



The Leadership
INSTITUTE

SPONSORSHIP PROSPECTUS.

We Build Great Leaders.



About

**“WE OPERATE ON THE PREMISE THAT
ANYONE CAN BECOME A GREAT LEADER.”**

We launched The Leadership Institute in 2017 with the aim of creating a singular point of contact for all leaders and managers regardless of industry or profession. To become a truly successful leader, you must be constantly learning, developing and honing your management and leadership skills.

With access to the right people, the right training, in the right format, we empower our members and customers to become the leaders of tomorrow; the leaders who drive success through ethics, innovation, equality and strategy.

Our team works with managers and leaders, professional associations, industry leaders, executive coaches and our own partners to curate educationally focused professional development and training programs, in various formats - from a 4-day immersive program to 1-day intensive courses, bespoke in-house training, after-work seminars or webinars.

Our events are focused on our four founding pillars:

- Ethics, Trust & Purpose
- Equality, Inclusion & Diversity
- Innovation, Technology & Digital Leadership
- Strategy, Growth & Development

The leadership journey of our members is also varied – some are taking the first step towards becoming a leader, others have been leading teams and organisations for years and are constantly honing their skills, while others are spending their time mentoring and guiding the next generation.

No matter what stage, company or industry, Australia's leaders are starting and continuing their journey with us.



Benefits of Sponsoring

“Never underestimate the value of standing face-to-face with a person and engaging them with the thing you are most passionate about.”

It's a digital world and a lot of emphasis is placed on how technology can push your product or service further. And it can. But there's an old adage that people buy from people and, more importantly, people they know and like. You need to give your customers an opportunity to get to know you. In person. That's where event sponsorship can help.

1. Put Your Business in the Spotlight

Position yourself as an authority in your industry, gain respect and credibility and stand out from the pack in front of the exact right target market for you. Instead of just attending and networking, sponsorship lets you show attendees what you are all about.

3. Lead Generation and New Contacts

Give your sales team a boost and get new leads by attracting people to you that you would otherwise not connect with. Take networking to the next level with games, prize giveaways, and more. Conferences can be information overload, but by making networking fun and giving your brand a physical presence, the leads will flock to you.

5. Give attendees a “taste” of your business

We all know how much advertising can cost. Clicks, views, impressions, EDMs. We can work with you to tailor a package that suits your needs in your budget for the best way you like to get in front of your audience. By leveraging the event to your advantage, there will be no limit on your potential ROI.

2. Get in Front of Your Target Market

We have a big database and we spend a lot of time and effort marketing our event to your exact target market because we have a mutual goal of bringing them together for the event. All you need to do is come prepared to dazzle them.

4. New Clients, New Customers, New Business

You never know who a new customer might be but with so many of the right people gathered together you can't help but get new clients and close new business. We've seen our event partners sign up highly qualified leads on the spot, as well as close deals simply by being in the right place at the right time.

6. Increase Brand Awareness

Event sponsorship is an easy way to build brand awareness with the right target market. We've worked with companies launching new products, brands that have extensive awareness and are looking for a new audience, and even companies going through a re-brand. Use of branded merchandise means your audience takes your brand home with them and can save hours of prospecting time.

2024 Event Calendar

2024 dates subject to change. For exact dates please contact us on (02) 8294 2044

LEADING INNOVATION SUMMIT 2024

MARCH
18-21

EXECUTIVE LEADERSHIP SUMMIT 2024

MAY
9-12

WOMEN IN LEADERSHIP SUMMIT NEW ZEALAND 2024

MAY
07-10

WOMEN IN LEADERSHIP SUMMIT MELBOURNE 2024

MAY
28-31

INDIGENOUS LEADERSHIP SUMMIT 2024 MELBOURNE

JUNE
11-14

DISABILITY LEADERSHIP SUMMIT 2024

JUNE
13-16

WOMEN IN PUBLIC SECTOR LEADERSHIP SUMMIT 2024

JULY
25-28

LGBTIQA+ LEADERSHIP SUMMIT 2024

AUGUST
22-25

WOMEN IN LEADERSHIP SUMMIT 2024

OCTOBER
22-25

INDIGENOUS LEADERSHIP SUMMIT 2024

NOVEMBER
19-22

Sponsorship Options, Packages and Cost Summary

CONFERENCE OPTIONS

INCLUSION	COST
Solo Speaking session (50 mins)	\$29,999
Solo Speaking session (15 mins)	\$ 15,999
Host a Panel Discussion	\$10,999
Host Networking Drinks	\$4,000 + cost of drinks
Host a Workshop or Training Session	\$3,000
Exhibition Booth	\$5,999
Promotional Material on Tables, Chairs or Inside Gift Bags	\$1,500

PRE-EVENT MARKETING OPTIONS

INCLUSION	COST
Logo/company blurb on Brochure	Automatic Inclusion
Logo/company blurb on Website	Automatic Inclusion
Social Media Post	1 x Automatic Inclusion
Solus EDM to Database	*Starting from \$6,600 depending on size of target market in database
Inclusion in Leadership Institute Podcast	\$3,000
Delegate Wishlist	Automatic Inclusion

ON THE DAY MARKETING OPTIONS

INCLUSION	COST
Logo in the background of all holding slides/ company banners on stage	Automatic Inclusion
Thanks from conference chair before and after all breaks	Automatic Inclusion

POST EVENT MARKETING OPTIONS

INCLUSION	COST
List of Attendees + Thank You email to delegates	\$4,999

SOLUS EDM SERVICES

INCLUSION	DETAILS	RATE (\$)	ITEM
Premium Solus Blast	HTML – Client Supplied	10,999 + GST	<ul style="list-style-type: none"> A one-time, exclusive email marketing campaign sent to our entire database. A/B Testing Performance Report Reach – 75 000 Automatic Inclusion
Targeted Solus Campaign	HTML – Client Supplied	5,999 + GST	<ul style="list-style-type: none"> A tailored email marketing campaign that targets specific segments of our database. A/B Testing Performance Report Reach – Max. 10 000 Subscribers

Past Sponsors and Partners



Charles Sturt
University



RMIT
UNIVERSITY



CAMMS
Intelligent performance



MACQUARIE
University



PROTECHT.



Paladin Security



Sylvania
Connected
Solutions

Industrie&Co

Media Partners & Advertising:



Charity Partners:



Raised: \$5,000+



Raised: \$5,000+



Raised: \$5,000+



Raised: \$6,000+

Delegate Snapshot



Testimonials

Attendees:



Excellent day; fantastic insights, each speech was valuable to listen to!

– Department of Defence



Really appreciated this presentation. Inspirational and provided some great advice and tools in this space.

– SA Health



Really well organised + well done!
Thank you for organising such a wonderful event!

– Department of Human Services



Very inspiring! Practical advice. Clear and articulate. Loved the insight as well as the simplicity.

– NAB



Exceptional – I have never had disruptions so clearly articulated. Some really good mixes of theoretical vs practical across presenters. Very well balanced.

– AGL Energy

Sponsors:



One of the most impressive line-ups I've seen at an event. We saw tremendous value in being a part of the inaugural event and will be back for sure.

– Industrie & Co.



One of the best event we've ever attended and been involved in. In terms of value for us, it blew Cartner's event out of the water.

– Ultimo Digital Technology

Gallery



Gallery



Gallery

