

Australian Marketing Institute (South Australia)
Marketing Week
28 to 31 August 2012
Adelaide, South Australia

SPONSORSHIP PROPOSAL

The Australian Marketing Institute (AMI) (SA) now invites sponsors to contribute to the 2012 Marketing Week

Marketing Week is credited with hitting on exactly what's trending in the world of commercial businesses, brands, advertising, marketing and media.

In 2011 we tackled collaboration: a theme of coming together through communities and networks to achieve amazing results. This saw the AMI host two of Australia's most influential digital strategists who shared their great success stories in building online communities @silkcharm (Laurel Papworth) and @servantofchaos (Gavin Heaton).

The 2012 Marketing Week theme is change: Not only is Marketing Week changing. Change is the new reality sweeping relentlessly across the full breadth of the industry. In fact, the industry is so driven by the unremitting pace and extent of change that it is now becoming addicted to the opportunities and choices that change brings about.

It goes without saying that the role of the marketer is changing and will continue to do so. The way we communicate is changing. The media and the landscape in which we operate is changing. And, most crucially of all, the consumer is changing. With heightened expectations and choices aplenty they have evolved to be as capricious as the wind. They move from one new flavour, channel or fad to another, as communicators, marketers, agencies and business scramble over each other to stay one step ahead. Or they just resign to the struggle and try to keep. Today's fast-moving world is characterized as never before by its lack of fixity.

This is one place where marketers will find the tools, the ideas and the strategies to compete in a fast and ever-changing world. Marketing Week 2012 provides the means to discover, explore and exploit astounding new and emerging opportunities across a plethora of media and advertising modes.

Why get involved?

Marketing Week is the largest annual marketing conference in Australia. Attended by over 900 delegates each year, Marketing Week attracts senior managers and key marketing decision makers and influencers from a range of industry sectors.

It's probably your biggest opportunity all year to get your brand in front of marketing professionals and decision makers at all levels, from current students right through to CEOs and MDs.

If your target market is the marketing profession, you need to be involved in Marketing Week!

Benefits

Reach out

As a sponsor you will have the opportunity to attend Marketing Week to meet and network with over 900 marketing professionals and senior executives. See the audience profile for more information on who attends.

Delegates take their coffee and drinks breaks in an exhibition area where we invite you to have a presence and get to know the audience.

Brand exposure to AMI members across Australia

Marketing Week is promoted via electronic direct mail to the national AMI membership database, giving your brand exposure to marketers across the country.

Brand exposure to South Australian business community

As a sponsor your brand is included on 20,000 copies of the promotional brochure, which is distributed via mail and insertions in *The Advertiser*, *In Business* and *Professional Marketing* magazine. The Marketing Week event is also advertised in local press.

Marketing Week partners

Marketing Week is a unique partnership with the leading marketing and communications professional associations and tertiary institutions in South Australia. These associations and groups alone represent upwards of 4,000 senior business professionals:

- Australian Direct Marketing Association
- Australian Graphic Design Association
- Australian Interactive Media Industry Association
- Australian Market and Society Research Society
- Australian Marketing Institute
- Australian Professional Services Marketing Association
- Communications Council (formerly Advertising Federation of Australia)
- Flinders University
- Public Relations Institute of Australia
- SA Press Club
- TAFE SA
- University of Adelaide
- University of South Australia

The quality and credibility of Marketing Week is enhanced greatly by the commitment and contribution of these professional associations. For sponsors this alignment provides the opportunity for strong positive brand profiling.

Connect

As a sponsor we invite you to join the conversation on Facebook and Twitter with relevant messages for the audience.

Break out box:

Connect

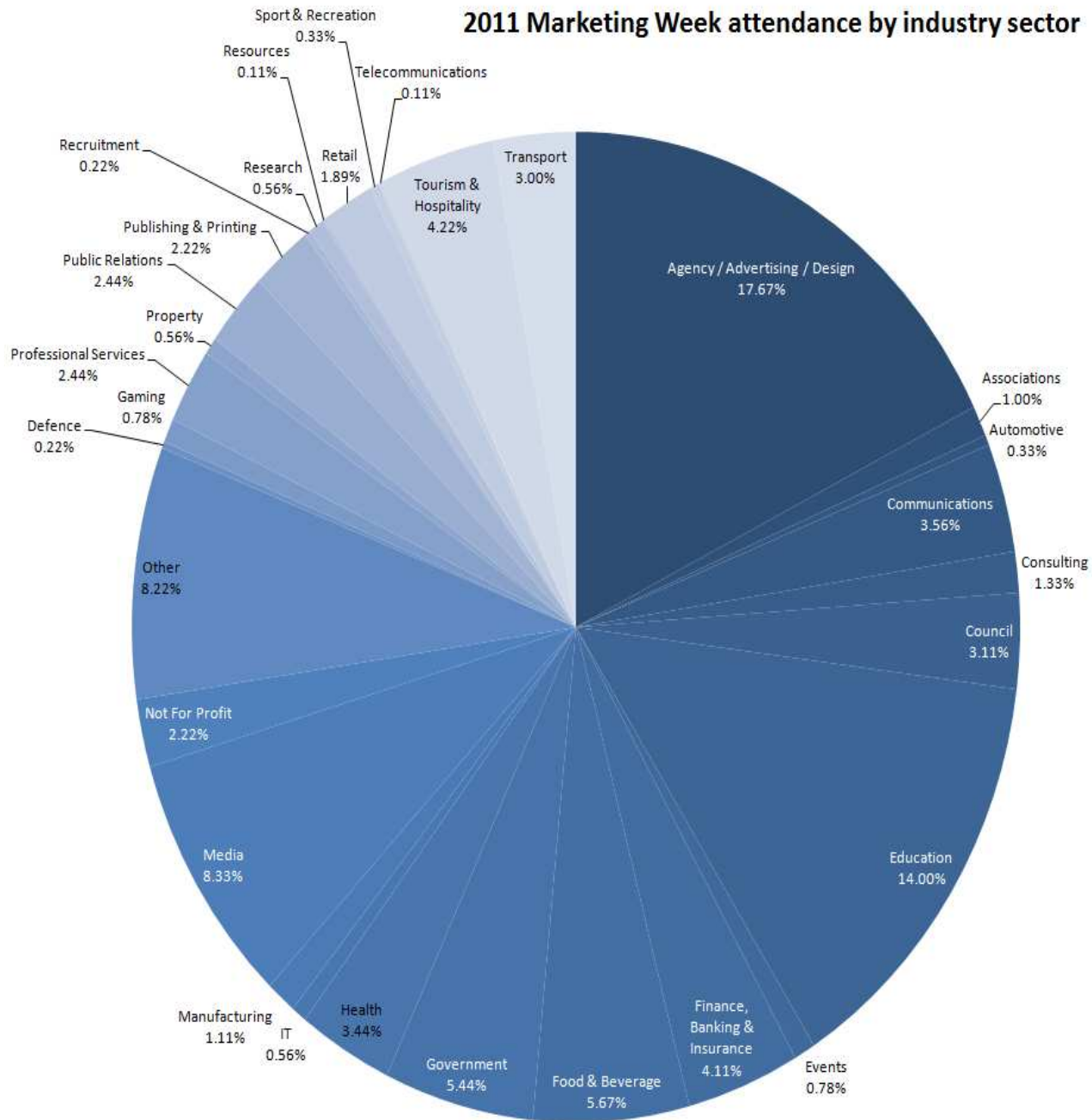
1,181 Twitter followers @MarketingWeekAU

505 Facebook likes facebook.com/MarketingWeekAU

Face to face networking with 900 marketing and communications professionals and senior executives

Audience profile

Marketing Week attracts professionals from a range of industry sectors including services, consumer products, not for profit, government and higher education. See the 2011 break down below:



Sector	No.	%
Agency / Advertising / Design	159	17.67%
Associations	9	1.00%
Automotive	3	0.33%
Communications	32	3.56%
Consulting	12	1.33%
Council	28	3.11%
Education	126	14.00%

Events	7	0.78%
Finance, Banking & Insurance	37	4.11%
Food & Beverage	51	5.67%
Government	49	5.44%
Health	31	3.44%
IT	5	0.56%
Manufacturing	10	1.11%
Media	75	8.33%
Not For Profit	20	2.22%
Other	74	8.22%
Defence	2	0.22%
Gaming	7	0.78%
Professional Services	22	2.44%
Property	5	0.56%
Public Relations	22	2.44%
Publishing & Printing	20	2.22%
Recruitment	2	0.22%
Research	5	0.56%
Resources	1	0.11%
Retail	17	1.89%
Sport & Recreation	3	0.33%
Telecommunications	1	0.11%
Tourism & Hospitality	38	4.22%
Transport	27	3.00%
Total	900	100%

Some of the local brands that had a strong presence at Marketing Week in 2011 were Coopers Brewery, People's Choice Credit Union, Credit Union SA, the RAA, UniSA, Flinders University, University of Adelaide, the South Australian Tourism Commission, Advantage SA, SA Lotteries, San Remo and the Adelaide City Council.

In the not for profit sector we hosted SCOSA, Bedford Industries, Anglicare SA, the Cancer Council., Parkinson's SA, Alzheimer's Australia SA and the Royal Society for the Blind at a number of sessions. In the media space, The Advertiser Newspapers, Fresh 92.7, Network Ten, News Limited and the ABC.

Over 150 representatives from local agencies attended Marketing Week in 2011, giving sponsors strong exposure to local advertising, design, public relations and communications agencies.

For more detailed information on the brands represented at Marketing Week, speak to Virginia Swan at the AMI.

SPONSORSHIP CATEGORIES

All sponsorship options include:

- Company name and logo in the sponsors section of the Marketing Week program
- Company name and logo featured on the Marketing Week website, including a link to your brand's website
- Announcement of your brand's support via Marketing Week Twitter and Facebook accounts
- Complimentary 1/6 page advertisement in *In Business* magazine for your brand (artwork to be supplied in line with specifications)
- Company name and logo on the PowerPoint slides used at the relevant session(s)/event(s)
- Access to the exhibition space to network with delegates
- Option to include brand message in all of the delegates' satchels
- Brand display/banner in presentation room for relevant session(s)
- Brand display/banner in exhibition/networking space for the duration of the event

The sponsorship categories offer the following additional benefits:

MAJOR SPONSOR \$11,000 – limited number available. Category exclusivity negotiable.

- Brand acknowledgement in the MC's speech at all sessions on the sponsored day
- Logo on all literature and promotional materials including event signage, advertisements, postcards, letterhead, electronic publications and conference papers
- Logo on main conference banner in registration area
- Recognition of sponsorship in a Marketing Week article published in *Professional Marketing* magazine and the AMI national and South Australian newsletters
- A listing of all delegates who attend Marketing Week in 2012 with contact details (where delegates have given permission in line with the *Privacy Act*)
- Five complimentary corporate event passes to all sessions (excludes master classes and Friday's marketing lunch)

DAY SPONSOR \$5,500 – four available

- Brand acknowledgement in the MC's speech at all sessions on the sponsored day
- A listing of all delegates who attend the sponsored day of Marketing Week in 2012 with contact details (where delegates have given permission in line with the *Privacy Act*)
- Five complimentary day passes for the sponsored day (Friday excludes the Marketing Week lunch)

MARKETING WEEK LUNCH SPONSOR \$5,500

- Brand acknowledgement in the MC's speech at the lunch
- The opportunity to play a brand video during the lunch (maximum of 60 seconds)
- A listing of all delegates who attend the sponsored lunch or event of Marketing Week in 2012 with contact details (where delegates have given permission in line with the *Privacy Act*)
- Five complimentary tickets for the lunch

SESSION SPONSOR \$2,500

- The opportunity to speak at the sponsored session or play a brand video immediately prior to commencement of sponsored session(s) (maximum of 60 seconds)
- A listing of all delegates who attend the sponsored session of Marketing Week in 2012 with contact details (where delegates have given permission in line with the *Privacy Act*)
- Five complimentary session passes for the sponsored session

IN KIND SPONSORSHIP

We are also open to your sponsorship ideas and greatly value in kind sponsorship opportunities.

EXHIBITION OPPORTUNITIES

EVENT EXHIBITOR

New - \$2,150

Returning - \$1,850

Networking

Create a presence in the exhibition space of the Marketing Week event to maximise your networking opportunities. This includes display of your brand's signage, distribution of promotional collateral and event exhibition passes for two people.

PROMO DISPLAY - \$750

Brand awareness

Display your brand's signage and promotional collateral in the exhibition space for the entire duration of the Marketing Week event. Real brand awareness opportunity!

DELEGATE SACHEL INSERT - \$550

Take away message placement

Supply a piece of your brand's promotional material for insertion in the Marketing Week delegates' satchels. This places your brand in the businesses and households of approximately 900 delegates.

2011 SPONSORS

PRINCIPAL

Bowden

The Kingdom

The Advertiser

Via Media

EXHIBITORS

Australia Post

Bowden

eLetter

Exact Target

Fast Direct Solutions

Fresh 92.7

In Business

Inoxcrom

Prospect Marketing

Charles Sturt University

The University of Adelaide Business School

UniSA School of Marketing

Tafe SA

The Kingdom

Via Media

ABOUT THE AUSTRALIAN MARKETING INSTITUTE (AMI)

The Australian Marketing Institute's record of service to the marketing profession goes all the way back to our origin in 1933. Over the intervening years we have continually evolved to meet the changing needs of marketers, delivering services to help members maximise their professional growth.

Today the AMI represents professional marketers throughout Australia, including practitioners from all marketing functions and industries. Through our unified voice, the Institute has established strong links with business, academia and government to become the voice of the marketing profession.

The AMI's leadership role in advancing the marketing profession has resulted in the emergence of Certified Practising Marketer (CPM) accreditation as a practising benchmark, the establishment of a Code of Professional Conduct, and the move towards defined practising standards for marketers and marketing metrics for organisations.

Members guide the policy and priorities of the Institute through elected State Councils and a National Board of Directors, ensuring representation for every state at the national level. Branch offices in each state conduct events on topics of local interest to augment national programs.

www.ami.org.au