



SPONSORSHIP PROGRAM

GOVERNANCE CONFERENCE

5 - 7 MARCH 2025

**DUBBO REGIONAL THEATRE &
CONVENTION CENTRE**

For information please contact:

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About LG Professionals, NSW

Local Government Professionals Australia, NSW is the leading association representing professionals in NSW local government. We are focused on representing the interests of our members, developing, and delivering exceptional professional development, providing career pathways, promoting sector wide capacity building, and working with partners to create opportunity.

About the Governance Conference

It is with pleasure that we invite you to be a part of our Governance Conference which will be held in the **Dubbo** at **Dubbo Regional Theatre Convention Centre** over three days **Wednesday 5 – Friday 7 March 2025**.

The conference will provide you with face-to-face interaction and the opportunity to showcase your products and services, plus build brand awareness amongst dedicated leaders and practitioners from the local government sector, including key industry professionals.

Take this opportunity to network and engage with delegates across the state and create meaningful connections within the sector.

Outlined in this sponsorship program is a range of opportunities to be a part of the conference and engage with delegates, ensuring you receive the greatest exposure and brand awareness in the lead up to, during and after the conference. From promotion and branding on our website, engagement through our social channels and our monthly newsletter, this conference will fast become an integral part of your marketing strategy to the local government sector.

We encourage you to review our sponsorship program and respond at your earliest convenience – as there are limited opportunities in each category.

More Opportunity for Corporate Supporters

Sponsors may wish to consider a more intrinsic relationship with us through our Corporate Supporter or Champion Package, which offer a range of benefits including preferential placement of exhibition space, permanent promotion on our website and discounts off additional sponsorship packages. If you would like further information on upgrading to a corporate supporter or Champion package as part of your sponsorship for this event, please let us know.

Conference Format

Over three days delegates come together in a focused professional environment to share thoughts and gain knowledge through learning and discussions, with the aim of leading and achieving sector wide transformation. The program also includes plenty of networking opportunities.

Conference Day 1 – Wednesday

Commencing the day with preconference workshop, followed by a networking lunch.

Conference sessions from 12.00pm–5.00pm

Followed by Welcome Reception

Conference Day 2 – Thursday

Full day conference program from 9.00am to 5.00pm

Followed by Conference Dinner

Conference Day 3 – Friday

Half day conference/workshop from 9.00am–12.00pm

The conference will end with lunch or post lunch.

Marketing and Promotion

Sponsors receive more than just branding and recognition at the event. Our integrated marketing campaign will deliver constant promotion of the event and the sponsor, to the NSW local government sector. Our marketing approach includes website, direct marketing, social media, and cross promoted content. Sponsors will be profiled extensively throughout the marketing campaign which includes pre, during and post conference campaigns.

All sponsors receive:

PRE-CONFERENCE:

- Company logo featured on the conference website with a link to your company's home page.
- Recognition on conference promotional and marketing material.
- Recognition at the opening and closing sessions at the conference.
- Sponsorship acknowledgement on our social media platforms.

DURING CONFERENCE:

- Two full conference registrations including social functions.
- Company logo featured in scrolling display on screen during session breaks.
- Delegate list provided at the conference.

POST-CONFERENCE:

- Recognition on the post-conference communications.

CONFERENCE PARTNER

\$9,000 + GST | 1 Opportunity **(SOLD)**

As Conference Partner you receive the highest level of exposure during the conference including the opportunity to share your knowledge and solutions with a wide range of senior level prospects. We work alongside you to deliver a high-quality experience and maximise your promotional opportunities and commercial rewards.

BENEFITS PRE-CONFERENCE:

- Your company welcome video on the conference website (sponsor supplied).
- Company logo featured on our promotional email signature banner.

BENEFITS DURING CONFERENCE:

- A trestle table to promote your product/services.
- Two nights' accommodation inclusive of breakfast for two company representatives.
- Verbal acknowledgement as the Conference Partner during the opening and closing sessions.
- Sponsor supplied free standing banner positioned in the plenary room.
- Five-minute welcome address and company overview on day one of the conference.
- 30 Minute presentation during the conference program – must be content related or inclusion as panellist or facilitator in content sessions.
- 30 second promotional video played at the conference (sponsor supplied).

BENEFITS POST-CONFERENCE:

- Short message included in the post-conference communication.
- Post-event webinar (as a part of our webinar Wednesday program).

CONFERENCE EXHIBITOR

Trestle table: \$4,500 + GST | 6 Opportunities

Designed to maximise promotional opportunities for participating companies, the delegates will join the exhibitors for all scheduled morning teas, lunches, and afternoon teas providing plenty of opportunities to network, generate leads, build relationships, and demonstrate your product in person.

BENEFITS DURING CONFERENCE:

- A trestle table to promote your product/services.
- Two full conference registrations including social functions.
- Verbal acknowledgment during opening and closing sessions.
- Company logo featured in scrolling display on screen during session breaks.
- Delegate list provided at the conference.

WELCOME RECEPTION SPONSOR

\$5,500 + GST | 1 Opportunity Available

This is a fantastic opportunity to showcase your company and boost your brand among the attendees in a laid-back, poolside setting. Serving as the inaugural social gathering of the conference, it offers extensive brand visibility. Deliver a warm welcome to delegates as they gather for networking and catching up by the pool.

BENEFITS DURING CONFERENCE BENEFITS:

- Two full conference registrations including social functions.
- Sponsor supplied signage (banners, balloons, pool toys etc.)
- Opportunity to provide a five-minute address.
- Option to add additional branding for the welcome reception including branded aprons for wait staff, branded decorations, branded wine glasses etc (sponsor to provide)

Note: Exhibition space (trestle table) is not included in this package but can be reserved separately.

CONFERENCE DINNER SPONSOR

\$6,500 + GST | 1 Opportunity Available

The Conference Dinner is an excellent business development opportunity, whether you are building new business relationships or strengthening existing ones. As the dinner sponsor, you gain exclusive exposure and receive a unique opportunity to drive your brand and promote your company.

BENEFITS DURING CONFERENCE:

- Two full conference registrations including social functions.
- Sponsor supplied free standing banners during the dinner.
- Opportunity to provide a five-minute address.
- Sponsor branded napkins and other collateral on food stations (sponsor to provide)
- Option to add additional branding for the conference dinner including branded t-shirts for wait staff, branded aprons, branded decorations etc (pending venue approval)

Note: Exhibition space is not included in this package but can be reserved separately

WELCOME GIFT SPONSOR

\$3,000 + GST | 1 Opportunity Available

Be the first brand delegates see, by providing a welcome gift at check-in. This sponsorship opportunity enables you to send a branded welcome gift to each delegate staying in the hotel, ensuring they have your brand front of mind before the conference even begins!

BENEFITS DURING CONFERENCE BENEFITS:

- Two full conference registrations including social functions.
- Opportunity to gift each delegate with branded material and items in their rooms.

Note: Exhibition space (trestle table) is not included in this package but can be reserved separately

COFFEE CART SPONSOR

\$6,500 + GST | 1 Opportunity Available

The Coffee Cart sponsor is an excellent opportunity to showcase your company and display your brand around the whole conference. One of the most visited areas at the conference, the coffee cart provides maximum exposure, which is increased through branded coffee cups.

BENEFITS DURING CONFERENCE:

- A trestle table to promote your product/services.
- Two full conference registrations including social functions.
- All costs associated with providing barista coffee to delegates.
- Opportunity to supply barista with your branded shirts, caps, or apron/s (sponsor to provide)
- Opportunity to supply branded coffee cups (sponsor to supply)
- Signage and promotional material to be displayed around coffee cart.

CATERING SPONSOR

\$6,500 + GST | 1 Opportunity Available

As a Catering Sponsor you have an outstanding opportunity to utilise the entire Expo area to network with key decision makers throughout all catered breaks and promote your brand with signage prominently located throughout the area. You will receive high level brand awareness and exposure amongst conference delegates as they come together to eat, catch up and network.

BENEFITS DURING CONFERENCE:

- Two full conference registrations including social functions.
- Verbal acknowledgment during opening and closing sessions.
- Company logo featured in scrolling display on screen during session breaks.
- Sponsor supplied free standing banners during the catering breaks.
- Sponsor branded napkins and other collateral on food and beverage stations.
- Sponsors can choose to add additional branding including branded t-shirts for wait staff, branded aprons etc.
- Delegate list provided at the conference.

	Conference Partner	Exhibitor	Welcome Reception	Conference Dinner	Welcome Gift Sponsor	Coffee Cart	Catering Sponsor
	\$9,000	\$4,500	\$5,500	\$6,500	\$3,000	\$6,500	\$6,500
# of opportunities	1	6	1	1	1	1	1
PRE-CONFERENCE							
Logo and company description on conference website	Y	Y	Y	Y	Y	Y	Y
Recognition on all event collateral	Y	Y	Y	Y	Y	Y	Y
Recognised on social media	Y	Y	Y	Y	Y	Y	Y
Media pack to promote your involvement	Y	Y	Y	Y	Y	Y	Y
Welcome video on conference website	Y						
Logo on our email signature	Y						
ONSITE							
Acknowledgement at opening and closing	Y	Y	Y	Y	Y	Y	Y
Logo on slides during breaks	Y	Y	Y	Y	Y	Y	Y
Event attendee list	Y	Y	Y	Y	Y	Y	Y
Complimentary registrations	2	2	2	2	2	2	2
Trestle Table	1	1	0	0	0	1	0
5-minute welcome during conference opening	Y						
5-minute welcome during dinner				Y			
5-minute welcome to reception			Y				
Panellists or facilitator	Y						
Promotional video played	Y						
Branding at Welcome Reception			Y				
Branding at Conference Dinner				Y			
Branded coffee cart						Y	
Branding at the lunch catering (all days)							Y
Branded material in hotel rooms					Y		
Delegate list	Y	Y	Y	Y	Y	Y	Y
Acknowledgement at opening and closing	Y	Y	Y	Y	Y	Y	Y
POST CONFERENCE							
Recognition on post event communications	Y	Y	Y	Y	Y	Y	Y
Post event webinar	Y						
Post event messaging	Y						

Next Steps

To confirm your participation please complete an [online sponsorship agreement](#). Once received we will be in touch to confirm your participation.

Terms and Conditions

1. LG Professionals, NSW reserves the right to accept or decline sponsorship and/or exhibition for any event at its sole discretion.
2. Corporate Partners and Supporters are provided with first right of refusal for any sponsorship or exhibition opportunity and may be consulted prior to other sponsors being considered.
3. Where sponsorship is accepted, LG Professionals, NSW will provide the company with the benefits as outlined in this prospectus document.
4. The sponsorship will come into effect upon signing the sponsorship agreement and the raising of the invoice and shall remain in force until seven days after the conclusion of this event. Full payment is required within 14 days of issue of the tax invoice and before commencement of the event. Interest may be applied to outstanding invoices.
5. The sponsorship agreement cannot be cancelled by the sponsor once it has come into effect. In the event of this event being cancelled, LG Professionals, NSW will refund paid sponsorship to the sponsor within one month of the event being cancelled.
6. No exhibition space will be assigned until payment has been received. Requests for exhibition spaces will be assigned on a space-available basis. LG Professionals, NSW reserves the right to assign or reassign exhibition space so that the full arrangement of the exhibition is in the best interests of the attendees and the exhibitors. Whilst sponsors' preferred locations will be considered but cannot be guaranteed.
7. The sponsor agrees to provide all requirements under the agreement within the time frames advised by LG Professionals, NSW to ensure entitlements are delivered (logos/company information/delegate registrations).
8. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
9. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party except to the extent that the claims are indirect or consequential, and except to the extent that any of them are caused or contributed to by the default or negligence or omission of the other party.
10. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
11. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.
12. Sponsors and exhibitors agree to act professionally with respect to all fellow sponsors, delegates and LG Professionals, NSW staff.
13. Where speaking opportunities are included in the sponsorship package, sponsors agree to promote their product but not at the detriment of any other suppliers or competitors.