

Young Ch@mb@r

Next Gen
Expo

Wednesday 29 July 2009

EVENT SPONSORSHIP
PROPOSAL



CAIRNS
CHAMBER
OF COMMERCE
Building Business

About Cairns Chamber of Commerce

Established over 100 years ago, Cairns Chamber of Commerce is a membership based not-for-profit organisation, with over 600 members across a diverse range of industries.

Cairns Chamber of Commerce plays a key role in assisting the local business community to resolve regional development issues through economic lobbying and representation.

Another way the Chamber supports local business is through skilled migration assistance, as a Regional Certifying Body for the Department of Immigration & Multicultural Affairs.

The organisation's charter delivers value to its members by mentoring businesses and connecting them with key industry contacts through it's various task forces and industry familiarisation's.

The presence of Cairns Chamber of Commerce is an important stabilising force, which ensures prosperous and integrated economic growth.

About the Young Ch@mber

Young Ch@mber was established as a sub-committee of the Cairns Chamber of Commerce Management Committee in 2005 to provide an innovative and fresh perspective and to represent the interests of 'young business people' in the Cairns community.

Since its inception, Young Ch@mber has quickly developed a strong identity of its own, with a dynamic team of six committee members driving our agenda for business development and networking opportunities for aspiring business leaders in the Cairns community. Our activities and events have grown from strength to strength with record attendance numbers achieved across all events in 2008.

Our support base has developed beyond that of 'young' people; it has grown to represent a diverse group of individuals who pride themselves on 'thinking young' and keeping things fresh! The word 'young' has essentially become a metaphor for the continual learning process that we all go through – at the beginning of a business cycle, in the midst of a career change, or even just in every day work and life.

Young Ch@mber began by providing development and networking opportunities to aspiring business professionals and the Gen-Y workforce by mentoring, promoting and connecting individuals – but it has evolved.

If you've seen our website, www.youngchamber.com.au you might have noticed our mantra: 'securing the future success of business in Cairns, starting with an investment in its people'.

Young Ch@mber strives to deliver on our belief that it doesn't matter whether a person is a student, an employee, or a business owner, comes from a corporate environment or an industrial work place, the future of business in our region is 'in your hands'.

By making our foremost objective to support the continued growth and development of these people, we are investing in the sustainable development of local business and industry throughout Tropical North Queensland.



Next Gen Expo – what is it?

Young Chamber's events are designed to invest in the future leaders of our region – whoever they may be today and whatever stage they may currently be at in life. Using the Next Gen Expo as their vehicle, Young Chamber is now taking this mandate to a new level.

The Next Gen Expo is a one-day intensive program of guest speakers, workshops and break out sessions in which well known presenters and mentors will impart their knowledge and experience to an audience of aspiring leaders, students and the Gen Y workforce of Tropical North Queensland.

Held at the Tanks Arts Centre, Edge Hill, the Expo is scheduled for Wednesday 29 July. Approximately 200 attendees are expected to attend, along with key business leaders in the Tropical North Queensland Community.

The format of the Next Gen Expo allows attendees to customise their day by selecting sessions that best suit their individual needs. Six sessions are planned, with each session having two speakers present in different tanks. Additionally workshops and break out sessions provide the means to energise, challenge and entertain attendees.

A highlight of the day will be the Business BBQ where business leaders from the region will host a BBQ for attendees, providing a special networking opportunity for all.

- All attendees receive a quality branded satchel containing:
- A USB drive with copies of presentations and speaker notes
- Templates and pro-forms documents (e.g. Guides to writing business plans/developing budgets etc)
- Treats to keep the energy levels up during the day
- A report card which includes log-in details to online resources
- A range of sponsor merchandise

The Young Chamber's objectives for this event are:

- To launch the Next Gen Expo with a big splash, through print, online, radio and television media coverage.
- To attract between 200-300 attendees on the day.
- To build a reputation for the Next Gen Expo as an innovative, inspiring and edgy, yet highly effective alternative to professional development conferences.
- To engage and motivate attendees by challenging their perceptions and using creativity and sensory variables not normally associated with conferences.
- To demonstrate that you don't have to leave TNQ to 'make something of yourself' – to recognise the amazing opportunities our region presents and seize them.
- To give real, live evidence of local success and show the next generation of business leaders in TNQ that the path they choose is entirely up to them – to stop waiting for opportunities come to them and make them happen.
- To give attendees practical tools, confidence, motivation and inspiration that they can take away and apply in their own place of work.
- To select a 'problem' or 'issue' and throughout the day, workshop possible solutions that can be presented to invited community leaders and dignitaries at the close of the day.

Why Become Involved?

1. Increase attendance. An event such as the Next Gen Expo does cost money. Normally tickets to an event such as this are sold in the \$300 price range. To encourage attendance we feel that a subsidised ticket price is required. This will have the benefit of encouraging more attendees, whether they be from the same organisation, students or young employees who have to fund their own ticket price.

2. Investing in the next generation of employees is vital for our region. Providing a forum for young employees to further their skills in a tailor-made environment is one way of investing in our future.

Next Gen Expo Program

PROPOSED PROGRAM: WEDNESDAY 29 JULY, 2008

- 7.30am Espresso breakfast under the Fig Tree
- 8.00am Opening address by MC and Welcome by Young Chamber, outdoor amphitheatre
- 8.30am NGE 'Break In'
- 8.40am Session 1 - a choice of two speakers, running concurrently in two different tanks
- 8.50am (changeover/refresh)
- 9.00am Session 2 - a choice of two speakers, running concurrently in two different tanks
- 9.40am (changeover/refresh)
- 9.50am Morning Break Out
- 10.30am (changeover/refresh)
- 10.40am Session 3 - a choice of two speakers, running concurrently in two different tanks
- 11.10am (changeover/refresh)
- 11.20am Session 4 - a choice of two speakers, running concurrently in two different tanks
- 12.00pm BBQ lunch cooked for the attendees by dignitaries
- 1.00pm MC address, outdoor amphitheatre
- 1.10pm Session 5 - a choice of two speakers, running concurrently in two different tanks
- 1.50pm (changeover/refresh)
- 2.00pm Session 6 - a choice of two speakers, running concurrently in two different tanks
- 2.40pm (changeover/refresh)
- 2.50pm Afternoon Break Out
- 3.30pm (changeover/refresh)
- 3.40pm Keynote address by celebrity guest presenter
- 4.10pm 'On the Couch' facilitated talk back session
- 4.50pm Final address by MC and thank you by Young Chamber
- 5.00pm Expo Closing – acoustic band, drinks & canapés, attendees encouraged to mingle with guest speakers and dignitaries, provide feedback to Young Chamber and share experiences with each other.

Event Sponsorship

Major Partner:

Your Investment \$5,000 (excl. GST)

- 5 complimentary tickets to the **Next Gen Expo**, valued at \$120 each – total value \$600.
- Your corporate logo will appear most prominently on all promotional material and invitations associated with the **Next Gen Expo**. All promotional material is emailed to our entire membership base and non-member contacts list in the lead up to the event. There are currently 2,000 contacts (representing 700 businesses) on this contact list.
- Acknowledgement on the Young Ch@mber website as a Major Partner. Your logo will be set up as an active hyperlink which when clicked, will generate internet traffic back to your own business' website.
- Additional exposure for your business through promotion of the event on the Young Chamber Facebook Group (including event notices that include your corporate logo and blogs that acknowledge your support of the **Next Gen Expo**).
- Promotion of the event through monthly Cairns Chamber of Commerce eNewsletter, acknowledging the support of Young Ch@mber **Next Gen Expo** Major Partners in May, June and July 2009.
- Inclusion of Major Partner logos on the monthly Cairns Chamber of Commerce eNoticeboard in May, June and July 2009.
- Event acknowledgements remain on the Young Ch@mber website until the end of the calendar year, thus, acknowledging your sponsorship of the **Next Gen Expo** and promoting your business beyond the date of the actual event.
- Our Master of Ceremonies will verbally acknowledge and promote your business as a Major sponsor during the event.
- You will be invited to provide one speaker to present at the **Next Gen Expo** on a suitable topic, decided in agreement with the Young Ch@mber committee.
- You will be invited to display your business' corporate banners or other signage at the event.
- Your logo will be displayed on the outside of the **Next Gen Expo** satchel.
- You have the opportunity to provide corporate merchandise for distribution by Young Ch@mber at the event (depending on type of merchandise proposed, and subject to approval by the Young Ch@mber due to licensing and/or insurance's).

The opportunity to provide a promotional item in each attendee's satchel. You will be required to provide 300 items, suitable for inclusion in a satchel. Your items should include your company logo/details.



Corporate Partnership:

Your Investment \$2,000 (excl. GST)

- 2 Complimentary tickets to the Expo, valued at \$120 each – total value \$240
- Your corporate logo will appear most prominently on all promotional material and invitations associated with the **Next Gen Expo**. All promotional material is emailed to our entire membership base and non-member contacts list in the lead up to the event. There are currently 2,000 contacts (representing 700 businesses) on this contact list.
- In addition to being emailed to our entire membership base and non-member contacts list, the electronic flyer will also appear in Cairns Chamber of Commerce monthly publications eNoticeboard and will reside on the Young Ch@mber website.
- On the Young Ch@mber website, your logo or corporate artwork will be set up as an active hyperlink which when clicked, will generate internet traffic back to your own business' website.
- Additional exposure for your business through promotion of the event on the Young Chamber Facebook Group (including event notices that include your corporate logo and blogs that acknowledge your support of the **Next Gen Expo**).
- Our Master of Ceremonies will verbally acknowledge and promote your business as a Corporate sponsor during the event.
- You have the opportunity to provide a promotion item in each attendee's satchel You will be required to



Terms of Sponsorship

Once you have selected the desired type of sponsorship, please complete the form below, print and sign this page. Completion of this form confirms your understanding and acceptance of the sponsorship framework outlined by Young Ch@mber and your intention to become an event sponsor.

The signed, completed form should be returned to A List Event International by fax to (07) 4031 3200, or by email to chrystal@alistevents.com.au

Title of Event: Next Gen Expo
Time & Date of Event: Wednesday 29 July 2009 | 7.30am – 5.30pm
Location of Event: Tanks Arts Centre, Collins Avenue, Edge Hill
Your Business Name: _____

Level of Sponsorship: Major Partner Corporate Partner
(Please select one)

Acceptance: As an authorised representative of the above stated business, I hereby agree to the terms of sponsorship set out in this schedule, and understand the benefits that are specific to the level of sponsorship I have chosen.

Signature & Date: _____ **Date:** _____
(Print and sign completed form)

Contact Person Name: _____

Contact Phone: Facsimile: _____ **Fax:** _____

Email Address: _____

I am paying by: Visa Mastercard Direct Debit Cheque

For the amount of: \$.

Cardholder name: Card number: _____

CCV: __ __ Expiry date: __ / __ Signature.

Direct Deposit: A List Event Connections

BSB:114879 A/C:057593548 Please write your name in the reference field.

Cheques: Make payable to: A List Event Connections Pty Ltd

Chamber Approval: Cairns Chamber of Commerce reserves the right to approve or decline this sponsorship application. The signing of this document confirms acceptance of this application by Cairns Chamber of Commerce.

Chamber Signature: _____

All Enquiries: For further information contact:
A List Events International
Ph: 4031 6200 Fax: 4031 3200
E: chrystal@alistevents.com.au

