

NFP 2010

Generational Change

Sponsor Kit

2010 Not-For-Profit Leadership Conference

Auckland May 21st – 23rd 2010 @ Butterfly Creek

Geelong, Victoria August 13th – 15th 2010 @ Deakin Management Centre

A conference with a difference, a 'un-conference' in Open Space where delegates gather to answer the following question

How do we blend the best of the old with the best of the new?

How the leaders of our not-for-profit organisations in Government, Education, Health and the Community Sector answer this question will determine how well we meet the needs of our communities over the next 20 years.

Contact John Coxon +61 03 5561 2228 or +61 02 47 390376
Email john@johncoxon.com.au

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The Not-For-Profit sector, or Third Sector as it is sometimes known, in its broadest sense comprises community service organisations funded by Government, charities, church groups, some health providers and education providers, countless volunteer organisations in areas of sports, culture and arts. They all have one thing in common; that is they provide services that meet the needs of the community. They also reinvest any surplus funds back into the community.

It is a sector that is reliant upon the countless hours of volunteers who give their time, their passion and in some instances their money. Without these people this sector would collapse and be restricted to only a handful of organisations. It is a sector that struggles daily with the all-consuming task of obtaining funding from a multitude of philanthropic and sponsoring sources. Throughout Australia and New Zealand the sector employs more than 40,000 people and provides services in every City, town and village.

Gone are the days of community organisations being operated by a handful of volunteers out the back of someone's garage, sitting on old fruit cases while hammering out newsletters on a battered typewriter! The not-for-profit sector is being held increasingly accountable by both Government and funding bodies. All stakeholder groups expect more of our non-profit organisations. They expect a high level of governance and management, while at the same time the demand for services continues to grow.

Such an environment demands increasing numbers of people, both paid staff and volunteers. It requires leadership and management and professional development along with robust administrative and operational processes.

Our not-for-profit institutions are not immune to changes in their environment; like every other organisation they will face the dilemma of both labour shortages and generational change. How they face up to and work through these changes will determine their future sustainability.

NFP2010 will help our non-profit leaders address the question of generational change and enable them to develop appropriate strategies for maximising the benefits and maintaining high quality services to our communities.

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The Conference

NFP2010 is being held in Open Space. This is essentially a series of delegate generated discussion groups that address the conference question. Two conferences are being held, one in Auckland and one in Geelong, Victoria. Organisers anticipate around 100 people attending each event.

Conference delegates will comprise a mixture of people from a variety of non-profit organisations. It is expected there will be delegates from all levels of Government, health, education, the community sector and national charitable organisations.

Proceedings from the numerous discussion groups will be collected, collated, analysed and compiled into a 'conversation record' that will provide delegates with an ongoing account of conversations, ideas, strategies and tools.

Sponsorship Opportunities

NFP2010 provides a unique opportunity to:

- Raise your profile amongst a sector that has an insatiable demand for every type of service and product.
- Reach key decision makers
- Promote your products and services to a sector that employs more than 40,000 people and injects more than \$40B into our communities
- Demonstrate commitment to the community sector, supporting service providers that work to improve wellbeing in our community
- Network with potential and current clients and build relationships

A number of sponsorship options are available for you to consider, these include:

- **Co-Sponsor.** One co-sponsor opportunity is available for each event. Sponsorship value is \$8000 for each event or \$12000 for both events.
- **Community Scholarships.** The organisers have made available ten complimentary community scholarships at each event. These scholarships are available to those that are unemployed, disadvantaged, from volunteer operated community organisations or students. Sponsorship value is \$4000 per event or \$6000 for both events.
- **Conference Satchels.** Naming rights on conference satchels. Sponsorship value is \$2000 per event or \$3000 for both events.

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- **Satchel insert.** Place product samples or information into the conference satchel. Sponsorship value is \$499 per event.

All sponsorships packages listed are exclusive of Goods and Services Tax

Co-Sponsor - \$8000 per event or \$12000 for both events

Principal sponsor is John Coxon & Associates. An opportunity exists for a co-sponsor at each event. A range of benefits and a speaking spot during the conference dinner offer your organisation an opportunity to market your brand to the not-for-profit sector.

Benefits include:

- Logo display and branding as co-sponsor on all conference material including information kit, websites and conversation record.
 - Display of banner or flag in reception of conference venue and at conference dinner.
 - Insert into conference satchel
 - 15 minute speaking spot during conference dinner*
 - 3 x complimentary conference registrations (inc dinner)
 - Acknowledgement as co-sponsor by organisers during pre-conference canapés
 - Delegate contact details provided post conference
- *Topic to be aligned to the conference question

Community Scholarship Sponsor - \$4000 per event or \$6000 for both events

Ten complimentary community scholarships are available for each event. Scholarships will be awarded on merit to those that are unemployed, disadvantaged, a member of a volunteer operated organisation or a student. An opportunity exists for a sponsor to align themselves with the community sector and to be seen to support those that may struggle to normally attend such an event.

- Logo displayed on all conference material including print, online media and conversation record
- Acknowledgement by organisers as sponsor during introduction of conference proceedings to delegates
- Letter sent to scholarship recipients post conference acknowledging your support
- Insert into conference satchel
- 2 x complimentary conference registrations (inc dinner)

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Conference Satchel - \$2000 per event or \$3000 for both events.

Conference satchels provide more than a safe place to contain notes, phones and pens. For the three days of the conference and many more days following they provide a mobile billboard for your brand. Just look around the shopping mall to see the multitude of differently branded bags being used. An opportunity exists for you to ensure your brand is visible consistently throughout the conference.

- Sole naming rights on front of conference satchel*
- Insert in conference satchel
- 1 x complimentary conference registration (inc dinner)
- Listed on conference website and conversation record as sponsor

*subject to design and print specifications

Satchel Insert - \$499 per event

An unlimited number of sponsorship opportunities exists for sponsors to include a product sample* or product information into delegate conference satchels. This provides you with an excellent opportunity to introduce your brand or service or even offer a 'conference special' that will bring clients back to you after the conference has finished

- Place one brochure or leaflet or product sample into conference bag
- Listed on conference website and conversation record as sponsor

*subject to negotiation on size, shape and safety of item

Contact

All sponsorship enquiries should be directed to:

John Coxon

Telephone +61 03 5561 2228 or +61 04 27 390 376 (mobile)

Email john@johncoxon.com.au

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Email john@johncoxon.com.au

Sponsor Application Form

NFP2010 – *Generational Change*

Open Space Conference

Complete the Sponsor Application Form and forward to John Coxon & Associates. Confirmation of your booking will be acknowledged by email. John Coxon & Associates will raise an invoice for your prompt payment. **Payment must be received 60 days prior to the selected event.** In the event of either conference being cancelled as a result of insufficient registrations the organisers will refund all prepaid sponsorship monies in full.

Sponsor Name:

Address:

State: **Postcode:**.....

Contact Name:..... **Title:**.....

Telephone: **Mobile:**.....

Email:.....

| Indicate Sponsorship Option | | |
|-----------------------------|--|----------------------------|
| | | \$ Amount purchased |
| Co-Sponsor | <ul style="list-style-type: none"> • Auckland - \$8000 • Geelong, Victoria - \$8000 • Both events - \$12000 | |
| Community Scholarships | <ul style="list-style-type: none"> • Auckland - \$4000 • Geelong, Victoria - \$4000 • Both events - \$6000 | |
| Conference Satchel | <ul style="list-style-type: none"> • Auckland - \$2000 • Geelong, Victoria - \$2000 • Both events - \$3000 | |
| Satchel Inserts | <ul style="list-style-type: none"> • Auckland - \$499 • Geelong, Victoria - \$499 • Both events - \$998 | |
| | TOTAL PURCHASED \$ | |

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We accept the sponsor package as negotiated and agree to the terms and conditions included with this application form. We agree to pay the sponsorship fee including GST (where applicable) upon invoice, in accordance with the details provided.

Authorised Signature:.....

Print Name: **Date:**

Return to John Coxon & Associates, P O Box 5083 Koroit Street Warrnambool 3280 Victoria
Email admin@johncoxon.com.au

Terms and Conditions

1. Definitions:

- a. The 'event' is NFP2010, a two-day leadership conference for the not-for-profit sector being held in either Auckland (May 21st-23rd, 2010) at Butterfly Creek or Geelong, Victoria (August 13th-15th, 2010) at Deakin Management Centre.
- b. 'application' means an application to be a sponsor.
- c. 'sponsor' means any person or organisation providing sponsorship in accordance with the sponsor agreement.
- d. 'organiser' means John Coxon & Associates, a business registered in Victoria, Australia, its employees, agents and contractors.
- e. 'venue' means either Butterfly Creek, Auckland or Deakin Management Centre, Geelong.

2. Application for acceptance

- a. A binding contract comes into existence in accordance with the Application and Terms and Conditions upon the Organisers acceptance of the Application.
- b. The Organiser has the right to reject or accept any Application.

3. Sponsors Obligations

- a. The Sponsor will provide all necessary information and material required for the Organiser to carry out its obligations to the Sponsor, by the dates stipulated by the Organiser.
- b. The Sponsor will make good and compensate the Venue for damage caused by any act or omission of the Sponsor or other persons arising from or in connection with the use of the Venue by the Sponsor.
- c. The Sponsor is responsible for any damage or loss of own goods and equipment left in the Venue or function area prior to or after the event and must secure all goods and equipment during the Event

4. Assignment

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- a. The Sponsor may not assign its rights under the agreement without the Organiser's prior written consent.
- 5. **Terms of Payment**
 - a. The agreement will be terminated if the Sponsor does not pay the required fee 60 days prior to the selected event. In the event of termination by the Organisers, the Sponsor will not be entitled to any form of compensation.
- 6. **Withdrawals**
 - a. The Sponsor will not withdraw, cancel, alter or reduce in any way their Application.
- 7. **Cancellation**
 - a. A minimum of 50 paid registrations has been set for this conference to proceed. In the event the conference is cancelled due to lack of registrations all pre-paid Sponsors fees will be refunded in full.
- 8. **Indemnity**
 - a. The Sponsor will indemnify the Organisers against any cost, claim, liability and expense to which the Organisers are in any way subject arising from or in connection with any act or omission of the Sponsor.
- 9. **Compliance**
 - a. The Sponsor will comply with all applicable laws and regulations and all reasonable directions from the Organiser and the owners of the conference venues.