

SPONSORSHIP PROSPECTUS



Common Ground
Different Stories



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Website: www.vmiac.org.au

Invitation to Sponsor

On behalf of the VMIAC Conference organising Committee, we invite you to participate as a valued sponsor and exhibitor at the VMIAC Conference.

The '**Common Ground, Different Stories**' Conference is a unique consumer run event that will provide an avenue for people with a lived experience to lead front and centre in the discussion about mental health reform, human rights activism and social change against the backdrop of Victoria's Royal Commission into Mental Health.

The growth of the Consumer Movement is underscored by the need to foster inclusivity among individuals with disabilities and diverse cultural backgrounds, emphasizing the importance of forging common ground to address societal divisions, nurturing supportive communities beyond reform agendas, and most critically, centering the invaluable wisdom and expertise of the Lived Experience community. In this pursuit, it is paramount that the conference itself serves as a model of inclusivity and accessibility, employing measures to ensure equitable participation for those encountering the most formidable barriers. This will ensure that we hear and honour many different stories, while finding common ground.

The 2-day conference '**Common Ground, Different Stories**' will bring together practice leaders, activists, academics, change agents and emerging new voices from across Australia.

The conference will take place across multiple spaces at Box Hill Town Hall located in the heart of Box Hill. Bound to attract a capacity audience of over 200 people, Australia's premier consumer conference is an event not to be missed.

Your Sponsorship Opportunity

To create the best conference possible, we invite your organisation to play an important role as a valued sponsor of this landmark event. We look forward to the opportunity to discuss with you the ways in which your organisation can benefit by actively supporting this event. Continuing on from our last conference in 2019, we are once again opening our conference to a broader audience, with 50 places being allocated for stakeholders from non-consumer-based organisations to be a part of this event.

This is an excellent opportunity to affiliate your brand (org) with a movement for positive social change.

Thank you for understanding that it is important to us that there is congruence between the values and practice of any sponsoring organisation and those of VMIAC. This may mean that we are unable to accept your proposed sponsorship.

Benefits for Sponsors and Exhibitors

Within a changing mental health landscape, it is vital for organisations to be able to work closely and collaboratively with consumers. Becoming a sponsor of the '**Common Ground, Different Stories**' Conference will:

- Fine tune your organisation to the issues of importance for consumers
- Align your organisation as a champion and supporter of consumer rights and leadership
- Support your organisation to tap into the huge potential of a rapidly evolving consumer workforce
- Enable you to draw on the expertise of consumer delegates to develop better and more innovative services
- Allow you the opportunity to be part of the conversation that can help change mental health
- Present your product, services and branding to an expert consumer community

Delegates to our conference will come from all over Victoria and interstate and will want to meet you and learn about what your service has to offer and how they might benefit from working with you.

With over 200 consumer delegates in attendance, you will have a unique opportunity as a sponsor to speak face to face and promote your brand and services to new networks of consumers.

Our conference will be promoted and covered extensively by various forms of social media ensuring that your organisation and branding receive maximum coverage both prior to and throughout this event.

Available Sponsorship Packages

PREMIUM SPONSOR – \$20,000 + GST (2 available)

Benefits include:

- Option to run a consultation and/or survey at the conference
- 5 complimentary registrations
- Full page advertisement in the program
- Logo prominently displayed on all promotional materials and conference webpage
- Logo in the conference program
- Premium display of organisational branding in conference entrance foyer
- Two conference bag inserts
- 20 bursaries
- Social media coverage branding
- Table at both days of the conference
- Acknowledgement during the opening/closing of keynote sessions.

PLATINUM SPONSOR – \$10,000 + GST (3 available)

Benefits include:

- Option to run a consultation and/or survey at the conference
- 3 complimentary registrations
- Half page advertisement in the program
- Logo displayed on all promotional materials and conference webpage
- Logo in the conference program
- Prominent display of organisational branding in conference entrance foyer
- One conference bag insert
- 10 bursaries
- Social media coverage branding
- Table at both days of the conference

GOLD SPONSOR – \$5,000 + GST

Benefits Include:

- Branding
- 2 Complimentary registrations
- Quarter page advertisement
- Logo displayed on all promotional materials and conference webpage
- Logo in the conference program
- 5 Bursaries
- Table at both days of the conference

SILVER SPONSOR – \$3,000 + GST

Benefits Include:

- 2 complimentary registrations
- Logo displayed on all promotional materials and conference website
- Logo in the conference program
- 3 Bursaries
- Table at both days of the conference

BRONZE SPONSOR – \$1,000 + GST

Benefits Include:

- 2 complimentary registrations
- Logo displayed on all promotional materials and conference website
- Logo in the conference program
- 1 Bursary
- Table at both days of the conference

CONFERENCE STALL ONLY – \$500 + GST

Benefits Include:

- Table at both days of the conference
- 2 complimentary registrations for stall attendees

Important next steps for Sponsors

We appreciate the opportunity to partner with you and are eager to work with your organisation in whichever way suits.

On request, we can supply you with payment options and answer any further queries you may have.
Limited number of tables available.

Please be aware that our closing date for Sponsorship Offers is **13th October 2023**.


If there is any option that your organisation would like to consider that we haven't mentioned, please feel free to discuss that with us.

Please direct enquiries regarding sponsorship and support of VMIAC's '*Common Ground, Different Stories*' to:

craig.wallace@vmiac.org.au or 0499 176 939

We thank you for your ongoing support of the Victorian consumer workforce and the consumer community.

Craig Wallace



CEO