



THE UNIVERSITY
of ADELAIDE

Sponsorship

Ageing and Living Well Think Tank and Innovation Collaborative

Sponsorship Proposal

Key Reasons to be involved

- > Reach influential leaders of healthy ageing professionals, academics, practitioners & consumer representative seen together for this exciting opportunity
- > Think Tank that delivers for you: Share in opportunities that identify ways in which your 'boomer' staff and customers can age through healthy work and living practices and remain effective and satisfied with life
- > Highly targeted audience – The Think Tank has a targeted audience reach through advertising campaigns featuring event sponsors, partners, and presenters. In addition to advertising space in our printed Think Tank Handbook and on-line connection to leaders in all fields of healthy ageing
- > Promote yourself as a supporter of healthy ageing research, policy and practice both in the work place and in the wider community
- > Link effectively in two days of the Think Tank through discussion in face-to-face meetings with researchers, thought leaders, practitioners & consumer representatives in developing your future strategic initiatives
- > A launch platform to integrate products and services with the innovations and outcomes of the new Ageing and Living Well Innovation Collaborative

Concept

Innovative opportunities in ageing well and aged care are driven by large, complex problems.

"We are about to be swamped by an inconvenient demographic truth: baby boomers are flooding into retirement and they intend hanging around there for years to come. The inconvenient truth is that our society generally, and our tax base more specifically, is ill-prepared for an avalanche of older Australians." (Salt, 19 April 2014)

But *"It is a second chance to those fortunate enough to see the opportunity.... it is time for boomers and the whole of society to view the aging of boomers through an entrepreneurial lens and see the tremendous infusion of talent that is becoming available to make the world a better place."* (Patricia McDougall, 2014)

This Ageing and Living Well Think Tank will bring together leaders, practitioners, academics and policy-makers concerned to explore and evaluate identified opportunities and promote ageing well, independent living or resident-centred care in the community.

This Ageing and Living Well Think Tank will also establish the SA Ageing and Living Well Innovation Collaborative that takes the opportunities for enhancing the ageing-well experience of 'Boomers'; facilitates development of the opportunities into practical outcomes; and networks venture resources that deliver the outcomes to a sustainable market of ageing-well citizens.

The Innovation Collaborative will comprise health and industry innovators committed to streamlining the progression of concepts toward prototyping, clinical validation and commercial success through a focus on the consumer values and satisfaction.

Sponsorship Packages

Platinum	One available	Negotiable
Gold	Two available	\$30,000.00
Silver	Three available	\$20,000.00
Bronze	Four available	\$10,000.00

Sponsorship Features

Sponsorship Features	Platinum Negotiable	Gold \$30,00	Silver \$20,000	Bronze \$10,000
Acknowledgement as the Principal Sponsor	Yes			
5-minute presentation opportunity	Yes			
Logo on program, event web page, satchel, advertising, registration (logo provided by sponsor)	Yes			
Complimentary tickets to Welcome Drinks, Dinner and Hypothetical (9 November 2015)	Yes x2	Yes x1		
Complimentary Delegate Registration (Think Tank 9-11 November 2015)	Yes x2	Yes x1		
Complimentary tickets to Cocktail and Debate Event (10 November 2015)	Yes x2	Yes x1		
Additional to Welcome Drinks, Dinner and Hypothetical (9 November 2015)	Yes x2	Yes x1		
Additional tickets to Cocktail and Debate Event (10 November 2015)	Yes x2	Yes x1		
Banners displayed (maximum of 2) at venue (banner provided by sponsor; display subject to venue regulations)	Yes	Yes x1		
One company advertisement in the program and registration brochure (artwork and content provided by sponsor)	Yes (full-page)	Yes (1/2-page)		
Dedicated page on event web page (artwork and content provided by sponsor)	Yes (full-page)	Yes (1/2-page)	Yes (1/3-page)	Yes (1/4-page)
Satchel insert for the Ageing Well Think Tank (provided by sponsor)	Yes	Yes	Yes	Yes
Logo promotion on some power point screens during Ageing Well Think Tank (logo provided by sponsor)	Yes	Yes	Yes	
Company logo hyperlinked to own URL on the sponsorship page on event web page	Yes	Yes	Yes	
Company logo displayed on sponsor acknowledgment page of program	Yes	Yes	Yes	Yes

Additional sponsorship opportunities

Welcome Drinks, Dinner and Hypothetical (One available) \$25,000.00

"How can perceptions be changed from viewing ageing as a cost to an opportunity for growth and prosperity?"

Hypothetical Moderator: Professor Alison Kitson

Attendees: 150 Registrants + 50 Guests

- > Brief address (5 minutes) during the dinner
- > Display of company banner/signage at the dinner venue (banner/signage provided by sponsor; display subject to venue regulations)
- > Acknowledgement on the dinner/program menu and PowerPoint display
- > Six tickets to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > One delegate registration (Think Tank 9-11 November 2015)
- > Full-page advertisement in the dinner program (artwork and content provided by sponsor)
- > Acknowledgement in the Think Tank program booklet
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Logo with full-page on the on the event web page (logo and content provided by sponsor)

International Keynote Speaker (Two available) \$12,000.00

- > Banner on stage during duration of presentation (banner provided by sponsor; display subject to venue regulations)
- > Opportunity to introduce speaker at the beginning of the session
- > Involve speaker in separate presentation to own organisation
- > One delegate registration (Think Tank 9-11 November 2015)
- > Two tickets to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Quarter advertisement in the event program (artwork and content provided by sponsor)
- > Logo and half-page on the event web page (logo and content provided by sponsor)

Cocktail Function and Debate (Now sponsored) \$10,000.00

"Do Research and Innovation provide equal inputs to Ageing Well experience, or is one more important to our future well-being?"

Debate Chair: Professor Christopher Findlay AM

Attendees: 150 Registrants + 50 Guests

- > Introduce debate chair at the beginning of the function
- > Display of banner on stage during Think Tank (banner provided by sponsor; display subject to venue regulations)
- > Two delegate registrations (Think Tank 9-11 November 2015)
- > Four event tickets to Debate (10 November 2015)
- > Quarter-page advertisement in the event program (artwork and content provided by sponsor)
- > Half-page advertisement on the website
- > Logo to appear on event web page (logo provided by sponsor)

Workshop Facilitation (Ten available) \$5,000.00

- > The opportunity to welcome delegates to Workshop with a brief address
- > Display of company banner/signage at the entrance to Welcome Drinks, Dinner and Hypothetical (9 November 2015) (banner provided by sponsor; display subject to venue regulations)
- > Two tickets to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > One delegate registration (Think Tank 9-11 November 2015)
- > Quarter-page advertisement in the event program (artwork and content provided by sponsor)
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Logo with quarter-page on the event web page (logo and content provided by sponsor)

Ageing Well Supporter (Ten available) \$2,500.00

- > Display of company banner at the entrance to Welcome Drinks, Dinner and Hypothetical (9 November 2015) (banner provided by sponsor; display subject to venue regulations)
- > Two tickets to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > Quarter-page advertisement in the event program (artwork and content provided by sponsor)
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Logo to appear on the event web page (logo provided by sponsor)

Program Sponsor with Radio Adelaide Single sponsor (One available) \$10,000.00

Radio Adelaide airing 16 programs of 1-hour program on Think Tank each week August to November Thursday 6-7pm Drive time

- > Opportunity to be featured as sponsor on radio session (supply 15 sec texts)
- > Display of company banner at the entrance to Welcome Drinks, Dinner and Hypothetical (9 November 2015) (banner provided by sponsor; display subject to venue regulations)
- > One ticket to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > Quarter-page advertisement in the event program (artwork and content provided by sponsor)
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Logo on the event web page (logo provided by sponsor)

Program Sponsor with Radio Adelaide one chosen 1-hour program sponsor (Sixteen available if Single Sponsorship is not taken) \$500.00

- > Verbal recognition at different times during the program

Farewell Drinks (One available) \$2,000.00

- > Opportunity to speak to assembled group (3 minutes)
- > Opportunity to be featured as sponsor on radio session (text for 15-second promo provided by sponsor)
- > Display of company banner at the entrance to Welcome Drinks, Dinner and Hypothetical (9 November 2015) (banner provided by sponsor; display subject to venue regulations)
- > One ticket to Welcome Drinks, Dinner and Hypothetical (9 November 2015)
- > Quarter-page advertisement in the event program (artwork and content provided by sponsor)
- > One satchel insert for the Ageing Well Think Tank (provided by sponsor)
- > Logo on the event web page (logo provided by sponsor)

Terms and Conditions

The Think Tank hosts will take all diligent care to fulfil the above-mentioned benefits with associated Sponsorship level.

Sponsors are responsible for providing all their requirements i.e. banners, promotional material and any other material by 10am Monday 9 November 2015.

Sponsors are required to make the necessary payments in full for the sponsorships commitments by Monday 28 September 2015.

All sponsorship packages are inclusive of GST (if applicable).

All accounts are required to be finalised prior to the commencement of the Think Tank.

Sponsors are responsible for the security of all their equipment and materials while at the Think Tank.

Sponsors are to ensure their own insurance covers their activities associated with the Think Tank.

Contact

Professor L Murray Gillin

E-mail: murray.gillin@adelaide.edu.au

Mobile: 0402 040 761