



**Collins & Co**

CERTIFIED PRACTISING ACCOUNTANTS

# ANNUAL NOT-FOR-PROFIT CONFERENCE 2019

## Empowerment Through Knowledge

14 March 2019  
Palladium at Crown

## Sponsorship Opportunities

### 2019 Keynote Speakers

Walter Mikac – The Alannah & Madelaine Foundation  
The Hon Dr Gary Johns – Commissioner of the  
ACNC



# Sponsorship Opportunities

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## COLLINS & CO ANNUAL NOT-FOR-PROFIT CONFERENCE 2019 EMPOWERMENT THROUGH KNOWLEDGE

### About the Conference

Collins & Co is a Melbourne accounting and advisory firm and we are strong supporters of the Not for Profit and Charity sector. One way we give back to the sector is through our annual Conference, with speakers and sessions designed specifically for the needs of Not for Profits and charities, and we substantially subsidise the cost to make it affordable for all organisations.

Last year's fourth conference at the MCG was attended by close to 200 delegates and live streamed as well, with two formidable key speakers in Susan Alberti, AC, 2017 Melburnian of the Year and the founder of the Susan Alberti Medical Research Foundation for Diabetes, and David Locke, Assistant Commissioner Charity Services, Australian Charities and Not-for-profits Commission.

### 2019 Conference

We are excited to be holding the 2019 Conference at the Palladium and River Rooms at Crown. Designed for all sectors of the NFP and Charity sectors the Conference is attended by all levels, from Board Members, leaders, management through to staff. The Conference has 2 key note speakers, 3 con-current session streams and an after-conference networking session. All sessions are live-streamed as well.

We have two formidable and drawcard key speakers again this year:

### Walter Mikac

Walter Mikac's story touched the world. His wife and two little girls were amongst 35 people shot dead at Australia's worst ever massacre, at Port Arthur, Tasmania in 1996. His desire to create something positive from the devastation won him universal acclaim and led to extraordinary outcomes, including National Gun Law reform and co-founding The Alannah and Madelaine foundation, whose mission is to keep children safe from violence.

### The Hon Dr Gary Johns

Dr Johns is the Commissioner of the Australian Charities and Not-for-profits Commission (ACNC), the national regulator of Australia's 56,650 charities. The ACNC helps charities understand and meet their obligations through information, advice and guidance, and helps the public understand the work of the not-for-profit sector.

In addition, there are fifteen other sessions covering all aspects of Fundraising, Marketing & Communication and Governance, finishing with an hour networking session at the close of the conference itself.

Click [here](#) for more details.

Click [here](#) to find out more about our NFP Conferences.

# Sponsorship Opportunities

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## Why sponsor the 2019 NFP Conference: Empowerment Through Knowledge?

By sponsoring the Conference, your organisation will

- **Be associated with an event highly that is highly regarded within the sector**
  - Now in its fifth year (& growth has forced us to find a larger venue)
  - Feedback from last year was supportive and included testimonials
    - *Very reasonable – definitely value for money*
    - *This was the first time I attended this conference – it was an excellent day and more so with Board Members attending as well*
    - *Lecture presentations were great & varied, as was the opportunity for networking and learning about services in the sector*
    - *Very inspiring and made me feel pleased to be in the NFP sector*
    - *Professional and relevant, hit the spot for some of our issues*
- **Enhance your brand's image**
  - Your organisation will be perceived as supporting the NFP and Charity sector
  - & will recognised as valuing the great work that the sector does
- **Reach key stakeholders and decision makers**
  - Our delegates include Board members, leaders and managers from the sector
  - The attendees are passionate and motivated about their work within the sector, so your messages will be heard and appreciated
  - We estimate over 200 attendees for this year (based on last year) with many more viewing via live streaming
- **Build brand visibility**
  - Brand recognition through promotions leading up to, during and after the conference and your organisation's logo on all marketing material and the Conference website
  - Acknowledgement of your support on the Conference website
  - Acknowledgement of your support during the event itself – subject to the chosen sponsorship package
- **Your support will be appreciated by the sector in helping keep the Conference affordable.**
  - We deliberately keep the Conference cost down and your support will assist us in this.
  - Your organisation's support will also be seen and appreciated by the sector in a tangible way by helping us to subsidise the cost.

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## PLATINUM PARTNER \$3,000 (+GST)

- Acknowledgement of your Platinum level support & your firm's logo on all marketing material & the Conference registration website
- Ability to run a short (1 minute) promotion video for your organisation during the session intervals, which will be live streamed as well. (Sponsor to provide the video (We can assist with this))
- Additional verbal acknowledgement of your support during the event - Welcome, session breaks, during + post-conference networking event
- 4x social media posts promoting your organisations support through the Collins & Co blog, Facebook, Twitter and LinkedIn pages
- Introduction of your organisation and 2 minutes of air time for you to talk to the attendees about your organisation, at the post- conference networking event
- Display banner in all rooms (sponsor to provide)
- Exhibition Counter to engage with delegates during the conference
- 4 free registrations for the sponsor's staff &/or clients

## GOLD PARTNER \$2,000 (+GST)

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- Acknowledgement of your support and your firm's logo on all marketing material & the Conference registration website
- Additional verbal acknowledgement of support during session breaks on screen during section breaks
- Pull up banner in the Palladium (sponsor to provide)
- Exhibition Counter to engage with delegates during the conference
- 2x social media posts promoting your organisations support through the Collins & Co blog, Facebook, Twitter and LinkedIn pages
- 2 free registrations for the sponsor's staff &/or clients

# Sponsorship Opportunities

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## EXHIBITOR

\$ 750  
(+GST)

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- This is your opportunity to have a free-standing display counter to engage with delegates during the conference
- Premium location outside the Palladium where the conference registrations, morning tea, lunch & the post-conference networking session will be held
- Power available
- Dimensions: D: 660mm H: 1000mm L: 1940mm
- 1x social media post promoting your organisations support through the Collins & Co blog, Facebook, Twitter and LinkedIn pages
- Acknowledgement of your support on screen during session breaks
- 2 free registrations for the sponsor's staff

## POST CONFERENCE NETWORKING SESSION NAMING RIGHTS

\$ 1,000 (+GST)

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- Session naming rights
- Acknowledgement of your support and your firm's logo on conference invitations & registration website, plus session naming rights
- Acknowledgement of your support throughout the post-conference networking session
- Acknowledgement of your support on screen during session breaks
- Pull up banner in the networking session room (sponsor to provide)
- 2x social media posts promoting your organisations support through the Collins & Co blog, Facebook, Twitter and LinkedIn pages
- 2 free registrations for the sponsor's staff



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# ANNUAL NOT-FOR-PROFIT CONFERENCE 2019

## Sponsor Information

To take advantage of these sponsorship opportunities  
please contact

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Click [here](#) to register