

# 2010 UDIA Victoria State Conference Sponsorship Opportunity

‘Growing, Growing, Groan’



7 and 8 October 2010  
RACV Healesville Country Club  
Yarra Valley

# ANNOUNCING SPONSORSHIP OPPORTUNITIES UDIA VICTORIA STATE CONFERENCE

UDIA Victoria will be conducting its State Conference on Thursday 7 and Friday 8 October 2010 at RACV Healesville Country Club, Yarra Valley.

The State Conference is well entrenched and a much anticipated event on the calendar of UDIA Victoria. Over the past 12 years the conference has attracted a broad cross-section of interest and attendance from within UDIA, the broader industry and from state and local government.

**The theme for this year's Conference is 'GROWING, GROWING, GROAN'** - Despite the growing pains, the Victorian development industry has never been in a better position. How do we plan for the inevitable downturn and maximize our opportunities.

Featuring a range of well-known, quality speakers designed to attract local and Melbourne-based delegates. The following speakers have confirmed

**Chairman**, Victorian Bushfire Reconstruction and Recovery Authority

**Justin Smirk**, Chief Economist, St George Bank

**Michael Matusik**, Director, Matusik Property Insight

**Grant Dennis**, Executive Chairman, Dennis Family Corporation

**Sahba Abedian**, Managing Director, Sunland Group

**Jane Nathan**, President, Australian Population Institute Inc.

The Conference also enjoys a reputation as an excellent networking opportunity with UDIA members and their peers in an informal, relaxed environment. It is intended to bring together industry, government and municipal delegates so that they may share their experiences, directions and solutions for the future.

UDIA Victoria believes that it is important to facilitate an exchange of views about matters that affect the development industry between those who administer controls relating to the industry and the industry itself. Through committees, discussion groups, regular contact and ongoing liaison with Government departments, service companies and municipalities, a better understanding of respective positions is obtained. The Conference is an important part of this dialogue.

The Conference will focus on information, education, fellowship, entertainment and productive networking for all delegates.

Delegates will be able to take time to participate in sessions and learn from presentations by quality speakers in a casual, relaxed environment away from the pressures of daily routines.

## Social Events

The Conference again provides delegates excellent networking opportunities while sampling some of the regions hidden treasures.

### State Conference Golf

The State Conference Golf day will be held at RACV Healesville Country Club. Nestled in the foothills of the Great Dividing Range Healesville Country Club has a fully redeveloped 18 hole golf course.

### Wine tasting Tour

Working with a local wine tour guide State Conference delegates will experience three highly regarded wineries.

### Cycling Tour

As in the past we will also be catering for the delegates who are interested in extreme sports with cycling tours through the before Yarra Valley.

### Conference Dinner

#### **Theme – Australian Outback Spectacular**

UDIA Victoria will transport members and guests back in time to relive Australia's colonial era with an authentic Australian Outback theme. From the moment you enter, you will be surprised by a world of hay bales, barrels and rustic wagon wheels and if you're lucky a cowboy shot on arrival too. Gum trees, Australian shrubs, Australiana corrugated iron designs and old-style fences will further add to the ambience of the room. Entertainers will complete the night's festivities, including a Whip Cracker, Aboriginal didgeridoo player, and comedic act by local Australian.

### Conference Lunch

After a morning of sessions sit back and enjoy our guest speaker while again sampling some of the local produces over lunch.

## Opportunities for Sponsorship Participation

As all Conference sessions will be held on-site at RACV Healesville, sponsors will enjoy a unique opportunity to reinforce their brand to a captive audience.

An extensive promotional campaign is undertaken to promote the State Conference. All sponsors will be represented in the following materials:

- Flyers
- Brochures
- Conference invitations to attend
- All Conference correspondence
- Special announcements
- Promotional/merchandising material

There is ample opportunity throughout the duration of the conference for sponsors to:

- Promote their company or organization
- Advertise their product and services
- Utilize identification of their personnel

Similar promotion opportunities and recognition of sponsors will also be given in advance of the Conference.

**The Conference is an excellent opportunity to expose your company's activities to the decision-makers of the property development industry whilst representing extremely good value.**

To discuss your sponsorship preferences and obtain any further information we suggest that you make immediate contact with:

**Tony De Domenico – UDIA (Victoria)**

Telephone 03 9832 9600, by facsimile to 03 9832 9650

or send correspondence to

Suite 411, Level 4, 434 St Kilda Road, Melbourne 3004

or email [events@udiavic.com.au](mailto:events@udiavic.com.au)

# Sponsorship Packages

(Star News Group confirmed as a Conference Partner)

Sponsorship will be available at three levels (GST incl)

1. **Conference Partner** at \$28,900 (single partner), \$14,450 (two partners), \$9,630 (three partners). ***nb Star News Group has confirmed as a conference partner***
2. **Gold Sponsor** at \$6,950 (limited positions available) ***nb SMEC Urban Consulting Group and PricewaterhouseCoopers have confirmed as gold sponsors***
3. **Silver Sponsor** at \$4,650

The levels of the reciprocal arrangements that UDIA Victoria offer are set out as follows

## 1. Conference Partner

In return for a sponsorship contribution of (GST incl) \$28,900 (single partner), \$14,450 (two partners), \$9,630 (three partners), UDIA Victoria will:



### At UDIA Victoria State Conference

- identify and promote the sponsor as a Conference Partner;
- allocate a sponsor's introduction to the Conference;
- allocate three free of charge full-delegate registrations to the sponsor for the Conference;
- display the sponsor's company branding on all brochures and promotional material regarding the Conference;
- provide the opportunity for display of sponsor's product or material at the Conference venue in prime display space;
- offer the opportunity of sponsor signage at the Conference;
- branding via UDIA website,

### Conference promotional campaign and ongoing communications

- website link to your organisation accessed via logo,
  - acknowledge the contribution of the sponsor during all UDIA Victoria activities leading up to the Conference and as appropriate thereafter;
  - sponsor opportunity to provide advertisement in conference brochure,
  - sponsor's identification and contribution to be recognised in UDIA (Victoria) Annual Report,
  - acknowledgment of sponsorship in the UDIA Vic Members Directory
  - branding in Urban Affairs magazine and the opportunity to provide a 200-word company profile to feature in one edition of Urban Affairs (issue featured in will be at the discretion of the Editor),
  - Where appropriate UDIA –Vic will provided additional sponsor benefits,
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## 2. Gold Sponsor Package

(PricewaterhouseCoopers and SMEC Urban Consulting confirmed as Gold sponsors)

In return for a sponsorship contribution of \$6,950 (GST incl), UDIA Victoria will:

### At UDIA Victoria State Conference

- identify and promote the sponsor as one of the Gold Sponsors;
- identify a Conference activity<sup>1</sup> as being sponsored by the company;
- publish the sponsor's company identification on all brochures and publicity material about the Conference;
- provide the opportunity for display of sponsor's product or material at the Conference venue in prominent display space;
- allocate two free of charge (conference sessions only) delegate registrations to the sponsor for the Conference;

### Conference promotional campaign and ongoing communications

- acknowledge the contribution of the sponsor during all UDIA Victoria events leading up to the Conference and as appropriate thereafter
- Website link to your organisation accessed via logo,
- sponsor's identification and contribution to be recognised in UDIA – Vic Annual Report,
- Where appropriate UDIA –Vic will provided additional sponsor benefits,
- Corporate logo placement in Urban Affairs magazine and the opportunity to provide a 200 word company profile to feature in one edition of Urban Affairs (issue featured in will be at the discretion of the Editor),
- Acknowledgment of sponsorship in the UDIA Vic Members Directory

<sup>1</sup> Conference Activity includes one of the following

State Conference Golf Day

Wine and Cycle Tours

State Conference Dinner

State Conference Luncheon

Conference Satchel sponsor



## Silver Sponsor Package

In return for a sponsorship contribution of not less than \$4,650 (GST incl), UDIA Victoria will:

### **At UDIA Victoria State Conference**

- identify and promote the sponsor as a Silver Sponsor;
- publish the sponsor's company identification on all brochures and publicity material about the Conference;
- provide the opportunity for display of sponsor's product or material at the Conference venue;
- allocate one free of charge (conference sessions only) delegate registration to the sponsor for the Conference;

### **Conference promotional campaign and ongoing communications**

- acknowledge the contribution of the sponsor during all UDIA Victoria events leading up to the conference and as appropriate thereafter
- promotion thru UDIA website.
- Website link to your organisation accessed via logo,
- sponsor's identification and contribution to be recognised in UDIA – Vic Annual Report,
- Where appropriate UDIA –Vic will provided additional sponsor benefits,
- Corporate logo placement in Urban Affairs magazine and the opportunity to provide a 200 word company profile to feature in one edition of Urban Affairs (issue featured in will be at the discretion of the Editor),
- Acknowledgment of sponsorship in the UDIA Vic Members Directory

