



Australian
Rural Leadership
Foundation

Sponsorship Prospectus

ANNUAL
GALA DINNER 2019

People are the Difference

Thursday 17 October 2019

National Arboretum | Canberra ACT

Sponsorship Opportunity Snapshot

Event: 2019 Australian Rural Leadership Foundation Gala Dinner
'People are the Difference'

Date: Thursday 17 October 2019

Time: 6.15pm

Location: National Arboretum, Canberra

Attendance: Projected 300 delegates

Ticket cost: \$220.00

Sponsorship: Various investments available

About

Australian Rural Leadership Foundation (ARLF)

The ARLF is a not-for-profit organisation that provides leadership development programs, supports and promotes leadership excellence and convenes leaders to discuss regional challenges, opportunities and ideas.

Together, we work with our partner organisations and alumni of over 1,500 leaders to develop and demonstrate outstanding leadership for rural, regional and remote Australia.

In its 27th year, the ARLF works to influence positive change across regional Australia. Our leadership programs take an ethical approach, challenge assumptions and seek to respectfully influence change for the greater good in regional, rural and remote communities.

“ Hand on my heart, no holds barred, the ARLF changed my life. It turned me from a leader who didn't realise she had so much to learn, to realising the power of vulnerability and the power of asking for help. ”

Catherine Marriott, ARLF Fellow



Gala Dinner

The ARLF Gala Dinner is the premier event on the ARLF calendar. The annual event is a culmination of a week-long focus on regional, rural and remote Australia in Canberra and the theme of the 2019 Gala Dinner is 'People are the Difference'.

The ARLF achievements are evident through its graduates' impact is significantly felt across the depth and breadth of Australia. The Gala Dinner provides an opportunity to celebrate the work of the ARLF and acknowledge the outstanding contributions and initiatives of some of Australia's regional leaders.

The ARLF Gala Dinner brings together an expected audience of 250 – 300 guests from across rural and regional industries and communities including; program participants and their guests, ARLF alumni, ARLF Board members, corporate sponsors, Government representatives and philanthropic supporters.

The event offers a unique opportunity to align your business with a well-established and respected organisation, committed to rural and regional leaders.



“ The program for me has been lifechanging and probably lifesaving. Without being a part of this program, I probably wouldn't be part of this industry anymore.

”

Australian Agribusiness Program Participant, 2018

Sponsorship Benefits

To celebrate our theme **'People are the Difference'** Sponsorship packages are trademarked to capture the ARLF's values and mission statement.

The ARLF Vision is outstanding regional and rural leadership. Our Mission is to develop and promote leadership.

All sponsorship packages include the following benefits:

- ◆ Brand recognition at event
- ◆ Acknowledgement in all online and print promotion of the 2019 Gala Dinner via ARLF distribution channels
- ◆ Opportunities to engage with the broader ARLF network through events, activities, media and communications
- ◆ Corporate branding and direct web links from the ARLF website
- ◆ Onsite signage (where applicable)

Leaders are

Influential (one package available)

Benefits include:

- Exclusive Program Registration on an ARLF TRAIL Emerging Leaders program*
- First right of refusal for major sponsorship (gala dinner) in successive years
- The opportunity of a five-minute Sponsor Address at the gala dinner
- Newsletter article in ARLF E-newsletter distribution list approx. 1,400
- Social media profiling x 10 posts shared across ARLF FB and LinkedIn**
- Major brand recognition on menus and collateral at the dinner and pre-dinner drinks
- Verbal acknowledgement by the MC at the pre-dinner cocktail event and the gala dinner
- Two tickets on a VIP table at the gala dinner
- Ten tickets to the pre-dinner cocktail event and 2019 gala dinner
- Five tickets to the 2019 Australian Rural Leadership Program, Course 25 Exclusive Sponsor Lunch (17th October, Barton, ACT)
- Opportunity for VIP placement seating for any additional tickets purchased
- Opportunity to provide promotional material and collateral at the 2019 gala dinner***
- General sponsorship benefits as noted above

Commitment = \$40k

**one participant on TRAIL Emerging Leaders program — allocated within 12mths of agreement*

***Social content to be provided by Sponsor*

****In consultation with the ARLF team*

Leaders are

Supportive - Pre-Dinner Cocktail event (one package only)

Benefits include:

- First right of refusal for 'Support' pre-dinner cocktail event in successive years
- Verbal acknowledgement by the MC at the pre-dinner cocktail event
- The opportunity of a five-minute Sponsor address at the Pre-Dinner Cocktail Event
- Newsletter article in ARLF E-newsletter distribution list approx. 1,400
- Social media profiling x 5 posts shared across ARLF FB and LinkedIn**
- Brand recognition on menus and collateral at the dinner
- Two tickets on a VIP table at the gala dinner
- Eight tickets to the pre-dinner cocktail event and 2019 gala dinner
- Four tickets to the 2019 Australian Rural Leadership Program, Course 25, Exclusive Sponsor Lunch (17th October, Barton, ACT)
- Opportunity for VIP placement seating for any additional tickets purchased
- Opportunity to provide promotional material and collateral at the 2019 gala dinner***
- General sponsorship benefits as outlined above

Commitment = \$20k

**Social content to be provided by Sponsor

***In consultation with the ARLF team

Leaders are

Authentic (one package available)

Benefits include:

- Engagement with a 2019/2020 ARLF TRAIL Program*
- The opportunity of a two-minute Sponsor Address at the gala dinner
- First right of refusal for 'Authentic' sponsorship (gala dinner) in successive years
- Newsletter article in ARLF E-newsletter distribution list approx. 1,400
- Social media profiling x 2 posts shared across ARLF FB and LinkedIn**
- Brand recognition on menus and collateral at the dinner and pre-dinner drinks
- Verbal acknowledgement by the MC at the gala dinner
- Two tickets on a VIP table at the gala dinner
- Six tickets to the pre-dinner cocktail event and 2019 gala dinner
- Four tickets to the 2019 Australian Rural Leadership Program, Course 25, Exclusive Sponsor Lunch (17th October, Barton, ACT)
- Opportunity for VIP placement seating for any additional tickets purchased
- Opportunity to provide promotional material and collateral at the 2019 gala dinner***
- General sponsorship benefits as outlined above

Commitment = \$15k

*Emerging Leaders Program with the ARLF Partnerships team

**Social content to be provided by Sponsor

***In consultation with ARLF Event team

Leaders are

Courageous

(one package available)

Benefits include:

- The right to display your logo and link on the ARLF website
- First right of refusal for 'Courageous' sponsorship (gala dinner) in successive years
- Newsletter article in ARLF E-newsletter distribution list approx. 1,400
- Social media profiling post shared across ARLF FB and LinkedIn**
- Brand recognition on menus and collateral at the dinner
- Verbal acknowledgement by the MC at the gala dinner
- Two tickets on a VIP table at the gala dinner
- Four tickets to the pre-dinner cocktail event and 2019 gala dinner
- Two tickets to the 2019 Australian Rural Leadership Program, Course 25, Exclusive Sponsor Lunch (17th October, Barton, ACT)
- Opportunity for VIP placement seating for any additional tickets purchased
- Opportunity to provide promotional material and collateral at the 2019 gala dinner***
- General sponsorship benefits as outlined above

Commitment = \$10k

**Social content to be provided by Sponsor

***In consultation with ARLF Event team

Leaders are

Ethical

(multiple packages available)

Benefits include:

- Newsletter article in ARLF E-newsletter distribution list approx. 1,400
- Social media profiling post shared across ARLF FB and LinkedIn**
- Brand recognition on menus and collateral at the dinner
- Verbal acknowledgement by the MC at the gala dinner
- Two tickets on a VIP table at the gala dinner
- One ticket to the 2019 Australian Rural Leadership Program, Course 25 Exclusive Sponsor Lunch (17th October, Barton, ACT)
- Opportunity for VIP placement seating for any additional tickets purchased
- Opportunity to provide promotional material and collateral at the 2019 gala dinner***
- General sponsorship benefits as outlined above

Commitment = \$5k

*Social content to be provided by Sponsor

**In consultation with ARLF Event team

What works for you?

If you're looking for an opportunity to engage and show your commitment to rural, regional and remote leadership, please contact us and we'll work with you for the perfect fit.

Sponsorship

Kellie Sydlarczuk

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In luential = \$40k

2 VIP / 10 Dinner / 5 lunch

Support = \$20k

Pre-Dinner Cocktail event

2 VIP / 8 Dinner / 4 lunch

Authentic = \$15k

2 VIP / 6 Dinner / 4 lunch

Courageous = \$10k

2 VIP / 4 Dinner / 2 lunch

Ethical = \$5k

2 VIP / 2 lunch



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