



LEADING PROFESSIONALS IN LOCAL GOVERNMENT

**CORPORATE
SPONSORSHIP
PROGRAM 2011-2012**

**An exciting opportunity to strengthen
your position in Tasmanian Local Government**

What is LGMA?

Founded in 1936, Local Government Managers Australia is a not-for-profit professional association representing the interests of its members - managers and aspiring managers working in the local government sector across Australia.

LGMA is continually expanding its charter and membership services to ensure that:

- local government management continues to develop and improve;
- the highest professional and ethical standards are maintained; and
- it's members are at the forefront of change and innovation.

In Tasmania, LGMA has three Branches, with approximately 140 members working throughout all Councils in the State.

To find out more about LGMA Tasmania visit <http://tas.lgma.org.au>

Who is eligible to become an LGMA Tasmania sponsor?

Any company or organisation that has an interest in dealing with councils, keeping abreast of emerging local government trends and sharing ideas and management techniques with key local government decision-makers.

Why become an LGMA Tasmania sponsor?

With 29 Councils in Tasmania, employing over 3500 staff and expending over \$450 million annually in the provision of a range of administrative, technical and professional services to their communities, local government is a significant industry.

Being an LGMA Tasmania sponsor you will have:

A competitive marketing and networking advantage - by gaining exposure and direct access to LGMA members – presently 140 key decision makers in Tasmanian councils - and many other local government employees who attend LGMA meetings and events.

A Strategic Planning Advantage - by increasing your knowledge of local government management, industry trends and emerging issues by participating in LGMA events.

A Public Relations Advantage - by enhancing your company's reputation as an organisation committed to improving local government management, whilst increasing your brand awareness through association with LGMA.

LGMA Sponsorship will allow you to:

- Increase your reputation as an organisation committed to improving local government management
- Develop and strengthen relationships by meeting directly with new and existing customers
- Build strategic relationships with senior decision-makers
- Build your brand awareness by showcasing your goods and services
- Understand council operations, business objectives, needs and challenges.

Sponsorship Opportunities

LGMA holds a number of events throughout the year that provide a fast, efficient and effective way to showcase your business, products or services to decision-makers in local government.

LGMA Tasmania would be pleased to consider any sponsorship proposal relating to the provision of services to LGMA members or in-kind assistance to the organisation.

To assist with your forward planning, this Program brochure outlines sponsorship opportunities for the financial year 2011-2012.

Annual Conference

LGMA Tasmania's major event, which will be held on **26 – 28 October 2011** at **Freycinet Lodge, Coles Bay** provides a great opportunity for sponsors to access many of the key decision makers in Local Government. Last year, 24 councils and local government related organisations were represented, including 16 General Managers.

Conference delegates are served their meals and refreshments in the trade display area, providing a number of opportunities for sponsors to meet and talk with them. The Conference social functions are ideal occasions to extend these friendships.

Principal Conference Sponsor (1 opportunity)

from \$5500

- Company logo on front cover of Conference brochure and on other advertising materials
- Full page company profile in Conference Sponsor Handbook
- Company logo on name tags
- Opportunity to address delegates at Conference opening and introduce keynote speaker (10 minutes)
- Banner on stage throughout Conference
- Trade display at Conference, with choice of site
- Opportunity to include two items of promotional material in Conference satchel
- LGMA membership list
- Receipt of FOCUS newsletter and Annual Report
- Opportunity to address each Branch once during year
- Acknowledgement in FOCUS and website

Conference Dinner Sponsor (1 opportunity)

from \$4000

- Company logo in Conference brochure and on other advertising materials
- Half page company profile in Conference Sponsor Handbook
- Opportunity to address delegates at Conference Dinner (10 minutes)
- Signage on stage during dinner and on dinner tables
- Trade display and signage at Conference, with choice of site
- Opportunity to include two items of promotional material in Conference satchel
- LGMA membership list
- Receipt of FOCUS newsletter and Annual Report
- Opportunity to address each Branch once during year
- Acknowledgement in FOCUS and website

Pre – Conference Social Event Dinner (1 opportunity)

from \$3000

- Company logo in Conference brochure and on other advertising materials
- Third page company profile in Conference Sponsor Handbook
- Opportunity to address delegates at the Pre-Conference Social Event (Wednesday 27 October evening) (10 minutes)
- Banner at Pre-Conference Social Event
- Trade display and signage at Conference
- Opportunity to include two items of promotional material in Conference satchel
- List of Conference delegates
- Receipt of FOCUS newsletter and Annual Report
- Acknowledgement in FOCUS and on website

Pre – Conference Social Event Drinks (1 opportunity) from \$3000

- Company logo in Conference brochure and on other advertising materials
- Third page company profile in Conference Sponsor Handbook
- Opportunity to address delegates at the Pre-Conference Social Event (Wednesday 27 October evening) (10 minutes)
- Banner at Pre-Conference Social Event
- Trade display and signage at Conference
- Opportunity to include two items of promotional material in Conference satchel
- List of Conference delegates
- Receipt of FOCUS newsletter and Annual Report
- Acknowledgement in FOCUS and on website

Pre-Dinner Drinks Sponsor (1 opportunity) from \$2500

- Company logo in Conference brochure and on other advertising materials
- Third page company profile in Conference Sponsor Handbook
- Opportunity to address delegates at the Pre-Dinner Drinks (5 minutes)
- Banner at Pre-Conference Social Event
- Trade display and signage at Conference
- Opportunity to include one items of promotional material in Conference satchel
- List of Conference delegates
- Receipt of FOCUS newsletter and Annual Report
- Acknowledgement in FOCUS and on website

Session Sponsors \$2500

- Company logo in Conference brochure and on other advertising materials
- Third page company profile in Conference Sponsor Handbook
- Naming right for session
- Opportunity to open session (5 minutes) and introduce presenter
- Trade display and signage at Conference
- Opportunity to include one item of promotional material in Conference satchel
- List of Conference delegates
- Receipt of FOCUS newsletter and Annual Report
- Acknowledgement in FOCUS and on website

Break Sponsors \$1200

- Acknowledgement in Conference brochure, Conference Sponsor Handbook and any other advertising materials
- Trade display and signage at Conference
- Naming rights for a lunch or tea break
- List of Conference delegates
- Acknowledgement in FOCUS and on website

Trade Display \$600

- Acknowledgement in Conference brochure, Conference Sponsor Handbook and any other advertising materials
- Trade display and signage at Conference
- List of Conference delegates

- Receipt of FOCUS newsletter
- Acknowledgement in FOCUS and on website

Management Excellence Awards

These Awards are made to managers in Local Government in Tasmania whose contribution is, in the opinion of their employing councils or colleagues, worthy of special acknowledgement.

The aims of the program are to:

- recognise leadership and excellence in Local Government in Tasmania
- highlight to LGMA members outstanding achievements, initiatives and innovation in management practices and to encourage the adoption of best practice in Tasmanian Councils
- enhance the profile of LGMA Tasmania and promote awareness of the role played by Local Government professionals.

There are two Award Categories:

Management Excellence

- This award is open to any person with a management role in Local Government in Tasmania

Aspiring Manager

- This award is to any person in Local Government who aspires to a management role in Local Government.

Winners receive a prize of \$1000 to assist with undertaking a professional development activity directly relevant to their work in Local Government. Nominations are invited in July and the winners are announced at the Conference Dinner.

Prize sponsors (2 x \$1,000.00) will receive:

- Acknowledgement in Awards brochure (Emailed to all members; hard copy to all Mayors)
- An opportunity to assist in the judging process
- Invitation to Conference Dinner to present Award
- Signage at Conference Dinner
- Acknowledgement in FOCUS newsletter and on website
- Acknowledgement in FOCUS newsletter and on website

Topical Issues Seminar

Each year, LGMA Tasmania provides an opportunity for relevant Council employees to hear from experts on topical issues in Local Government.

Past seminars have dealt with aspects of insurance and risk management, industrial relations and interpreting legislation affecting councils.

Up to two sponsorship opportunities of \$1000 are available.

Sponsors will receive:

- Acknowledgement in Seminar Registration brochure (Emailed to all members; hard copy to all Councils)
- An opportunity to address the seminar and introduce a speaker (5 minutes)
- Signage and promotional material at Seminar
- List of Seminar participants
- Acknowledgement in FOCUS newsletter and on website.

Branch Activities

There are three LGMA Branches that meet on a regular basis. If you would like to provide more localised support to LGMA please contact the relevant Branch secretary:

Southern Branch
Anna Holland
Glenorchy City Council
Phone: 6216 6725
Email: aholland@gcc.tas.gov.au

Northern Branch
Peter Groves
Dorset Council
Phone: 6352 6500
Email: pgroves@dorset.tas.gov.au

North West Branch
Michael Stretton
Central Coast Council
Phone: 6429 8934
Email: michael.stretton@centralcoast.tas.gov.au

Services to LGMA Tasmania or LGMA members

You may like to make a proposal in relation to the goods or services your company provides, either to LGMA Tasmania (eg printing, stationery, IT support) or its members (eg advisory services, discounts).

Application Process

Major Sponsorship Opportunities

For 2011/12, the following LGMA Annual Conference sponsorship opportunities will be offered through a competitive selection process:

- Principal Conference Sponsor from \$5,500
- Conference Dinner Sponsor from \$4,000
- Pre – Conference Social Event Dinner from \$3,000
- Pre – Conference Social Event Drinks from \$3,000
- Pre-Dinner Drinks Sponsor from \$2,500

The above figures are the minimum amounts that LGMA will accept as sponsorship for each category. Sponsors will be required to provide advice as to the amount that they are willing to sponsor for each category that they wish to apply for and any qualifying conditions that they wish to attach to their application. LGMA will assess applications for sponsorship based on the following selection criteria:

- The amount that each sponsor is willing to pay for the sponsorship category and the additional conditions of the sponsor's application
- The benefit of their organisation to LGMA
- The relevance of their business to Local Government, and
- Their ongoing relationship with Local Government

If you are interested in obtaining one of the above sponsorship opportunities, please complete the Expression of Interest form and return it together with a statement addressing the above selection criteria to :

Pamela Crawford
LGMA Tasmania
PO Box 535
GLENORCHY TAS 7010

Other Sponsorship Opportunities

LGMA's other sponsorship opportunities will be considered on a first received basis. Applicants must complete the Expression of Interest form and forward to Pam at the address above. LGMA Tasmania reserves the right to consider other factors, such as the selection criteria above in developing a sponsorship agreement.

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If you would like to discuss these opportunities, ring Pam on 0409 284 063

Sponsorship applications for all of the above categories must be received by **Friday 17 June 2011**.



LOCAL
GOVERNMENT
MANAGERS
AUSTRALIA
TASMANIA INC

**LGMA Tasmania
CORPORATE SPONSORSHIP
PROGRAM 2011-12**

Expression of Interest

Company
 Postal Address
 Contact Name
 Work Telephone
 Mobile
 Email
 Facsimile

Please indicate how you would like to sponsor LGMA Tasmania:

2011 Annual Conference:

- | | | | |
|------------------------------|--|------|-------------|
| <input type="checkbox"/> | Principal Conference sponsor | from | \$5,500 |
| <input type="checkbox"/> | Conference Dinner sponsor | from | \$4,000 |
| <input type="checkbox"/> | Pre-Conference Social event dinner sponsor | from | \$3,000 |
| <input type="checkbox"/> | Pre-Conference Social event drinks sponsor | from | \$3,000 |
| <input type="checkbox"/> | Pre-Dinner drinks sponsor | from | \$2,500 |
| <input type="checkbox"/> | Session sponsor | | \$2,500 |
| <input type="checkbox"/> | Break sponsor | | \$1,200 |
| <input type="checkbox"/> | Trade Display | | \$600 |
|
<input type="checkbox"/> |
2011 Management Excellence Awards | |
\$1,000 |
| <input type="checkbox"/> | 2012 Topical Issues seminars | | \$1,000 |
| <input type="checkbox"/> | Branch Activities | | |
| <input type="checkbox"/> | Services to LGMA Tasmania or LGMA Members (describe briefly) | | |

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Please return this Expression of Interest to Pamela Crawford by Friday 17 June 2011:

pamela.crawford@lgmatas.org.au

PO Box 535, GLENORCHY 7010

Receipt of your Expression of Interest will be confirmed by email.

If you have any queries, ring Pam on 0409 284 063