

SPONSORSHIP PROSPECTUS

New Zealand Society
of Local Government Managers
Conference 2007



local government **2020**

Staying Ahead in Local Government

26–28 AUGUST 2007
WELLINGTON TOWN HALL
WELLINGTON, NEW ZEALAND

Introduction

The Society of Local Government Managers conference is held annually and provides an opportunity to listen to high calibre international and New Zealand speakers on management issues. There are opportunities to participate in professional workshops with local government colleagues and partners. In **August 2007 the conference theme will focus on “Local Government 2020”** to help those involved in the sector deal with future challenges such as climate change, internationalisation and the changing needs of citizens.

Conference Venue and Host City

The conference will be held in Wellington, New Zealand’s Capital City. The venue is the Wellington Town Hall located in Civic Square. The centre is located right in the heart of Wellington’s shopping and business district and only a short walk away from the waterfront.

Format

The conference commences on the Sunday night with cocktails at the Embassy Theatre, featuring **Tom Scott** as guest speaker. The following day and a half will be packed with inspirational keynote speakers such as **John Ralston Saul (Canada)**, **John Seddon (UK)**, **Richard Neville (Australia)**, **Rod Oram**, **Jim Renwick** and **Marcus Akuhata-Brown**.

Industry Exhibition

The “Glimpse into the Future” exhibition will be held at the Wellington Town Hall – it will provide an opportunity for those companies with a commercial interest in Local Government to display their products and services. This will enable the industry and its delegates to form relationships and discuss the latest developments in the sector.



Conference Objectives include:

- **Provision of strong industry leadership**
- **Identifying and promoting leading edge management practices**
- **Developing valuable professional local government contacts**
- **Sharing local government management information and knowledge**

Who will the conference attract?

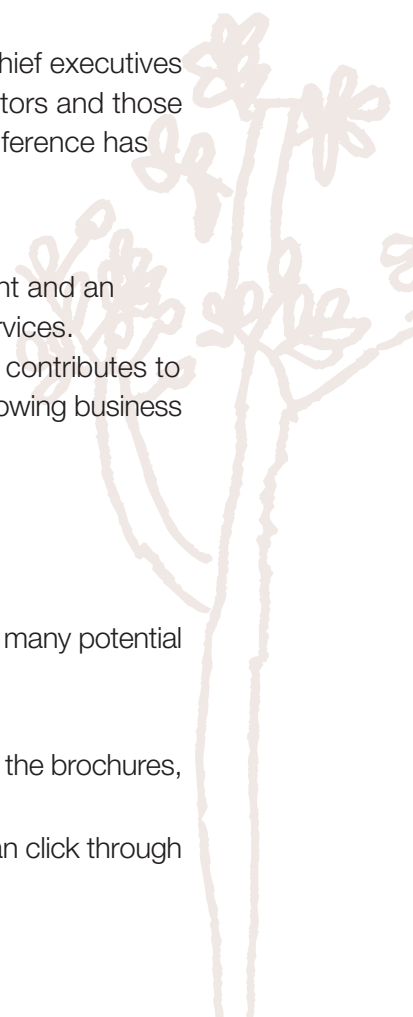
The conference draws together Local Government managers, particularly chief executives and their senior managers. Service providers including consultants, contractors and those who hold a special interest in the sector will also attend. In the past the conference has attracted over 300 delegates excluding partners.

Why sponsor this conference?

The SOLGM Conference draws the decision makers from Local Government and an opportunity exists for commercial organisations to display products and services. Stronger partnerships are created between public and private sector which contributes to the success of the event. Sponsors are offered exposure to a wider market allowing business relationships to develop.

Key benefits of sponsorship

- Gain direct access to New Zealand Local Government Managers
- Ensure your products are noticed by your target markets
- Exhibit your products and services and demonstrate hands-on solutions to many potential clients in one space
- Consider launching a new product or service
- Accreditation throughout the life cycle of the event – have your branding on the brochures, in the delegate packs and at the conference
- Other benefits include profiling on the conference website where visitors can click through to your company site



Sponsorship Opportunities

Sponsorship packages are aimed at providing sponsors with a worthwhile return on investment at this important conference to be held in Wellington in August 2007. We are confident that the benefits of sponsorship will offer effective exposure not only over the period of the Conference but in the years ahead.

The SOLGM Conference Organising Committee are pleased to be able to offer the sponsorship opportunities that follow in this proposal. The Committee feel that the benefits offered to sponsors represent a very worthwhile investment.

To apply for sponsorship, please complete the form at the rear of this prospectus and forward to the conference administrators.

GOLD SPONSOR – 10 available

Sponsors benefits

- Complimentary exhibition booth – an opportunity to select from one of the premium sites in the main exhibition hall – you will receive all the benefits listed in the industry exhibition prospectus which is a great way to promote your product
- 1/4 page advertisement in the conference handbook
- Company name and logo in the registration brochure and conference handbook
- Recognition as ‘Gold Sponsor’ in all conference documentation
- Naming rights to speaker – company name published in conference handbook beside speaker details
- 2 full registrations including lunches, morning/afternoon teas, as well as the cocktail function
- 2 tickets to the conference dinner on Monday night at Te Papa
- Acknowledgement on the sponsors page of the conference website with a link to your website
- Satchel insert – promotional insert of company literature, brochures/product information inside each delegates satchel, maximum A4 size
- On screen promotion slide – recognition as a gold sponsor on screen with conference logo between sessions

Investment

\$10,000.00 plus GST

SILVER SPONSOR – 5 available

Sponsors benefits

- Opportunity to promote your product on a poster board in a prominent area
- Company name and logo in registration brochure and conference handbook
- Recognition as ‘Silver Sponsor’ in all conference documentation
- 1 full registration including lunches, morning/afternoon teas, as well as the cocktail function
- 1 ticket to the conference dinner on Monday night at Te Papa
- Acknowledgement on the sponsors page of the conference website with a link to your website
- Satchel insert – promotional insert of company literature, brochures/product information inside each delegates satchel, maximum A4 size
- On screen promotion slide – recognition as a silver sponsor on screen with conference logo between sessions

Investment **\$5,000.00 plus GST**

CONFERENCE HANDBOOK

– 1 available

The conference handbook is distributed to all delegates

Sponsors benefits

- Acknowledgement of your sponsorship would be printed on the cover of the handbook
- Acknowledgement in the sponsors page in the conference handbook
- Satchel insert

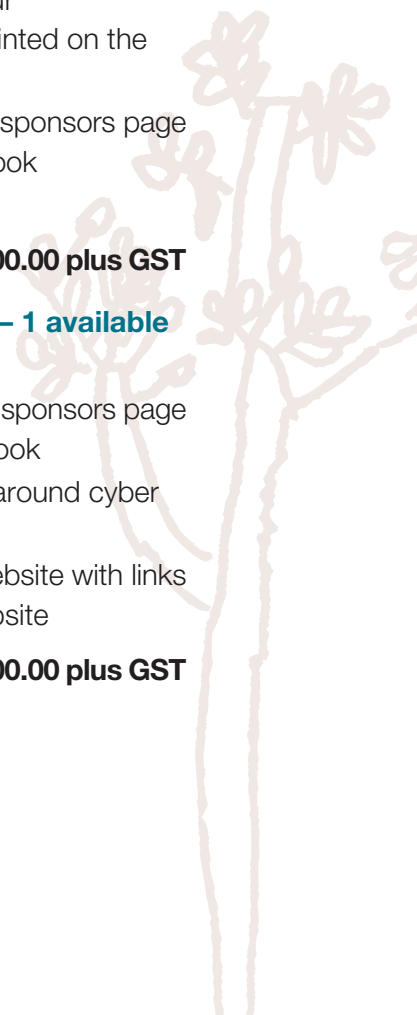
Investment **\$8,000.00 plus GST**

INTERNET CYBER CAFÉ – 1 available

Sponsors benefits

- Acknowledgement in the sponsors page in the conference handbook
- Opportunity for signage around cyber café area
- Company logo on the website with links through to company website

Investment **\$5,000.00 plus GST**



CONFERENCE PADS AND PENS

– 1 available

Sponsor to supply pads and pens to all delegates

Sponsors benefits

- You supply and print your organisation's logo on the pads and pens
- Company logo on the website with links through to company website
- Acknowledgement in the sponsors page in the conference handbook

Investment \$3,000.00 plus GST

CONFERENCE NAME BADGES

– 1 available

All delegates will be issued with a name badge to be worn throughout the conference

Sponsors benefits

- Your organisation's logo would be printed on each delegate's name badge
- Acknowledgement in the sponsors page in the conference handbook
- Company logo on the website with links through to company website

Investment \$2,000.00 plus GST

SACHEL INSERTS

– per item

Sponsors benefits

- Satchel insert – promotional insert of company literature, brochures/product information inside each delegate's satchel, maximum A4 size

Investment \$500.00 plus GST

Supporters

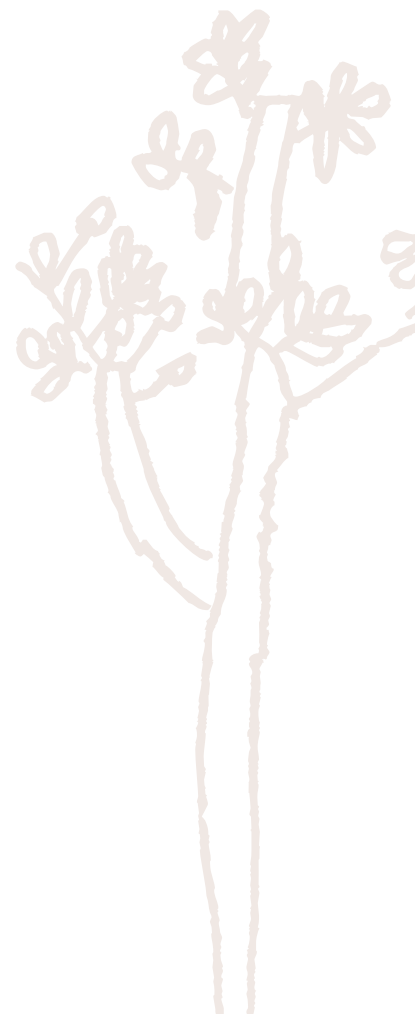
Support is welcomed for all aspects of the conference and opportunities and benefits can be negotiated with individual companies as required. Please contact us if you have an idea you wish to discuss.

Benefits to sponsors are commensurate with the level of investment, with early bookings allowing the benefits of exposure via the Registration Brochure to be distributed in May 2007. The earlier the sponsorship commitment – the greater the exposure through all pre-conference publicity and advertising.

Entitlements associated with each level of sponsorship are outlined in this prospectus. Sponsors will be required to pay a 50% deposit upon confirmation of the sponsorship, with the balance due by 20 July 2007. Full details of the entitlements for each level of sponsorship are available from the conference organisers.

For more information on any of the opportunities listed or to discuss other opportunities, please contact:

Dean Bradley
Convention Management
Services (2005) Limited
PO Box 24329
Manners Street, Wellington
New Zealand
Phone +64 4 479 4162
Fax +64 4 479 4163
E-mail solgm@cmsl.co.nz



SOLGM Family of Sponsors

SOLGM is grateful for the support it receives from its Family of Sponsors.

The "Family" comprises of several organisations that have sponsored SOLGM over the last three years in return for a range of conference privileges and other benefits.

Current Family members:

Principal Sponsors



Supporting Partners



If you are interested in finding out about the benefits associated with becoming part of the SOLGM Family of Sponsors, please contact David Smith at SOLGM. Phone: 04 978 1282 Email: dsmith@solgm.org.nz

To register for the conference or express interest in an exhibition stand please visit our website: www.cmsl.co.nz/go/solgm (an industry exhibition prospectus will be available early May).

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SPONSORSHIP APPLICATION FORM

Please complete this form, keep a copy for your records and post/fax/email original to:

SOLGM07

C/- Convention Management Services (2005) Limited

PO Box 24329

Manners Street, Wellington

NEW ZEALAND

Phone +64 4 479 4162

Fax +64 4 479 4163

E-mail solgm@cmsl.co.nz

Type of Sponsorship Requested

_____ @\$ _____

_____ @\$ _____

_____ @\$ _____

Company Name _____

Address _____

Contact Name _____ **Company Title** _____

Telephone _____ **Fax** _____

Email _____

Payment and Conditions

On receipt of the Sponsorship Application Form, the Conference Organiser will issue a letter of confirmation together with an invoice for the amount payable. Sponsors may send either full payment or a deposit of 50%, with the balance of payment due by 20 July 2007.

Cheques or bank drafts should be made payable to: SOLGM 2007