



CEDA EVENTS

SPONSORSHIP

Shining a light on
the most important
policy issues





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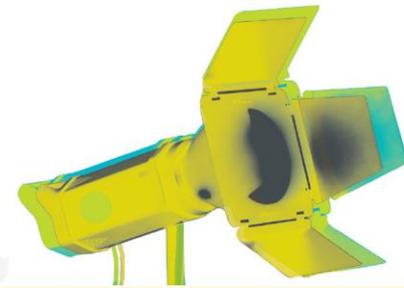
State of the Nation 2021

Sponsorship prospectus



Celebrating 60 years
RESEARCH · MEMBERSHIP · INFLUENCE

>ceda
committee for economic development of australia



CEDA events and policy forums

CEDA – the Committee for Economic Development of Australia – is an independent, membership-based think tank with a cross-sector membership of almost 700 spanning every state and territory. Our events help deliver feedback to policymakers and ideas to the business community.

Members attend our events because they receive access to relevant and timely business intelligence and best practice knowledge, ideas and case studies, enabling them to make better decisions.

CEDA's events are attended by senior executives, thought leaders and decision makers from business, government, academia and community organisations.

Aligning with CEDA enhances your reputation as an organisation committed to raising the quality of policy discussion and debate in Australia.

State of the Nation 2021 – Conversations for the future

Event overview

For more than 40 years CEDA has hosted its annual State of the Nation conference in Canberra, with the 2020 conference being held via livestream. Each year the conference brings together the best public policy minds from politics, business, academia and community organisations for open discussions on the key issues facing Australia's economic and social development.

State of the Nation attracts ministers and shadow ministers, public servants, commentators and industry analysts for an insider's view of the Federal Government's policies. Participants discuss issues directly with speakers and other attendees, and engage in networking opportunities.

The 2021 conference will take place over three days:

- > **Wednesday 23 June - Conference dinner**
National Gallery of Australia, Canberra
Tickets available and presentations will be livestreamed
- > **Thursday 24 June – Conversations for the future (Part 1)**
Parliament House, Canberra
Tickets available and presentations will be livestreamed
- > **Friday 25 June – Conversations for the future (Part 2)**
Livestream only



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The theme for the 2021 conference is 'Conversations for the future', and will draw together thought leaders and decision makers to discuss how we take what was learned from 2020 to take great steps forward. Session themes may include:

- > Australia and Asia – Ambassadors' panel
- > Cyber security
- > Economic outlook – getting the policy settings right
- > Foreign affairs and trade – China and beyond
- > Migration, population and skills shortages
- > Rethinking tertiary education
- > State Treasurers' panel
- > Sustainable infrastructure
- > The view from the Opposition – government priorities through to 2025

State of the Nation 2021 – bringing together the best of 40 years of face to face conferences and the 2020 livestream conference.

Reach and impact

Described in the media as "Australia's premier policymaker conference", State of the Nation attracts speakers and attendees from the most senior echelons of business and industry nationally.

As a sponsor, you can extend your reach and strengthen your impact:



Promoted to CEDA's 75,000+ active contacts



2300+ livestream viewers in 2021



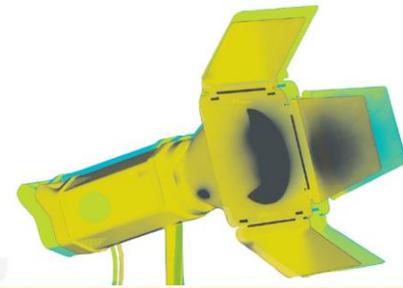
1500+ face to face attendees 2015-19



#SON2020 trended with 180.6k impressions



3355 nationwide media mentions in 2020



State of the Nation 2021 conference dinner

Benefits at a glance

Exclusivity

No competing organisations as co-sponsors.

Maximum of three sponsors for conference dinner

Branding and recognition – general

Logo and recognition of support on State of the Nation 2021 e-marketing materials sent to CEDA's extensive database.

Logo and recognition of support on State of the Nation 2021 webpages on CEDA's website.

Logo included on the splash page of the State of the Nation 2021 conference app.

Inclusion of a 200-word outline about your organisation in State of the Nation 2021 conference app.

Acknowledgement of support as a sponsor during dinner opening remarks.

Branding and recognition

On-stage role at the conference dinner for a senior representative from your organisation. Representative will be seated at the head table at the conference dinner. Dinner registration is included.

Corporate banner displayed prominently inside the dinner room.

Logo on the livestream camera feed which appears on CEDA's website and the CEDA YouTube channel live during stream.

Logo and recognition of support on dinner opening and closing livestream slides.

Acknowledgement, where possible, in the content description on CEDA distribution platforms.

Access

Up to 10 additional tickets for the dinner at 20% per cent discount of member registration fee.

Access to the conference app which includes a full list of conference attendees.

Full access to the sponsored livestream content for all employees.

Raw video footage provided where possible (may be subject to speaker approval)

Access to embed code so the video can be placed on sponsor website on request.

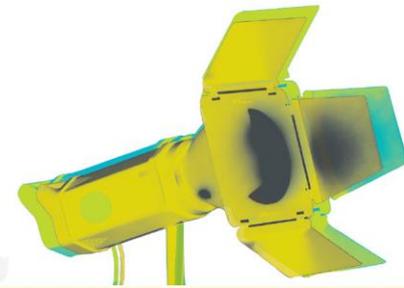
Post-event activities

Your logo to remain on the on-demand playback conference dinner video post livestream until one month before the 2022 State of the Nation conference.

Post event report provided including audience analysis, media summary and social media engagement.

Logo and acknowledgement of support on post-event email sent to event attendees and speakers.

Access to photos by CEDA's professional conference photographer



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State of the Nation 2021 – Thursday 24 June

Face-to-face + Livestream

Benefits at a glance

Exclusivity

No competing organisations as co-sponsors.

Maximum of three sponsors for the day two hybrid conference

Branding and recognition – general

Logo and recognition of support on State of the Nation 2021 e-marketing materials sent to CEDA's extensive database.

Logo and recognition of support on State of the Nation 2021 webpages on CEDA's website.

Logo included on the splash page of the State of the Nation 2021 conference app.

Inclusion of a 200-word outline about your organisation in State of the Nation 2021 conference app.

Acknowledgement of support as a sponsor during day two opening remarks.

Branding and recognition – face-to-face event

On-stage role at the day two conference for a senior representative from your organisation (role to be agreed with CEDA as program is developed). Day two conference registration included.

Corporate banner displayed prominently inside the conference room.

Logo on the livestream camera feed which appears on CEDA's website and the CEDA YouTube channel live during stream.

Logo and recognition of support on day two opening and closing livestream slides.

Acknowledgement, where possible, in the content description on CEDA distribution platforms.

Access

One complimentary seat (in addition to the on-stage role representative) at day two of conference

Up to two additional tickets for day two of the conference at 20 per cent discount of member registration fee.

Access to the conference app which includes a full list of conference attendees.

Full access to the sponsored livestream content for all employees.

Raw video footage provided where possible (may be subject to speaker approval)

Access to embed code so the video can be placed on sponsor website on request.

Post-event branding and access

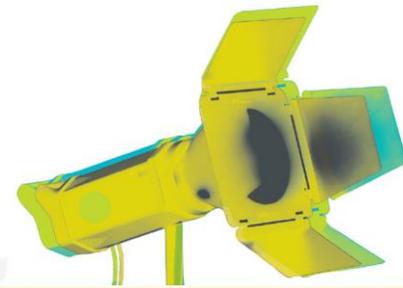
Your logo to remain on the on-demand playback for day two of the conference video post livestream until one month before the 2022 State of the Nation conference.

Acknowledgement of support on CEDA's on-demand video content page.

Post event report provided on attendance, media and social media engagement.

Logo and acknowledgement of support on post-event email sent to event attendees and speakers.

Access to photos by CEDA's professional conference photographer



State of the Nation 2021 – Friday 25 June

Livestream only

Benefits at a glance

Exclusivity

No competing organisations as co-sponsors.

Maximum of three sponsors for the day three livestream conference

Branding and recognition – general

Logo and recognition of support on State of the Nation 2021 e-marketing materials sent to CEDA's extensive database.

Logo and recognition of support on State of the Nation 2021 webpages on CEDA's website.

Logo included on the splash page of the State of the Nation 2021 conference app.

Inclusion of a 200-word outline about your organisation in State of the Nation 2021 conference app.

Acknowledgement of support as a sponsor during day three opening remarks.

Branding and recognition

Logo on the livestream camera feed which appears on CEDA's website and the CEDA YouTube channel live during stream.

Logo and recognition of support on day three opening and closing livestream slides.

Acknowledgement, where possible, in the content description on CEDA distribution platforms.

Access

Access to the conference app which includes a full list of conference attendees.

Full access to the sponsored livestream content for all employees.

Raw video footage provided where possible (may be subject to speaker approval)

Access to embed code so the video can be placed on sponsor website on request.

Post-event branding and access

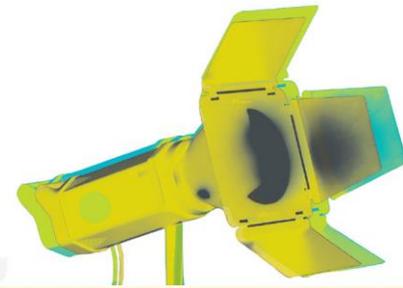
Your logo to remain on the on-demand playback for day two of the conference video post livestream until one month before the 2022 State of the Nation conference.

Acknowledgement of support on CEDA's on-demand video content page.

Post event report provided on attendance, media and social media engagement.

Logo and acknowledgement of support on post-event email sent to event attendees and speakers.

Access to photos by CEDA's professional conference photographer



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State of the Nation 2021 Sponsorship options and fees

Overall Sponsorship of State of the Nation 2021

\$45,000 plus GST

Includes all benefits as outlined in this prospectus for the conference dinner and both days of conference sessions.

3 sponsorship available

In addition, overall sponsors' logos will be included on the custom-made conference backdrop banners displayed at all sessions.

Conference dinner sponsor

\$15,000 plus GST

Includes all benefits as outlined in this prospectus relating to the conference dinner

3 sponsorship available

State of the Nation: Conversations for the Future (Part 1)

\$25,000 plus GST

Includes all benefits as outlined in this prospectus relating to face to face/livestream conference sessions on Thursday 24 June 2021

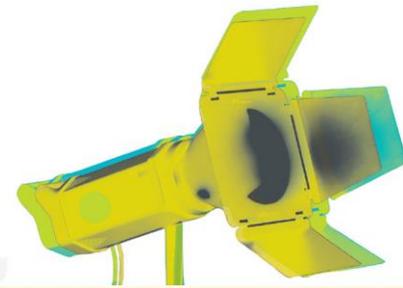
3 sponsorship available

State of the Nation: Conversations for the Future (Part 2)

\$20,000 plus GST

Includes all benefits as outlined in this prospectus relating to livestream conference sessions on Friday 25 June 2021

3 sponsorship available



State of the Nation 2021 Sponsorship terms and conditions

On signing of an agreement:

CEDA agrees to:

- Provide the sponsor with a tax invoice for payment of sponsorship fee for the chosen level of sponsorship (plus 10 per cent GST).
- Provide the sponsor with listed sponsorship benefits and provide a detailed outline of the timelines and delivery of requirements.
- CEDA agrees to refund 100 per cent of the sponsorship fee if it is necessary for CEDA to cancel the conference and a suitable replacement cannot be agreed.

The sponsor agrees to:

- Pay to CEDA the sponsorship fee for the chosen level of sponsorship (plus GST) no later than 1 May 2021.

Additional information:

- CEDA reserves the right to renegotiate the sponsorship fee should the sponsor request additional sponsorship features.
- Where a sponsor wishes to cancel their sponsorship, they must notify CEDA in writing. Sponsors doing so forfeit their sponsorship fee. CEDA does not issue refunds or credits for sponsorships cancelled by the sponsor organisation.
- CEDA will make every endeavour to assist the sponsor to maximise the benefits of sponsorship. However, CEDA retains the right to proceed with marketing deadlines in the absence of materials should the sponsor not meet delivery timelines.
- CEDA sponsorship opportunities are available only to CEDA members. Your membership must be current and fully financial at the time of entering this agreement and at the time of the program sponsored.
- While CEDA welcomes input from our sponsors to our program, CEDA retains ultimate control and ownership over content and format.