

Local Government Web Network Conference 2011
“We Believe in Community”
Sponsorships and promotional opportunities

The Local Government Web Network brings together staff from Local Government in NSW who work on the web to share knowledge, collaborate and share ideas.

www.lgwebnetwork.org is the online home for this network, and through this site shares case studies, new web technologies, information on web standards and accessibility guidelines and dates for network meetings and conferences. The Network blog provides a platform for council staff to participate in discussion and feedback with each other.

In 2011 we will be holding our fourth conference. The 2011 Conference will continue to build on key areas, and the interest and excitement generated by our previous conferences. Last year our conference attracted 70 delegates from around NSW from Local, State and Federal Governments, as well as delegates from the private sector and higher education. The feedback was very positive:

“The conference was informative and joyful”

“Amazing Conference!!! Loved the mix of speakers and topics. Can’t wait for next year”

“Excellent program and presenters”

“Professional, relevant and informative”

The Network is holding its fourth conference over 2 days: 18 - 19 August 2011 at The Menzies Hotel in Sydney. Our participants are staff at all levels who are involved in the provision, management or strategic direction of their web environments. Please see the below for an example of the type of delegates we attracted in 2010.

The conference will include presentations and workshop sessions from some of the leading experts in Australia as well as case studies from people working in government.

One of the major features of this event is the opportunity to meet collectively with member councils from metropolitan, regional and rural NSW. Participating at our event allows you to showcase your products and services to a captive audience from local government in NSW from the convenience of the Sydney CBD.

This letter outlines some of the sponsorship options available to you as an initial discussion document; tailored packages with all the associated benefits can be negotiated in order to jointly increase the level of involvement and provide a closer alliance between our two organisations.

If you would like to take advantage of this opportunity and invest in sponsoring this conference simply email us or reply in writing stating your preferred package and we will then confirm your sponsorship and send you the agreement.

Any agreement would be made with the Local Government Web Network. It is independent of any sponsorship arrangements the Local Government and Shires Association may have.

We look forward to discussing these opportunities with you further.

Yours sincerely



Ms Reem Abdelaty
Convener – Local Government Web Network
Program Director – Local-e

Sponsorship Opportunities and Benefits

NSW Local Government Web Network Conference

18 – 19 August 2011

Major Sponsor (1 Only) - \$8800.00

- ⇒ Exclusivity to category (only 1) “Sponsors Corner” : *The opportunity to set up a display in our break out space to display your product or service throughout the entire two days of the conference*
- ⇒ Opportunity to address delegates
- ⇒ Your logo on our conference website
- ⇒ A link to your website from our conference website
- ⇒ Your logo in our printed conference program
- ⇒ 2 full conference registrations
- ⇒ 2 tickets to the Conference Dinner
- ⇒ 2 tickets to the Networking Drinks
- ⇒ 2 promotional items in conference satchel
- ⇒ Your logo on screen during conference (PowerPoint)
- ⇒ Your company signage at conference venue for duration
- ⇒ Approved Delegate List

Conference Dinner sponsor \$5500.00

- ⇒ Opportunity to address delegates at dinner
- ⇒ Opportunity to distribute/present marketing material as a table gift
- ⇒ Your company signage at dinner
- ⇒ Your logo on our conference website
- ⇒ A link to your website from our conference website
- ⇒ Your logo in printed our printed conference program and on dinner menu
- ⇒ 1 full conference registration (Day 2 Conference Workshops excluded)
- ⇒ 2 tickets to dinner
- ⇒ 1 promotional item in satchel
- ⇒ Approved delegate list

Networking Drinks sponsor \$3300.00

- ⇒ Opportunity to address delegates at Networking drinks
- ⇒ Your company signage at drinks
- ⇒ Your logo on our conference website
- ⇒ A link to your website from our conference website
- ⇒ Your logo in our printed conference program
- ⇒ 1 full conference registration (Day 2 Conference Workshops excluded)
- ⇒ 2 tickets to drinks
- ⇒ 1 promotional item in satchel
- ⇒ Approved delegate list

Lightening Talks Prize Sponsor Value up to \$1500.00

Lightening Talks aim to encourage the sharing of knowledge by council staff by having them present on something of interest and relevance to their community in a strict 5 minute time limit. Most popular based on audience feedback (e.g. clapping, cheering) wins!

- ⇒ A link to your website from our conference website
- ⇒ Your logo on our conference website
- ⇒ Your logo in our printed conference program
- ⇒ 1 day conference registration (Day 2 Conference Workshops excluded)
- ⇒ Logo on screen during session(PowerPoint)
- ⇒ 1 promotional item in satchel

Suggested Prizes

- ⇒ iPhone
- ⇒ A subscription of some sort
- ⇒ Training or consultancy services

Wireless Internet Sponsor

To create a wireless network available for the duration of the conference for delegates and presenters for use with laptops and internet enabled devices.

- ⇒ A link to your website from our conference website
- ⇒ Your logo on our conference website
- ⇒ Your logo in our printed conference program
- ⇒ Your logo on screen during conference (PowerPoint)
- ⇒ 1 conference registration (Day 2 Conference Workshops excluded)
- ⇒ 1 promotional item in satchel

Podcast Host Value up to \$500.00

- ⇒ A link to your website from our conference website
- ⇒ Your logo on our conference website
- ⇒ Your logo in our printed conference program
- ⇒ 1 full conference registration (Day 2 Conference Workshops excluded)
- ⇒ Your logo on screen during conference (PowerPoint)
- ⇒ 1 promotional item in satchel

Participation Prize Sponsors x 2 Value up to \$150.00 each

For the last 3 years we have run some competitions and given away prizes, and this year we'd like to do the same. All winners must be present to receive prizes or they are re-drawn.

- *Best "tweet" – For the last two years we have run a live Twitter stream for conference delegates and encouraged them to tweet the conference*
- *Feedback Prize/s – random drawing of completed feedback forms*
- ⇒ A link to your website from our conference website
- ⇒ Your logo on our conference website
- ⇒ Your logo in our printed conference program
- ⇒ 1 full day conference registration (Day 2 Conference Workshops excluded)
- ⇒ Your logo on screen during conference (PowerPoint)
- ⇒ 1 promotional item in satchel

Suggested Prizes:

- ⇒ iPods
- ⇒ Gift Vouchers
- ⇒ Topical books
- ⇒ Wine