORTUNITIES & UPGRADE YOUR SPONSORSHIP TO SILVER FOR \$15,000!

Be front and centre while delegates are getting their caffeine hit with barista-made coffee at each of the breaks.

There is an additional branding opportunity via sponsor provided cups, disposable with lids

Partnership inclusions (in addition to standard benefits and inclusions):

- naming rights of Coffee Cart
- your signage to be displayed at the Coffee Cart (partner to provide signage)
- opportunity to brand coffee cart \$300 (at sponsor's cost)
- coffee, disposable coffee cups and barista supplied by conference venue
- opportunity to provide branded coffee cups (at sponsors cost)
- opportunity to send one sponsor message via a push notification through the conference portal.
- one (1) complimentary full conference registration including attendance at all conference sessions and all morning and afternoon teas, lunches and the Welcome Reception.

EXCLUSIVE

POCKET PROGRAM

SOLD (inclusive of GST)

Be in the pocket of every delegate at the Australian Homelessness Conference 2024!

The Pocket Program is every delegate's quick reference guide to all things program related. Your logo will be the only one to feature on the front and back covers – right beside conference convenors. You will also have an exclusive double page advertisement to promote your organisation

Partnership inclusions (in addition to standard benefits and inclusions):

- exclusive logo placement on the pocket program front and back covers alongside AHURI
- double page (centrefold) advertisement in the pocket program (to be designed and supplied by sponsor)[†]
- one (1) complimentary conference registration including attendance at all conference sessions and all morning and afternoon teas, lunches and the Welcome Reception.

^{*} Subject to creative deadlines.

[†] Subject to printing/productions deadlines.



Program Packages

Sponsoring a program session is a great way to align your organisation with a particular topic and demonstrate your leadership position on that issue.

If your organisation is keen to raise its profile, network with new and existing clients and demonstrate a commitment to effecting real change in the homelessness sector, then a session sponsorship is a great opportunity for you.

3 OPPORTUNITIES

PLENARY SESSION

\$10,000 (inclusive of GST)

Partnership inclusions (in addition to standard benefits and inclusions):

- exclusive sponsorship of one plenary session (opportunities to be determined when conference program is released, on a first come, first serve basis)
- Opportunity to provide a 2-minute corporate video or have a 2-minute speaking opportunity at the commencement of the plenary session
- verbal acknowledgement by the facilitator of your sponsorship during the session
- your logo on official door signage outside the plenary session (subject to venue ability on digital signage)
- opportunity to provide two pull up banners at plenary session (one on stage, one at entrance - sponsor to provide)
- your logo included in the online conference program (positioned with relevant sessions) and all official marketing of the session leading up to the conference
- one (1) complimentary conference registration including attendance at all conference sessions and all morning and afternoon teas, lunches and the Welcome Reception.

UP TO 6 OPPORTUNITIES

MAJOR CONCURRENT SESSION

\$7,500 (inclusive of GST)

Partnership inclusions (in addition to standard benefits and inclusions):

- exclusive sponsorship of one (1) major concurrent session (opportunities to be determined when conference program is released)
- verbal acknowledgement by the facilitator of your sponsorship during the concurrent session
- your logo on official door signage outside the concurrent session (subject to venue ability on digital signage)
- opportunity to provide one pull up banner at entrance or on stage (partner to provide, organiser to source most appropriate location onsite)
- your logo included in the online conference program (positioned with relevant sessions) and all official marketing of the session leading up to the conference.

UP TO 12 OPPORTUNITIES

MINOR CONCURRENT SESSION

\$5,000 (inclusive of GST)

Partnership inclusions (in addition to standard benefits and inclusions):

- exclusive sponsorship of one (1) minor concurrent session (opportunities to be determined when conference program is released)
- verbal acknowledgement by the facilitator of your sponsorship during the concurrent session
- your logo on official door signage outside the concurrent session (subject to venue ability on digital signage)
- opportunity to provide one pull up banner at entrance or on stage (partner to provide, organiser to source most appropriate location onsite)
- your logo included in the online conference program (positioned with relevant sessions) and all official marketing of the session leading up to the conference.



SPONSORSHIP OPPORTUNITIES

Conference Supporter Packages

UNLIMITED

CONFERENCE SUPPORTER

\$2,800 (including GST)

Become a conference supporter and align your brand with the largest and most influential homelessness event in Australia.

Package benefits and inclusions:

- your logo on screen prior to each plenary session
- your logo on the conference website, with hyperlink to your website homepage
- your logo included in the conference pocket program[†]
- logo included on exhibition entrance signage at the venue[†]
- logo, link and company profile (max 100 words) in the conference portal.

Exhibitors

20 OPPORTUNITIES

CONFERENCE EXHIBITOR

\$3,500 (including GST)

A dedicated space within the catering area to engage with delegates.

Package benefits and inclusions:

- 9m sq (3m X 3m) exhibition booth, one table and two chairs
- Power point and general lighting (additional items available at cost)
- two (2) complimentary exhibitor registrations to attend the exhibition, morning and afternoon teas, lunches and the Welcome Function
- listing of your organisation as an exhibitor in the conference pocket program
- your logo on the conference website, with hyperlink to your website homepage
- logo included on exhibition entrance signage at the venue[†]
- logo, link and company profile (max 100 words) in the conference portal.

* Subject to creative deadlines. † Subject to printing/productions deadlines.



CONFIRMATION OF PARTICIPATION

To confirm your participation as a sponsor or exhibitor at the Australian Homelessness Conference 2024, please complete the application form.

Once completed, you will be sent a confirmation email and tax invoice. All allocations will be assigned in order of applications received.

PAYMENT

A payment of 50% of your full investment is required to secure your booking. **The final 50% instalment is required by Monday, 15 July 2024.**

CHEQUES

Please make cheques payable to: AHURI Limited

ELECTRONIC FUNDS TRANSFER

National Australia Bank
330 Collins Street Melbourne VIC, Australia

Account name:
Australian Housing and Urban Research Institute Limited
BSB: 083 004
Account number: 48 244 0112

INFORMATION AND ENQUIRIES

Elissa Rontani
Sponsorship Manager
AHURI

Level 12, 460 Bourke Street
Melbourne VIC 3000
Australia
T +61 3 9660 2300
M +61 410 050 830
E elissa.rontani@ahuri.edu.au

Post or email your completed application form to:
Sharon Torney, Conference & Events Manager, AHURI
 Level 12, 460 Bourke Street, Melbourne, VIC 3000,
 Australia sharon.torney@ahuri.edu.au

CONTACT DETAILS

Please note all correspondence including invoices will be sent to the contact supplied below.

* Required information.

Company name*			
Contact person*			
Position			
Telephone*	Mobile		
Email*			
Address			
State	Postcode	Country	
Website*			

PARTNERSHIP OPPORTUNITIES

Tick appropriate box(es). All prices are inclusive of 10% GST.

Platinum	<input type="checkbox"/>	Platinum Partner	\$34,000
Gold	<input type="checkbox"/>	Welcome Reception Partner	\$20,000
	<input type="checkbox"/>	Supported Delegate Places Partner	SOLD
	<input type="checkbox"/>	Supported Speaker Places Partner	\$20,000
	<input type="checkbox"/>	Networking Lounge Partner	\$20,000
Silver	<input type="checkbox"/>	Lanyards	\$15,000
	<input type="checkbox"/>	Portal Partner	\$15,000
	<input type="checkbox"/>	Conference Networking Breakfast	SOLD
	<input type="checkbox"/>	Networking Breaks Partner	\$15,000
Bronze	<input type="checkbox"/>	Coffee Cart	\$10,000
	<input type="checkbox"/>	Pocket Program	\$10,000
Program	<input type="checkbox"/>	Plenary Session	\$10,000
	<input type="checkbox"/>	Major Concurrent Session	\$7,500
	<input type="checkbox"/>	Minor Concurrent Session	\$5,000
Supporter	<input type="checkbox"/>	Conference Supporter	\$2,800
Exhibitors	<input type="checkbox"/>	Conference Exhibitor	\$3,500
		Total: \$	

PARTNERSHIP OPPORTUNITY ACCEPTANCE

☐ My organisation:

- ☐ accepts the entitlements as outlined in this prospectus
- ☐ confirms sponsorship and/or exhibition at the Australian Homelessness Conference 2024
- ☐ agrees to the terms and conditions, and cancellation policy outlined below
- ☐ agrees to be invoiced for the total of the opportunities selected.

Signature **Date (DD/MM/YY)**

<input type="text"/>	<input type="text"/>
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TERMS AND CONDITIONS

DEPOSIT AND PAYMENT INFORMATION

A tax invoice for a 50% deposit will be issued upon receipt of this application form. Acceptance of sponsorship of the Australian Homelessness Conference 2024 cannot be confirmed until this deposit is received. **The final 50% instalment is required by Monday, 15 July 2024.**

CANCELLATION POLICY INFORMATION

In the event of cancellation of sponsorship package, note that unless the sponsorship package is resold, the conference organising group reserve the right to retain monies received. If the balance of payment is not received by the due date, the allocated sponsorship package will be cancelled. Any sponsorship package cancelled after Monday, 1 July 2024 will not be refunded. All cancellations must be advised in writing.

Australian Homelessness Conference 2024

SPONSORSHIP ENQUIRIES

Sharon Torney

Conference & Events Manager
AHURI

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