

20-21 OCTOBER 2017

# SHELLFISH Futures

## Sponsorship Packages

### **Overview:**

This year, the Shellfish Futures conference is taking a slightly new direction, raising the level of professionalism and in the process lifting the profile and reputation of the industry. We might even see a combination industry and public event evolve over the next few years. Sponsorship will be a vital component to making this successful change and Oysters Tasmania would like you to support our journey.

Shellfish Futures...stepping up to a new future.

[www.shellfishfutures.org.au](http://www.shellfishfutures.org.au)

### **Background:**

Oysters Tasmania as the peak body representing the Tasmanian shellfish industry convenes an annual industry conference, "Shellfish Futures". The conference historically rotates between the different grower groups and regions and for 2017 it's the Pipeclay Growers Association's turn (check). With limited venues in the vicinity, there was an opportunity to take a slightly different tack and Oysters Tasmania decided to move the conference to Hobart. It's a trial run to see how we can balance a regional presence in grower areas with gradually moving towards an event which may become part industry and part public over the longer term. It's going to be an exciting journey.

The conference provides an opportunity for growers, regulators and researchers to meet and discuss a range of issues of particular importance to the industry. It also provides a forum where industry can have input into the strategic direction of Oysters Tasmania. The annual general meeting of Oysters Tasmania is held in conjunction with the conference.

Usually held over two days, the conference includes a "beer and bivalves" function on Friday night and concludes with a "Gala Dinner" on the Saturday evening which includes the Grand Auction.

### **Details:**

This year's conference will be held in at Hadley's Orient Hotel in Murray Street Hobart on Friday 20 and Saturday 21 October 2017.

### **Sponsorship Packages:**

There are a number of level of sponsorships available for the conference as well as specific events, venue and auction items. Sponsorship packages are based around the principle of promoting businesses within the local shellfish industry as a priority. Packages based on previous Shellfish Futures, with some modification are:

*Platinum Sponsor (1 available):*

*Gold Sponsor (2 available):*

*Silver Sponsor*

And new for 2017:

*Corporate Sponsor:*

Contributions above the highest sponsorship level, from large companies outside the immediate industry but willing to support the event will have similar benefits to gold sponsors.

*Valued Contributors:*

Sponsorship amounts up to \$5,000 which may include cash or auction item contributions.

Sponsorship categories and benefits are outlined below:

<b>Sponsorship Category</b>	<b>Sponsor Contribution By value</b>	<b>Sponsor Benefits</b>
<b>Platinum (1 available)</b>	to be negotiated to highest bidder	<p>May include:</p> <ul style="list-style-type: none"> <li>• Naming rights to dinner and auction</li> <li>• Ten full conference registrations</li> <li>• Listing on home page of conference website</li> <li>• 1 x 10 min speaking allocation in program</li> <li>• Sponsor slide during sessions</li> <li>• Display company banner at conference &amp; event</li> <li>• Table at the trade show (both days)</li> <li>• 1 year banner sponsor OT website home page</li> <li>• Acknowledgement at conference opening and event</li> <li>• Listing as Platinum sponsor on all promotional material</li> </ul>
<b>Gold (2 available)</b>	to be negotiated to highest bidder	<p>May include:</p> <ul style="list-style-type: none"> <li>• Naming rights to one day of the conference</li> <li>• Banner display for the entire day in session room</li> <li>• Five full conference registrations</li> <li>• Opening address for the sponsored day</li> <li>• Listing on home page of conference website</li> <li>• Sponsor slide during conference</li> <li>• Table at the trade show (both days)</li> <li>• Listing a Gold sponsor on all promotional materials.</li> </ul>
<b>Silver</b>	\$5,000	<ul style="list-style-type: none"> <li>• Two full conference registration</li> <li>• Listing as silver sponsor on all promotional materials. One free conference registration</li> <li>• Logo present on conference website</li> </ul>
<b>Valued contributors</b>	\$500 to \$5,000	<ul style="list-style-type: none"> <li>• Listing as valued contributor on all promotional materials.</li> <li>• One free conference registration</li> <li>• Logo present on conference website page</li> </ul>
<b>Corporate</b>	> \$10,000	<p>May include:</p> <ul style="list-style-type: none"> <li>• Naming rights to a conference event (depending on other sponsorship)</li> <li>• Five full conference registrations</li> <li>• 20 - 30 minute presentation on program</li> <li>• Listing on home page of conference webpage</li> <li>• Table at the trade show (both days)</li> <li>• Display of company banner at conference</li> </ul>

*Conditions of sponsorship*

1. Total sponsorship amount may be composed of auction items and cash contributions.
2. Presentation spaces are at the discretion of the Management Committee.
3. Sponsor benefits for Platinum, Gold and Corporate level evaluated based on the amount negotiated.