

2010 : TAFE IN THE YEAR OF THE TIGER

Crown Promenade Hotel Melbourne · 13-14 September

SPONSOR KIT



THE TIGER:

COURAGEOUS

ACTIVE

SELF-ASSURED

INDEPENDENT

SENSITIVE

CAPABLE OF GREAT SYMPATHY

GIVEN TO DEEP THINKING

UNPREDICTABLE



TAFEDirectors
AUSTRALIA

Your invitation

TAFE Directors Australia, the peak body for TAFE institute chief executives, is pleased to invite companies and organisations to consider opportunities for sponsorship of our 2010 National Conference.

To be held at the prestigious Crown Promenade Hotel, Melbourne on Monday 13 and Tuesday 14 September, the TDA conference is the annual showcase for Australian TAFE Institutes, providers of vocational education and training and higher education courses to thousands of Australian and overseas students. TAFE institutes enjoy a special relationship with business and industry in this country, providing specialist skills training and workforce development programs for many companies and organisations in the private and public sectors.

The TDA conference is a 'must attend' for all Institute chief executives and their senior managers, as well as many federal and state government officials and others involved in vocational education and training. The Conference has many informal opportunities to make contact with education and government leaders, in addition to the impressive structured program of addresses and workshops.

This year's theme is 'TAFE in the Year of the Tiger', both timely and fortuitous, in the context of the national debate about the future of our nation's natural resources, our economic connection to the Chinese powerhouse economy and our critical need to maintain World's best standards in skills training.

TAFE institutes deliver workforce skills training for Australian business and industry. You are invited to become sponsors of the TDA conference and forge business links with senior managers from Australia's 59 TAFE institutes.

We look forward to welcoming you to our Conference in September.



Bruce Mackenzie, Chair TAFE Directors Australia

Conference key themes

- Productivity and workforce development
- Resources sector and emerging skills shortages
- Internationalism
- Increasing participation/social inclusion
- Regulatory, funding landscape & 'connected' tertiary sector
- Measuring VET performance - transparency, outcomes

Conference reach

- CEOs
- Senior Officers
- International Directors
- Business Development Managers



Sponsorship & corporate partnership opportunities

GOLD SPONSOR

\$15,000 limited to 2 opportunities

- Acknowledgement as the “Gold Sponsor” of TAFE Directors Australia National Conference 2010
- Company name, logo, website link and a 50 word company profile on the official website
- Sponsor signage and table (10 pax) at the conference Gala Dinner, 13 September 2010
- Insert into the Delegate Kit
- Advertisement in the conference Occasional Paper
- Acknowledgement on all programming and other marketing materials
- Session input regarding corporate speaker (x2)

SILVER SPONSOR

\$10,000 limited to 2 opportunities

- Acknowledgement as the “Silver Sponsor” of TAFE Directors Australia National Conference 2010
- Company name, logo, website link and a 50 word company profile on the official website
- Sponsor signage and table (10 pax) at the conference Gala Dinner, 13 September 2010
- Insert into the Delegate Kit
- Advertisement in the conference Occasional Paper
- Acknowledgement on all programming and other marketing materials
- Session input regarding corporate speaker (x1)

BRONZE SPONSOR (Gala Dinner Table Sponsors)

\$3,000 limited to 15 opportunities

- 1 sponsored table at the conference Gala Dinner (including five seats for sponsor)
- Company name, logo, website link and a 50 word company profile on the official website
- Sponsor recognition throughout the evening (including MC and audiovisual promotion)
- Insert into the Delegate Kit

BRONZE SPONSOR (Lanyard and Satchel Sponsors)

\$3,000 each limited to 2 opportunities

- Company logo included on lanyards
- Company logo included on satchel
- Company name, logo, website link and a 50 word company profile on the official website
- Insert into the Delegate Kit

EXHIBITOR

\$1,650 (trade table space only)

- 3m x 2.4m area with cloth table
- Refreshments package (for 1 person)
- 2 full days exhibiting

