

# anboc.2018

---

proudly hosted by aboda queensland

## Sponsorship Package

Founded in 1985, the Australian Band and Orchestra Directors' Association (ABODA) is Australia's premier in-service support organisation for school and community band and orchestra directors, pledging ongoing commitment to the growth of music education and community music making throughout all areas of the country. ABODA is the only in-service organisation in Australia specifically for ensemble directors and communicates with other professional development organisations both locally and internationally. The organisation is made up of over 800 members Australia-wide.

## Sponsorship Details

Sponsors will have the opportunity to engage with leaders, conductors and educators from across Australia at the Australian Band and Orchestra Directors Association's (ABODA), national conference, the Australian National Band and Orchestra Conference (ANBOC) which is held every second year in locations across Australia. In 2018, ANBOC is hosted by ABODA Queensland and will be held in Brisbane's Cultural Hub at the State Library of Queensland, South Brisbane.

From Thursday 4<sup>th</sup> October to Sunday 7<sup>th</sup> October 2018, ABODA Queensland expects to host 200-250 band and orchestra conductors and music educators at ANBOC 2018. ANBOC brings together professional development, outstanding performances, and networking of directors. A distinguished collection of international and domestic presenters, conductors and performers form the core of the conference program. ANBOC will feature performances by some of the country's leading ensembles.

## Benefits of Sponsorship

ANBOC 2018 provides an excellent opportunity for your organisation to:

- Gain face-to-face exposure to domestic and international clinicians and delegates;
- Maintain a high profile with your Australian clients and target markets;
- Network with domestic and international clinicians and delegates;
- Evaluate the needs and interests within the area and generate future business opportunities;
- Mix informally with key Australian decision-makers;
- Demonstrate your commitment to the support of conductors and music educators to ensure the success of educational and community music-making in Australia; and
- Launch new products and services.



abodaq.org.au  
secretary@abodaq.org.au

## Who will attend?

- Band and orchestra directors from across Australia;
- Music educators from across Australia;
- International clinicians and educators; and
- Students of music and education disciplines.

## Available Sponsorship Packages

- Platinum Sponsorship \$15000 (One sponsorship available)
- Gold Sponsorship \$7500 (One sponsorship available per conference day)
- Silver Sponsorship \$5000 (Five sponsorships available)
- Bronze Sponsorship \$1500 (Four sponsorship available)
- Tailored Sponsorships

## Sponsorship Package Breakdowns

- **Platinum Sponsorship \$15000 (One sponsorship available)**  
This premier conference sponsorship opportunity is limited to one sponsor only. This sponsor will be identified as a main sponsor of the overall conference and the conference dinner.

This package includes:

- Your company's name and logo prominently displayed in the conference program, on the conference website with a 'hotlink' to your organisation's home page, at the welcome reception, the conference dinner, and before the keynote each day throughout the conference.
- Two banners (provided by your company) prominently displayed at the main theatre where keynote sessions and all large sessions will be held;
- Two banners (provided by your company) displayed at the conference dinner;
- Sponsorship of main auditorium for the duration of the conference;
- Written acknowledgement as the ANBOC 2018 lead sponsor in the conference program;
- Verbal acknowledgement as the ANBOC 2018 lead sponsor during the conference on appropriate occasions;
- Online acknowledgement via social media outlets as the ANBOC 2018 lead sponsor before and during the conference on appropriate occasions;
- Inclusion of approved company branded item (provided by your company) in delegate conference bag;
- One bronze sponsorship package included as per below with double sized booth and prominent position for the duration of the conference;
- Two full conference registrations which includes a ticket to all sessions, daily catering as per the conference program, the welcome reception and the conference dinner.



- **Gold Sponsorship \$8000 (Three sponsorships available - one per conference room)**

These high-profile conference sponsorship opportunities are limited to one sponsor only per conference room.

This package includes:

- Your company's name and logo displayed in the conference program, on the conference website with a 'hotlink' to your organisation's home page, and before each presentation in the room of your sponsorship;
- Two banners (provided by your company) prominently displayed in your sponsored room;
- Opportunity to have your organisation logo in the conference program for your sponsored room;
- Verbal acknowledgement as an ANBOC sponsor during the conference on appropriate occasions;
- Online acknowledgement via social media outlets as a ANBOC 2018 sponsor before and during the conference on appropriate occasions;
- Inclusion of approved company branded item (provided by your company) in delegate conference bag;
- One bronze sponsorship package included as per below with prominent position for the duration of the conference;
- One full conference registrations which includes a ticket to all sessions, daily catering as per the conference program, the welcome reception and the conference dinner.

- **Silver sponsorship \$4000 (Four sponsorships available)**

These valuable conference sponsorship opportunities are limited to four sponsors only, including sponsorship of the Conference Welcome reception where all delegates will congregate for the first networking opportunity and to open the trade displays.

This package includes:

- Your company's name and logo in the conference program, on the conference website with a 'hotlink' to your organisation's home page and on display at the conference welcome reception;
- A banner (provided by your company) displayed at the entry of the conference welcome reception;
- Verbal acknowledgement as an ANBOC sponsor during the conference on appropriate occasions;
- Online acknowledgement via social media outlets as a ANBOC 2018 sponsor before and during the conference on appropriate occasions;
- Inclusion of approved company branded item (provided by your company) in delegate conference bag;
- One bronze sponsorship package included as per below; and



- Two tickets to the conference dinner to network with the conference delegates.
- **Bronze Sponsorship \$1500 (Four sponsorships available)**  
These conference sponsorship opportunities are available for up to four sponsors, with options to sponsor a display booth at our exhibition.

This package includes:

- Your company's name and logo in the conference program;
  - One 3 x 3m exhibition booth;
  - Two exhibition staff registrations;
  - Company banner displayed in your exhibition booth (supplied by your company); and
  - Display panel, table and one chair.
- **Tailored Sponsorship Packages (Available by negotiation)**  
A more directly targeted option may also suit sponsors wishing to engage with a specific clinician, workshop, performance or conference audience. Please contact our sponsorship coordinator for more information.

### **Securing Your Sponsorship and Exhibition Opportunity**

Sponsorship packages will be allocated in order of receipt of application forms and payment. To secure your sponsorship package and/or exhibition place please complete the [online application](#). Please note that verbal bookings are not accepted. Upon receipt of your completed application form, an invoice and sponsorship contract will be issued from ABODA Queensland. Sponsorship will be confirmed once payment and contract are received.



## Sponsorship Table of Benefits

	Platinum	Gold	Silver	Bronze
Lead sponsor of the conference	✓			
Company name and logo displayed before each keynote session throughout the conference	✓			
Conference dinner sponsor	✓			
Sponsorship of main auditorium	✓			
Sponsorship of conference session room		✓		
Welcome reception sponsorship			✓	
Company name and logo displayed on conference website with hotlink to company's home page	✓	✓	✓	
Verbal acknowledgment throughout conference as appropriate	✓	✓	✓	
Social media coverage on ANBOC pages leading into conference	✓	✓	✓	
Inclusion of approved company branded item in conference delegate bag	✓	✓	✓	
3 x 3m trade display booth including display panel, table & chair	✓	✓	✓	✓
Company name and logo displayed in conference program	✓	✓	✓	✓

