



**Public
Libraries SA**
For the Future
of Our Libraries

Sponsorship Proposal 2022 Conference

Public Libraries South Australia

As an association, we seek to create a welcoming and inclusive environment, maintain openness to new and diverse ideas, present in a cohesive and united manner to strengthen outcomes, and to ensure a high level of professionalism and commitment to advancing South Australian libraries.

Introduction

Public Libraries South Australia (PLSA) is delighted to present our biennial conference at the Adelaide Convention Centre in Adelaide on 9 and 10 June 2022. The theme for this year is ‘Disruption and Reconnection: no longer business as usual’. As a provider to public libraries across South Australia we would value your support through sponsorship.

Public Libraries SA Executive look forward to presenting this exciting biennial conference and the opportunity to explore, debate and be inspired. The unprecedented events of last year demonstrated how vital library services are in creating and maintaining community connections during difficult times. South Australian libraries stepped up to the challenge in this time of great uncertainty, and unique services were quickly rolled out across the state in an effort to best assist our communities. The COVID-19 pandemic completely disrupted our way of doing business, and some things may never be the same. As such, we are looking to the future to consider both the pandemic and other potential disruptors, and how we can continue to re-connect with our communities to support, educate, inform, entertain, and delight. We are confident that those who attend “Disruption and Reconnection – no longer business as usual” will take away new ideas and concepts to implement in their libraries for their communities.

As an industry, public libraries currently face significant change and resulting challenges. In South Australia, public libraries are networked through a single library system linking all libraries, collections and customers enabling us to deliver a strong 24/7 online platform. Our digital services were a major drawcard during the worst of the pandemic, highlighting the need for South Australian libraries to be at the forefront of digital technologies in order to best serve our community. In order to fully embrace these potential digital changes, however, SA public library staff also need to embrace the mindset of disruption and be open to constant change. We will be seeking to engage speakers that will inspire our staff to react optimistically to this ongoing challenge, and the increasing sophistication of customer expectations and constantly evolving community needs.

Public Libraries are a means to connect to other people during times of need and have a strong impact on public health and wellbeing. COVID has pushed libraries along with many other industries to innovate, increase digital presence and reinvent service delivery models. Challenges in providing access to technology and rebuild well and not leave vulnerable communities behind are relevant to libraries, being providers of information and technology to those who cannot connect any other way, due to cost, skills, access or language barriers.

Target Market

Our conference targets Council CEOs and Directors, Elected Members, Library Managers and professional staff, both intrastate and interstate. The highly successful 2019 conference attracted over 200 attendees and early indications are that the 2022 conference will be even more successful, given the excellent mix of speakers so far confirmed.

About Us

The conference is being presented by Public Libraries South Australia Incorporated (PLSA). A key strategic body in the library and information industry, PLSA aims to ensure the long-term viability of public libraries in South Australia. As a professional body representing over 130 public libraries across the state, it provides a united voice on major issues including policy and planning, advocacy, strategic alliances and partnerships, and ongoing network development.

As an association, we seek to create a welcoming and inclusive environment, maintain openness to new and diverse ideas, present in a cohesive and united manner to strengthen outcomes, and to ensure a high level of professionalism and commitment to advancing South Australian libraries.

We invite you to contact our Conference Coordinator at your earliest convenience to ensure that you secure your preferred sponsorship opportunity at this premier public library sector event. We look forward to working with as you consider your contribution in inspiring our state-wide network of metropolitan and regional libraries.

Being a Sponsor

We look forward to the opportunity to work with you as a sponsor for this significant conference which will inspire our South Australian network of libraries. Being a sponsor at our 2022 Conference gives you the opportunity to:

- Meet and network with decision makers from within local government and the public library sector.
- Communicate your key messages to attendees.
- Build brand and company awareness.
- Introduce new and established products and services.
- Raise your corporate profile amongst key decision makers.

We look forward to the opportunity to work with you in supporting and inspiring our state-wide network of metropolitan and regional libraries during what will be a premier public library sector event and invite you to contact our Conference Coordinator at your earliest opportunity to secure your preferred sponsorship opportunity.

Conference Coordinator: Patricia Coonan, P: 0408 801 026 / E: event@plsa.org.au

We welcome... you to further extend your knowledge of Local Government and help libraries meet their challenges and business objectives with the services of your company.

We provide... the opportunity for you to create business through the promotion of your products and services.

We encourage... you to be linked to a highly respected and active body whose primary intent is to deliver better outcomes for the community.

Sponsorship Levels

- **Platinum**
- **Gold**
- **Silver**
- **Bronze**

| Sponsorship Levels: | | |
|---------------------|--|---------------|
| Name | Number of Sponsorship Packages Available | Cost |
| *Platinum | Exclusive – One Only Includes Naming Rights | \$8,000 + GST |
| Gold | Maximum of 5 | \$4,000 + GST |
| Silver | Unlimited | \$3,000 + GST |
| Bronze | Unlimited | \$1,500 + GST |

***Exclusive rights** for sponsorship will be granted to the Platinum sponsor only. This provides the sponsor the sole opportunity to represent their particular service area.

➤ **Platinum**

Fee: \$8,000 + GST

- Exclusivity and Naming Rights to the event.
- An allocation of speaking time:
 - 5 minute “sound bite” to welcome delegates to the conference
 - 5 minute “sound bite” to farewell delegates at close of conference
- Four (4) complimentary tickets to this event, including attendance at the networking event at the end of day one.
- 20% discount on additional delegate registrations.
- Space for a promotional stand. Trestle table, two chairs and power provided (additional equipment including audio visual to be provided at sponsor’s cost).
- 20% discount on any additional Trade Display Space purchased.
- Placement of 1 promotional item per delegate on conference tables and/or in delegate package:
 - Sponsors are encouraged to consider their environmental footprint.
 - If providing giveaways, please avoid single use plastic and hard copy flyers/brochures.
 - We can put an eFlyer/Brochure on our website as an alternative.
- Placement of promotional material on attendee tables.
- Banner display (x 2) in the trestle display area and in the conference room.
- Naming on conference promotional material.
- Opportunity to collect attendee business cards and to present winner with a suitable prize (sponsor supplied).
- Your logo and a link to your website on our conference website.

➤ **Gold**

Fee: \$4,000 + GST

- An allocation of speaking time: 2 minute “sound bite”.
- Three (3) complimentary tickets to this event, including attendance at the networking event at the end of day one.
- 10% discount on additional delegate registrations.
- Space for a promotional stand. Trestle table, two chairs and power provided (additional equipment including audio visual to be provided at sponsor’s cost).
- 10% discount on any additional Trade Display Space purchased.
- Placement of 1 promotional item per delegate on conference tables and/or in delegate package:
 - Sponsors are encouraged to consider their environmental footprint.
 - If providing giveaways, please avoid single use plastic and hard copy flyers/brochures.
 - We can put an eFlyer/Brochure on our website as an alternative.
- Banner display (x 1) in the trestle display area.
- Naming on conference promotional material.
- Opportunity to collect attendee business cards and to present winner with a suitable prize (sponsor supplied).
- Your logo and a link to your website on our conference website.

➤ Silver

Fee: \$3,000 + GST

- Two (2) complimentary tickets to this event, including attendance at the networking event at the end of day one.
- Space for a promotional stand. Trestle table, two chairs and power provided (additional equipment including audio visual to be provided at sponsor's cost).
- Placement of 1 promotional item per delegate on conference tables and/or in delegate package:
 - Sponsors are encouraged to consider their environmental footprint.
 - If providing giveaways, please avoid single use plastic and hard copy flyers/brochures.
 - We can put an eFlyer/Brochure on our website as an alternative.
- Banner display (x 1) in the trestle display area.
- Naming on conference promotional material.
- Opportunity to collect attendee business cards and to present winner with a suitable prize (sponsor supplied).
- Your logo and a link to your website on our conference website.

➤ **Bronze**

Fee: \$1,500 + GST

- One (1) complimentary ticket to this event, including attendance at the networking event at the end of day one.
- Placement of 1 promotional item per delegate on conference tables and/or in delegate package:
 - Sponsors are encouraged to consider their environmental footprint.
 - If providing giveaways, please avoid single use plastic and hard copy flyers/brochures.
 - We can put an eFlyer/Brochure on our website as an alternative.
- Banner display (x 1) in the trestle display area.
- Naming on conference promotional material.
- Your logo and a link to your website on our conference website.

Sponsorship Levels Summary

| Sponsorship Benefits by Category | Platinum \$8,000 + GST | Gold \$4,000 + GST | Silver \$3,000 + GST | Bronze \$1,500 + GST |
|---|--|--|--|--|
| 1. Exclusivity and Naming Rights to the event. | ✓ | ✗ | ✗ | ✗ |
| 2. An allocation of speaking time. | 2 x 5 minute sound bites | 1 x 2 minute sound bite | ✗ | ✗ |
| 3. Complimentary tickets to the full event including attendance at the networking event at the end of day one. | 4 Tickets | 3 Tickets | 2 Tickets | 1 Ticket |
| 4. Additional event tickets can be purchased at a reduced rate. | 20% Discount | 10% Discount | ✗ | ✗ |
| 5. Space for a promotional stand. Trestle table, two chairs and power provided. Additional equipment including audio visual to be provided at sponsor's cost. | Platinum Location | Gold Location | Silver Location | ✗ |
| 6. Additional trade display space can be purchased at a reduced rate. | 20% Discount | 10% Discount | ✗ | ✗ |
| 7. Placement of 1 promotional item per delegate in delegate bags. | ✓ | ✓ | ✓ | ✓ |
| 8. Placement of promotional material on attendee tables. | ✓ | ✗ | ✗ | ✗ |
| 9. Use of your Banner. | X 2 Platinum Location (Conference & Trestle area) | X 1 Gold Location (Trestle area) | X 1 Silver Location (Trestle area) | X 1 Bronze Location (Trestle area) |
| 10. Naming on conference promotional material. | ✓ | ✓ | ✓ | ✓ |
| 11. Opportunity to collect attendee business cards and to present winner with a suitable door prize (sponsor supplied). | ✓ | ✓ | ✓ | ✗ |
| 12. Your logo and a link to your website on our conference website. | ✓ | ✓ | ✓ | ✓ |

Payment, Application & Conditions of Sponsorship

PLSA acknowledges the importance of its sponsors to deliver great benefits to its members' and the wider Local Government industry. We are confident that the benefits and value you will receive represents great value for your investment.

PLSA would be happy to discuss any aspect of the Sponsorship Proposal with representatives from your company.

- Sponsorship is payable on receipt of a PLSA invoice.
- Sponsorship payments must be received in full in accordance with the payment terms of the invoice before sponsorship is active.

Application

To apply for sponsorship, please email your interest to our Event Coordinator on event@plsa.org.au. Once all EOIs have been reviewed, you will then be emailed an online form to complete that will also provide you with an automatic invoice.

Conditions

1. The sponsorship applications will be considered on a 'first in first served' basis and will be reviewed before confirmation.
2. PLSA reserves the right to change the benefits and arrangements, if exceptional circumstances demand. In the event of a change, the agreement to participate will remain in force as long as the Sponsorship Partner is informed within a reasonable timeframe.
3. PLSA does not necessarily endorse any Sponsor products and this agreement does not constitute a partnership, joint venture or agency relationship between PLSA and the Sponsor's organisation.
4. Late sponsorship payments may impact on your ability to use your sponsor benefits including events and associated materials.
5. In the case of Sponsorship cancellation, notification in writing should be sent to the PLSA Event Coordinator at least 60 days before the event. If cancellation is received after this timeframe PLSA reserves the right to retain monies received.

For further information please contact:

Patricia Coonan

Events Coordinator / Secretariat

M: 0408 801 026

E: event@plsa.org.au