



CCA Annual Conference  
**Creative Resilience**  
SYDNEY 21-23 OCTOBER 2024

# 2024 SPONSOR PROSPECTUS

# ABOUT THE EVENT

## **Monday 21 October 2024**

6.00pm-8.00pm - Welcome Drinks

Cruise on Sydney Harbour

## **Tuesday 22 October 2024**

9.00am-5.00pm Conference Day 1

6.30pm-10.00pm Gala Dinner

Amora Hotel Jamison

## **Wednesday 23 October 2024**

9.00am-4.30pm Conference Day 2

Amora Hotel Jamison





**3 EVENTS**

**50+ SPEAKERS**

**4 CONTENT STREAMS**

**10 SPONSOR BOOTHS**



# THEME

## CREATIVE RESILIENCE:

Adapting and thriving in an uncertain world

The world is facing unprecedented challenges and opportunities, from the COVID-19 pandemic to the climate crisis, from the digital transformation to the social justice movement.

The CCA 2024 Conference aims to facilitate capability and to improve how we navigate this unique time with a focus on:

- Adaptability
- Innovation
- Resilience



# VENUE

## **The Amora Hotel Jamison**

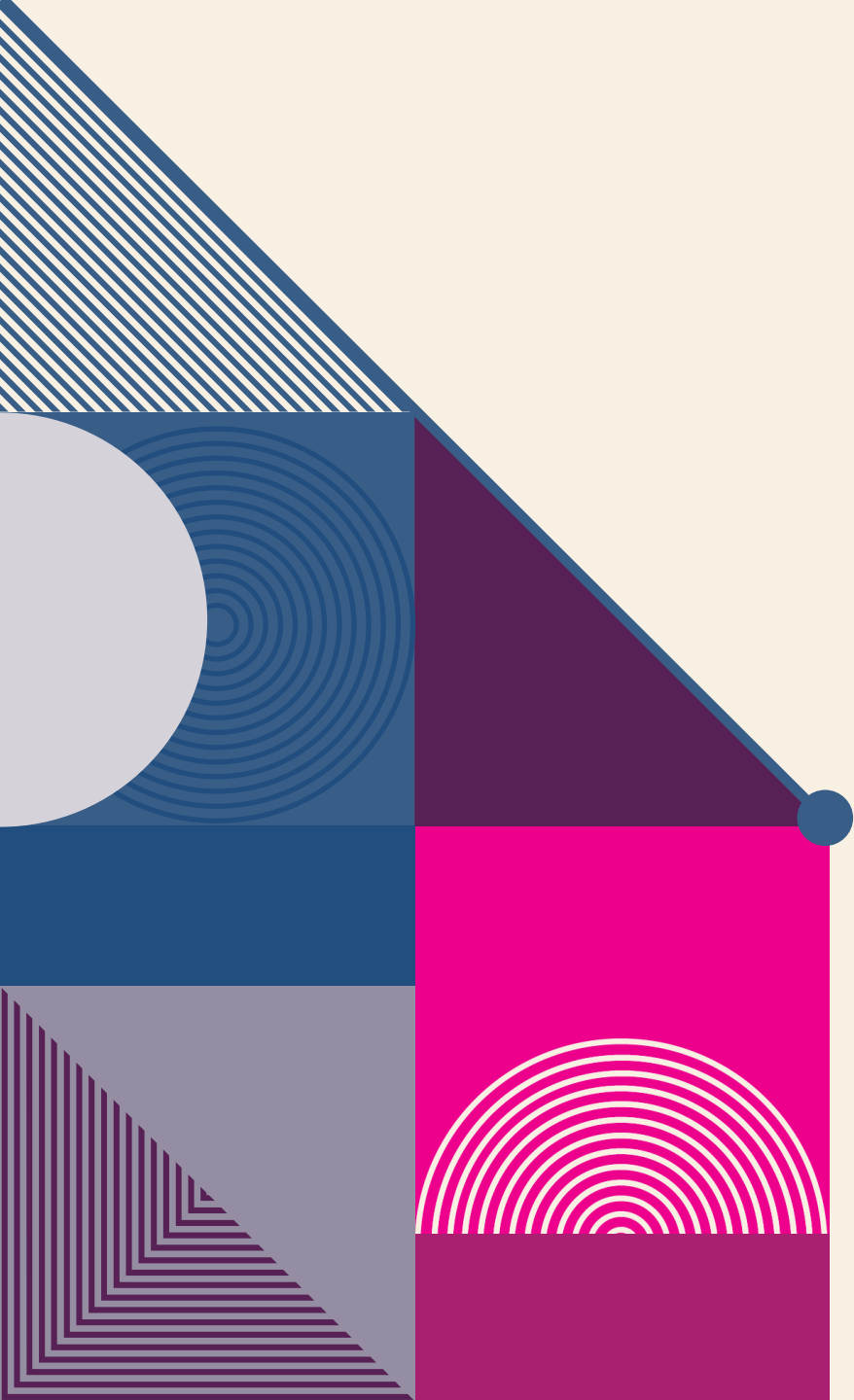
11 Jamison St, Sydney

The Amora Hotel Jamison is a five-star hotel located in the heart of Sydney's CBD and is an easy walk from Circular Quay, and only a few minutes from Wynyard train and light-rail stations.

The conference will take place on Level 2, where the rooms and foyer boast high ceilings, elegant design and natural light.

# WHO IS COMING?

- NFP adult and community education organisations
- CEOs and senior managers
- Marketing and promotions managers
- Teachers, trainers and educators
- SAS School Principals
- NFP organisations delivering employment, health, community and other services
- Board of Directors and other volunteers in the sector
- VET Managers and senior trainers
- Educational researchers and consultants
- Senior post-secondary education policy-makers working for Commonwealth, State and territory Governments



# BENEFITS

Sponsor acknowledgement

Brand promotion

Deeper relationship building

Extended contact with delegates

Networking at a national level



# WHAT SPONSORS SAY ABOUT CCA CONFERENCES

"Great speakers, loads of interested attendees to talk to. Got some great leads."

"I didn't expect so many new faces - It was absolutely brilliant to be a part of this year."

"The event was very well organised."

"Having the ability to have meaningful conversations with key stakeholders within the community colleges is invaluable."

"It was a great opportunity to network and identify future business leads."

"A great range of speakers, the foyer was well set up for displays."

"The people were so welcoming. The event itself was well organised."

"Everyone had an opportunity to be next to the crowd with the morning tea, lunch and afternoon tea."



<b>Sponsorship Packages Overview</b>	<b>Platinum</b> \$30,000	<b>Gold</b> \$10,000	<b>Conference Room</b> \$5,000	<b>Welcome Drinks</b> \$4,750	<b>Event app</b> \$3,500	<b>Silver</b> \$3,000	<b>Workshop</b> \$2,500	<b>Bronze</b> \$750
<b>RECOGNITION</b>								
Acknowledgement in CCA newsletter and promotion communications	✓ <b>SOLD</b>	✓	✓ <b>SOLD</b>	✓ <b>SOLD</b>	✓ <b>SOLD</b>	✓		✓
Verbal acknowledgement during a specific event	✓ Gala Dinner	✓ Gala Dinner		✓ Welcome Drinks				
Verbal acknowledgement during the opening and closing of the conference	✓	✓	✓					
Exclusive naming rights of the main conference room			✓					
<b>SPEAKER OPPORTUNITIES</b>								
Speaking opportunity at specific conference event	✓ Gala Dinner	✓ Conference		✓ Welcome Drinks				
Workshop presentation/speaking opportunity in a breakout session							✓	
<b>DISPLAY OPPORTUNITIES</b>								
Opportunity to display signage	✓	✓	✓	✓	✓	✓		
Opportunity to display promotional material	✓	✓	✓	✓	✓	✓		
Exhibitor space with table top	✓	✓		✓		✓		
<b>BRANDING</b>								
Logo on powerpoint slides at the opening and closing of the conference event	✓	✓	✓	✓	✓	✓	✓	✓
Logo and web link on CCA website	✓	✓	✓	✓	✓	✓	✓	✓
Logo and web link in CCA social media and promotional communications	✓	✓	✓	✓	✓	✓	✓	✓
Logo included in the event app	✓	✓	✓	✓	✓	✓		
Logo and company profile in the event printed program	✓	✓	✓	✓	✓	✓		
Logo on holding slides in plenary sessions	✓	✓	✓					
Logo and web link on printed gala dinner menu	✓							
Logo and web link in the event printed program								✓
<b>EVENT APP</b>								
Lead capture on the event app	✓	✓			✓	✓		
Company collateral including links, documents and video featured in the app	✓	✓		✓	✓	✓		
Logo featured on splash page as app is opened	✓	✓			✓			
Logo featured on banner within the event app					✓			
<b>DELEGATES</b>								
Inclusion of 1-2 company promotional items in all event delegate bags	✓	✓	✓	✓	✓	✓	✓	✓
Full delegate list	✓	✓		✓		✓		
<b>EVENT REGISTRATION</b>								
Additional registrations at CCA Member rates	✓	✓	✓	✓	✓	✓		
Complimentary registration for conference and Welcome Drinks			✓ For 1			✓ For 1		
Complimentary Welcome Drinks registration								
Complimentary registration for conference, Welcome Drinks and Gala Dinner	✓ For 4	✓ For 3		✓ For 2				

# GOLD SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
	Verbal acknowledgement during the opening and closing of the conference
	Verbal acknowledgement during a specific event - Gala Dinner
<b>Speaking Opportunity</b>	Speaking opportunity at specific conference event
<b>Display</b>	Opportunity to display signage
	Opportunity to display promotional material
	Exhibitor stand/table top in premium location
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo included in the event app
	Logo and company profile in the event printed program
	Logo on holding slides in plenary sessions
<b>Event App</b>	Lead capture on the event app
	Company collateral including links, documents and video featured in the app
	Logo featured on splash page as app is opened
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags
	Full delegate list
<b>Event Registration</b>	Additional registrations at CCA Member rates
	Complimentary registration for 3 people for the conference, Welcome Drinks and Gala dinner

# CONFERENCE ROOM SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
	Verbal acknowledgement during the opening and closing of the conference
	Exclusive naming rights of the main conference room
<b>Display</b>	Opportunity to display signage
	Opportunity to display promotional material
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo included in the event app
	Logo and company profile in the event printed program
	Logo on holding slides in plenary sessions
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags
<b>Event Registration</b>	Additional registrations at CCA Member rates
	Complimentary registration for 1 person for conference and Welcome Drinks

# WELCOME DRINKS SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
	Verbal acknowledgement during Welcome Drinks event
<b>Speaking Opportunity</b>	Speaking opportunity (10 minutes) at Welcome Drinks event
<b>Display</b>	Opportunity to display signage
	Opportunity to display promotional material
	Exhibitor stand/table top
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo included in the event app
	Logo and company profile in the event printed program
<b>Event app</b>	Company collateral including links, documents and video featured in the app
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags
<b>Event Registration</b>	Additional registrations at CCA Member rates
	Complimentary registration for 1 person for conference and Welcome Drinks
	Complimentary registration for 2 people for the Welcome Drinks only

# EVENT APP SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
<b>Display</b>	Opportunity to display signage
	Opportunity to display promotional material
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo included in the event app
	Logo and company profile in the event printed program
<b>Event App</b>	Lead capture on the event app
	Company collateral including links, documents and video featured in the app
	Logo featured on splash page as app is opened
	Logo featured on banner within the event app
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags
<b>Event Registration</b>	Registrations at CCA Member rates

# SILVER SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
<b>Display</b>	Opportunity to display signage
	Opportunity to display promotional material
	Exhibitor space with table top
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo included in the event app
	Logo and company profile in the event printed program
<b>Event app</b>	Lead capture on the event app
	Company collateral including links, documents and video featured in the app
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags
	Full delegate list
<b>Event Registration</b>	Additional registrations at CCA Member rates
	Complimentary registration for 1 person for conference and Welcome Drinks

# WORKSHOP

<b>Speaking Opportunity</b>	Workshop presentation/speaking opportunity in a breakout session
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags



# BRONZE SPONSOR

<b>Recognition</b>	Acknowledgement in CCA newsletter and promotion communications
<b>Branding</b>	Logo on powerpoint slides at the opening and closing of the conference event
	Logo and web link on CCA website
	Logo and web link in CCA social media and promotional communications
	Logo and web link in the event printed program
<b>Delegates</b>	Inclusion of 1-2 company promotional items in all delegate bags



Community  
Colleges  
Australia

# WE'D LIKE TO WELCOME YOU AS A CCA SPONSOR

Please contact me to enquire or to express your interest:

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