

Sponsorship Prospectus

Learning and Development Events



New Zealand Society of
Local Government Managers

ABOUT SOLGM

SOLGM is the membership organisation that promotes excellence in local government professionals by providing support and access to sector specific professional development opportunities, expert advice and resources.

We run a full learning and development programme tailored to local government requirements, which is designed to build the capability of both managers and their staff. We are the voice of local government professionals and advocate on their behalf.

We have over 600 members, primarily senior managers, including Chief Executives, from local authorities throughout New Zealand.

Why sponsor a SOLGM Learning and Development Event?

Get in front of the people that matter

SOLGM provides exceptional opportunities to put your organisation in front of many of New Zealand's key Local Government decision makers.

Showcase your organisation

SOLGM sponsorship provides ideal showcases for your product and/or services and unique opportunities to talk to Local Government managers all in one place.

Gain insights into the Local Government sector

Smart organisations know their customers and SOLGM sponsorship will provide you with valuable insight into what's currently happening in the sector.

Develop strong business relationships

Business success often comes from building strong relationships and SOLGM sponsorship provides quality opportunities to build and sustain business relationships.

Why raise your profile in the local government sector?

Local Government is a significant part of the New Zealand Economy*:

Contribution to New Zealand's GDP (Gross Domestic Product) for year ending March 2014 = 3.5% (\$8.13 billion) of the total GDP

Net worth (also known as "total public equity") for year ending 30 June 2014 = \$119.4 billion

Value of Fixed Assets for year ending 30 June 2014 = \$96.0 billion

Capital Expenditure (also known as "additions to fixed assets") for year ending 30 June 2014 = \$3.9 billion

Employed - (estimate for reporting councils excluding some CCOs year ending 30 June 2014) = 24,230 Full-Time Equivalent (FTE) staff

* Information sourced from http://www.localcouncils.govt.nz/lqip.nsf/wpg_URL/About-Local-Government-Index?OpenDocument#LocalCouncilsEconomicContributionToNewZealand

Leading Practice Forums

While we run a number of types of events our primary vehicle for learning and development for the sector are our Leading Practice Forums - annual two day forums for key sector groups in local government on specific topics and themes that provide opportunities for professional networking as well as learning. Our current Forums include a Governance and Committee Advisors Forum, a Chief Executives Forum, a Funding and Rating Forum, a Risk Management Forum, a Strategic Finance Forum, a Future Workforce Forum and a forum for local government EAs and PAs.

As well we run technical training courses as needed such as our Electoral Officers Training in respect to local body elections.

Sponsorship Packages

PRINCIPAL EVENT SPONSOR

\$ 10,000 +GST each

- Access to the electronic delegate list (delegate permission required).
- Your logo on the event page of the SOLGM website that links to your website.
- Naming right sponsor of the learning and development event.
- Your supplied banners and signage to be displayed in the main room.
- Exclusive rights to be the only provider in your area of expertise to sponsor the event.
- Up to 30 minute speaking slot in the programme to present or undertake a workshop on a relevant topic of interest for the delegates, to be agreed with SOLGM.
- Three complimentary event registrations, includes daily lunches and morning and afternoon teas, and networking dinner (if held as part of the event).
- Verbal acknowledgment as Principal Event Sponsor during the event.
- Your logo on all communication and marketing materials related to the event.
- A 12cm wide X 21cm high advertisement in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, to be supplied no later than 3 working days prior to the event for distribution to delegates.
- Complimentary display area with trestle table and chairs provided.
- Your logo displayed on the event promotion slide displayed between sessions.

NETWORKING DINNER SPONSOR

\$ 7,000 +GST each

- Designated sponsor table in a premium spot at the dinner venue.
- Naming rights of the networking dinner.
- Your supplied banners and signage to be displayed at the dinner venue
- Exclusive rights to be the only provider in your area of expertise to sponsor the event.
- Up to 20 minute speaking slot at the dinner on a relevant topic of interest for the delegates, to be agreed with SOLGM.
- Two complimentary event registrations, includes daily lunches and morning and afternoon teas, and networking dinner.
- Verbal acknowledgment as the Networking Dinner sponsor during the event and the dinner.
- Your logo on all communication and marketing materials related to the event.
- A 12cm wide X 21cm high) advertisement in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, to be supplied no later than 3 working days prior to the event for distribution to delegates.
- Complimentary display area with trestle table and chairs provided.
- Your logo displayed on the event promotion slide displayed between sessions.

Sponsorship Packages

MAJOR EVENT SPONSOR

\$ 5,500 +GST

- Exclusive rights to be the only provider in your area of expertise to sponsor the event.
- Up to 20 minute speaking slot in the programme to present or undertake a workshop on a relevant topic of interest to the delegates, to be agreed with SOLGM.
- Two complimentary event registrations, includes daily lunches and morning and afternoon teas, and ticket to the networking dinner (if held as part of the event).
- Verbal acknowledgment as a Major Event Sponsor during the event.
- Your logo on all communication and marketing materials related to the event.
- A 12cm wide X 10.5cm high advertisement in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, may be supplied no later than 3 working days prior to the event for distribution to delegates.
- Complimentary display area at the event. Trestle table and chairs will be provided if required.
- Your logo displayed on the event promotion slide displayed between sessions.

EVENT DRINKS SPONSOR

\$ 4,000 +GST

- Up to 10 minute speaking slot during drinks on a topic of interest to the delegates.
- One complimentary event registration includes daily lunches and morning and afternoon teas, and ticket to the networking dinner (if held as part of the event).
- Verbal acknowledgment as an Event Drinks sponsor during the event.
- Your logo on all communication and marketing materials related to the event.
- A 12cm wide X 10.5cm high advertisement in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, to be supplied no later than 3 working days prior to the event for distribution to delegates.
- Complimentary display area with trestle table and chairs provided.
- Your logo displayed on the event promotion slide displayed between sessions.

EVENT SPONSOR [LEVEL 2]

\$ 2,500 +GST

- One complimentary event registration includes daily lunches and morning and afternoon teas, and ticket to the networking dinner (if held as part of the event).
- Verbal acknowledgment as an Event sponsor during the event.
- Your logo on all communication and marketing materials related to the event.
- A 12cm wide X 10.5cm high advertisement in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, to be supplied no later than 3 working days prior to the event for distribution to delegates.
- Your logo displayed on the event promotion slide displayed between sessions.

ADVERTISING

\$ 500 +GST

- For organisations that wish to have their services advertised to a particular event's audience we offer a 12cm wide X 10.5cm high advertisement space in the printed Event Programme, copy to be supplied no less than 20 working days prior to the event. Alternatively, a promotional flyer, up to A4 in size, to be supplied no later than 3 working days prior to the event for distribution to delegates.

What's next?

If one of these sponsor packages is of interest; or you would like to discuss other opportunities not included here, please contact our Marketing and Communications Manager, Jeanette Bullen- Phone 04 978 1288 or email jeanette.bullen@solgm.org.nz.

When you have decided which package best suits your needs, please complete the sponsorship enquiry form contained in this document and email it to our office. We will then email you our Event Sponsorship Agreement. An invoice will be issued to you as soon as we receive the signed Agreement and your sponsorship entitlements will take effect once the invoice has been paid in full.

Sponsorship Enquiry Form

Event Name: _____

Event Date: _____

SPONSOR DETAILS

Company Name: _____

Postal Address: _____

Website Address: _____

Contact Name: _____

Position/Title: _____

Phone Number: _____

Email Address: _____

I have selected _____ as our preferred sponsorship package. Once this form has been received we will email you a formal Sponsorship Agreement.

INVOICE DETAILS

Purchase Order
Number: _____

Email address for
invoices: _____

Please scan and email this completed enquiry form to Jeanette Bullen at jeanette.bullen@solgm.org.nz.

SOLGM CONTACT DETAILS:

Phone: 04 978 1280
Email: info@solgm.org.nz
Website: SOLGM.org.nz