



EVOLVE 2021

Sponsorship Prospectus

www.evolve2021.com.au



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Welcome

EVOLVE 2021 is the place where event leaders, creatives, professionals and suppliers come to be inspired, explore future trends, network and do business in new and creative ways. **EVOLVE 2021** focuses on building confidence through best practice to help rebuild the Australian event industry.

EVOLVE 2021 will connect the traditional conference with new digital approaches in meetings and events. The program and format are designed to challenge delegates to think outside of their own role, to, activate their imagination and think about how you and your organisation can grow in confidence in the future.

EVOLVE 2021 will also host the MEA National Awards dinner which celebrates excellence across the events industry.

“

“Overall a great conference that is one of the best I have been to and would highly recommend.”

“The overall program was very well built. The content was interesting and I learnt a lot.”

”

Why Partner with MEA

Meetings & Events Australia is the collective voice of the events industry in Australia. With the largest network of event professionals in Australia, MEA has been supporting the careers of our members and advancing the interests of the event industry since 1975.

MEA's membership represents the largest community of businesses and individuals across the Australian events industry that employs more than 229,000 professionals who stage, produce, manage, support and supply the 480,000+ events held in Australia annually. These events include major events, festivals, conferences, meetings, exhibitions, launches, seminars, special events, community events and much more for associations, corporations, government and the general public.



Our Mission

MEA connects, educates and creates opportunity for its community, advocates its value and drives growth and excellence in the Australian events industry.

CREATES

MEA creates a wide range of business and networking opportunities for the events community. It invests in online resources and education programs designed to assist individuals and businesses operating within the industry to grow and prosper.

EDUCATES

MEA is committed to educating the industry to allow them to deliver world-class events. It develops and delivers accredited education and training programs customised for the industry and delivered by industry experts, providing continuing education opportunities for all stages of their career in events. It is the only Australian event industry-based Registered Training Organisation (RTO).

CONNECTS

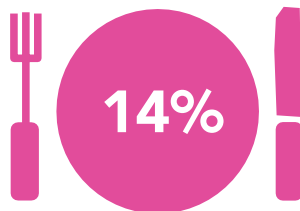
MEA provides a forum for the industry to connect and discuss current issues, build strong and sustainable networks for knowledge sharing and ideas exchange. It promotes professionalism across the entire events sector and provides advocacy for the success and longevity of the Australian events industry.

The Event

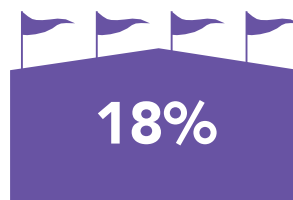
Evolve 2019 and 2020 average attendance by Industry Sector



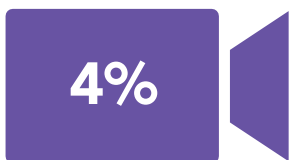
EVENT MANAGEMENT



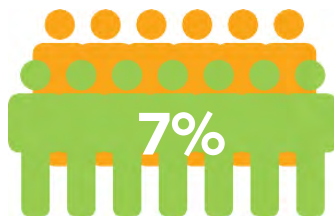
EVENT SUPPLIERS



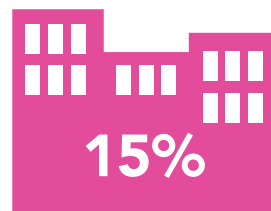
VENUES



AV/PRODUCTION



CONVENTION BUREAUX



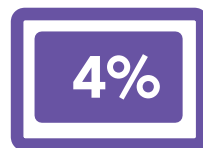
HOTELS



EXHIBITION ORGANISERS



SPEAKERS BUREAUX







IT



EDUCATION



Social Media

Platform	Followers
 Facebook	4,900
 LinkedIn	15,712
 Twitter	3,500
 Instagram	2,200
Monthly reach 13,500	Engagement rate 1.5%



2019 App community

- 169,000 sponsor banner impressions
- 48,000+ interactions (attendee messages, clicks on sessions, clicks on sponsors, contributions to the event feed)

EVOLVE CONFERENCE SPONSORSHIP PACKAGES

Sponsorship Assets

Rather than MEA deciding on a series of sponsorship categories that may or may not suit your objectives or your business needs, we have taken a new approach to our sponsorships for **EVOLVE 2021**.

The following pages list all the assets available at **EVOLVE 2021** and the National Awards, for you to choose the benefits that best suit you. We have provided some example packages below based on objectives, but these are completely flexible.

We would love to chat to you about your objectives and how we can help you achieve that through sponsorship of **EVOLVE 2021**.

Brand awareness

- Award category sponsor
- Stream sponsor
- Banners in OnAir
- Lunch cocktail sponsor (create signature cocktail to reflect your brand)

Brand positioning

- Stream sponsor
- Private boardroom lunch with selected attendees

Lead generation

- Networking breakfast (opportunity to host lead generation activity/competition)
- Advertising in attendee app
- Banner in OnAir platform

Reward staff/clients

- Table at awards dinner
- Tickets to attend Evolve
- Lunch sponsor (exclusive opportunity for staff to assist with menu selections)

Sponsorship Assets

Asset name	Description	Quantity	Price (If purchased individually)	Discounted Price (packaged with 2 or more other items)
Naming rights sponsor of Evolve	To be designated after Evolve – EVOLVE Brought to you by “xxx”	1	\$25,000	\$22,000
Stream	Sponsor of one stream at the conference - Best practice - Building confidence - Future leaders <i>Recognised in the conference app, online platform and through banner signage at the Melbourne hub. Introduction to the stream via opening video (provided by supplier) OR 2-minute presentation live in Melbourne. Brand advertisement prior to each session of the stream (supplied)</i>	1 of each	\$6,500	\$5,850
Keynote	Sponsor of a keynote session <i>Recognised in the conference app, online platform and through banner signage at the Melbourne hub</i>	1	\$1,100	\$990
Panel	Sponsor of one panel session at the conference <i>Recognised in the conference app, online platform and through banner signage at the Melbourne hub</i>	1	\$4,400	\$3,960
Lunch	Sponsor of lunch at the conference <i>Recognised in the conference app, online platform and at each physical venue</i>	1	\$5,500	\$4,950
Private boardroom lunch	Sponsor of one private boardroom lunch at the hub in Melbourne for 12 attendees and 3 representatives from your company (total 15 attendees)	1	\$1,950	\$1,755
Welcome cocktail reception	Sponsor of the welcome cocktail event at the conference hub in Melbourne	1	\$3,300	\$2,970

All prices include GST

Sponsorship Assets continued

Asset name	Description	Quantity	Price (If purchased individually)	Discounted Price (packaged with 2 or more other items)
Attendee lanyard	Sponsor of the attendee lanyard in all three locations <i>Your logo placed on the attendee and staff lanyard</i>	1	SOLD	SOLD
Banners in OnAir	1 banner in the virtual conference platform <i>Your banner placed in the virtual platform with link to your company website</i>	5	\$1,950	\$1,755
Clickable banner ad in attendee app	1 banner in the in-person event app <i>Your banner placed in the attendee app with link to your company website</i>	5	\$1,100	\$990
Coffee cart	Sponsor of the coffee cart in Melbourne hub <ul style="list-style-type: none"> • One (1) signage opportunity on espresso cart fascia • One high bench and two stools (situated beside cart) • Opportunity to provide branded apparel for barista/staff 	2	\$3,300	\$2,970
E-charge bar	<ul style="list-style-type: none"> • Two (2) signage opportunities on E-charge benches 	2	\$1,100	\$990

All prices include GST

Tickets

You can choose to add discounted tickets on to any sponsorship asset or combination of assets

Ticket	Description	Price (if 1 or 2 assets are purchased)	Discounted Price (if 3 or more assets are purchased)
Evolve Delegate Ticket - Melbourne	Includes access to all sessions on 8 September and the Welcome Cocktail event on 7 September	\$630	\$600
MEA National Awards dinner	Single ticket	\$250	\$225
MEA National Awards dinner	Table of 10	\$2,500	\$2,200

All prices include GST

Inclusions

We know that branding and engagement are important benefits that need to support the assets you have chosen to sponsor. The following slides detail the recognition, branding and engagement that you will receive as a sponsor of **EVOLVE 2021**.

Step 1: Select the assets you are interested in on the previous slides and add up the total price.

Step 2: Based on the total price of your chosen assets refer to the relevant page on the following pages

Partnership levels available:

- Principal Partners - SOLD OUT
- Platinum
- Gold
- Silver
- Media Partner

Platinum Partner

The below benefits apply to a sponsorship investment of \$15,001+

Branding & Promotion	Marketing & Exposure	MEA TV
<ul style="list-style-type: none"> Recognition as a Platinum Partner of EVOLVE 2021 Exposure to Australian and NZ event industry 5 face to face tickets to Evolve Conference in Melbourne 10 virtual tickets to Evolve <ul style="list-style-type: none"> Tickets can be given to staff, clients, prospective clients Logo featured as sponsor in all Evolve communications and on the Evolve website Logo featured in attendee app and online portal Logo placement on Facebook Event and 1 product update included MC announcement of Platinum Partners during event 	<p><u>Social Media package</u></p> <ul style="list-style-type: none"> 4 social media posts across Facebook, LinkedIn, Twitter & Instagram posts across MEA's platforms. Sponsor to provide all finished content and image/s. MEA Social Media audience is 26,400 pax Valid for 4 months <p>Upon confirmation of signed agreement of sponsorship, MEA will provide a "spotlight" social media post on your company/product or service to all MEA Social platforms. Sponsor to provide content and an image.</p> <p><u>MEA EDM's</u></p> <ul style="list-style-type: none"> Inclusions in 2 x Evolve specific E-DM's (content supplied by you) ½ page ad in MEA Matters quarterly newsletter (Finished ad provided by supplier) <p><u>Industry Media</u></p> <p>Noted as sponsor of Evolve21 in Media releases to APAC industry outlets (sponsor to provide Logo, URL and imagery)</p>	<ul style="list-style-type: none"> Access to MEA TV post conference with speaker content 1 x company guest video blog in the lead up to Evolve

All prices include GST

Gold Partner

The below benefits apply to a sponsorship investment of \$10,001 - \$15,000

Branding & Promotion	Marketing & Exposure	MEA TV
<ul style="list-style-type: none"> Recognition as a Gold Partner of EVOLVE 2021 Exposure to Australian and NZ event industry 3 face to face tickets to Evolve Conference in Melbourne 6 virtual tickets to Evolve <ul style="list-style-type: none"> Tickets can be given to staff, clients, prospective clients Logo featured as sponsor in all Evolve communications and on the Evolve website Logo featured in attendee app and online portal Logo placement on Facebook Event and 1 product update included MC reference of Gold partners during event 	<p><u>Social Media package</u></p> <ul style="list-style-type: none"> 3 social media posts across Facebook, LinkedIn, Twitter & Instagram posts across MEA's platforms. Sponsor to provide all finished content and image/s. MEA Social Media audience is 26,400 pax Valid for 4 months <p><u>MEA EDM's</u></p> <ul style="list-style-type: none"> Inclusions in 1 x Evolve specific E-DM's (content supplied by you) ¼ page ad in MEA Matters quarterly newsletter (Finished ad provided by supplier) <p><u>Industry Media</u></p> <p>Noted as sponsor of Evolve21 in Media releases to APAC industry outlets (sponsor to provide Logo, URL and imagery)</p>	<p>Access to MEA TV post conference with speaker content</p>

Silver Partner

The below benefits apply to a sponsorship investment of \$5,001 to \$10,000

Branding & Promotion	Marketing & Exposure
<ul style="list-style-type: none"> • Recognition as a Silver Partner of EVOLVE 2021 • Exposure to Australian and NZ event industry • 1 face to face ticket to Evolve Conference in Melbourne • 3 virtual tickets to Evolve <ul style="list-style-type: none"> • Tickets can be given to staff, clients, prospective clients • Logo featured as sponsor in all Evolve communications and on the Evolve website • Logo featured in attendee app and online portal • Logo placement on Facebook Event • MC reference to Silver partners during event 	<p><u>Social Media package</u></p> <ul style="list-style-type: none"> • 2 social media posts across either Facebook, LinkedIn, Twitter or Instagram posts across MEA's platforms. Sponsor to provide all finished content and image/s. • MEA Social Media audience is 26,400 pax • Valid for 2 months <p><u>Industry Media</u></p> <p>Noted as sponsor of Evolve21 in Media releases to APAC industry outlets (sponsor to provide Logo, URL and imagery)</p>

Event Partner

The below benefits apply to a sponsorship investment of up to \$5,000

Branding & Promotion	Marketing & Exposure
<ul style="list-style-type: none"> • Recognition as an Event Partner of EVOLVE 2021 • Exposure to Australian and NZ event industry • 1 face to face ticket to Evolve Conference in Melbourne • Logo featured as sponsor in all Evolve communications and on the Evolve website • Logo placement on Facebook Event • MC reference to Event Partners during event 	<p><u>Social Media package</u></p> <ul style="list-style-type: none"> • 1 social media post on either Facebook, LinkedIn, Twitter or Instagram across MEA's platforms. Sponsor to provide all finished content and image/s. • MEA Social Media audience is 26,400 pax • Valid for 1 month <p><u>Industry Media</u></p> <p>Noted as sponsor of Evolve21 in Media releases to APAC industry outlets (sponsor to provide Logo, URL and imagery)</p>

MEA NATIONAL AWARDS SPONSORSHIP PACKAGES

MEA National Awards 2020

Asset name	Quantity	Price	Discounted Price (packaged with 2 or more other items)
Award Categories and included sub categories			
Event of the Year Awards <ul style="list-style-type: none"> - Association Event of the Year - Cause Related Event of the Year - Corporate Event of the Year - Government Event of the Year - Major Event or Festival of the Year - Regional Event of the Year - Special Event of the Year 	1	\$6,600	\$5,940
Event Management Awards <ul style="list-style-type: none"> - Event Agency - In-House Event Management Team – Association - In-House Event Management Team – Corporate - Professional Conference Organisation 	1		
Event Production & Services Awards <ul style="list-style-type: none"> - Audio Visual Services - Banqueting & Catering - Event Marketing - Event Technology - Exhibition Services - Speakers, Entertainers and Team Builders - Specialist Services and Suppliers 	1		
Event Professional Awards <ul style="list-style-type: none"> - Event Manager of the Year – Agency - In-House Event Manager of the Year (Association, Corporate or Government) - MEA Future Leader of the Year - Operations Person of the Year - Sales, Marketing or Business Development Person of the Year 	1		

MEA National Awards 2020

Asset name	Quantity	Price	Discounted Price (packaged with 2 or more other items)
Award Categories and included sub categories			
Event Legacy Award		\$6,600	\$5,940
Venue Awards <ul style="list-style-type: none"> - Event Hotel of the Year - Event Venue – Capacity less than 500 - Event Venue – Capacity more than 1,500on 	1		
Excellence in Industry <ul style="list-style-type: none"> - Destination Marketing Organisation or Bureau - Innovation Award 	1		
Outstanding Contribution Award	1		
Platinum Awards (Company, Event Professional and Event of the Year)			

MEA National Awards

Acknowledgement at the MEA National Awards 2020 ceremony.

Branding*

- Company logo on all Awards communications as an Awards Category Sponsor
- Company logo on the MEA Website Awards page as Awards Category Sponsor
- Company logo on all digital communications called for awards applications
- Company logo on relevant MEA Newsletters as Awards Category Sponsor
- Company logo on relevant media releases from MEA
- Company logo on the 2021 Conference website and App as Awards Category Sponsor

Complimentary Tickets

Two tickets to the National Awards Dinner in Melbourne (ticket only)

**Subject to time of sponsor receipt of payment and confirmation*

Recognition

- Naming rights to the nominated Awards category
- Company mentioned in all relevant Awards articles submitted by MEA in industry publications and in all post Awards announcements
- Recognition in social media Awards posts during and post Awards
- Acknowledgement in post Awards Celebration of Excellence online publication

These acknowledgements represent a great opportunity to profile your brand and support the meetings and events industry.

Booking Form

If you would like to proceed with sponsorship of **EVOLVE 2021** or the MEA National Awards please complete the application page [here](#).

Terms and conditions are outlined in the sponsorship agreement that you will receive upon confirmation of sponsorship details.

For more information please contact the MEA team at:

Email: admin@mea.org.au

Phone: +61 2 9929 5400