



2021

THE 26TH ASIA-PACIFIC REGIONAL SOCIAL WORK CONFERENCE

SUPPORTED BY IFSW | APASWE | AASW

SOCIAL WORK AND THE SUSTAINABLE DEVELOPMENT GOALS



AASW
Australian Association
of Social Workers



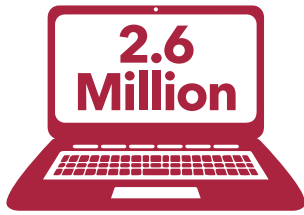
SPONSORSHIP PROSPECTUS

ONLINE

11 – 13 NOVEMBER 2021

www.aasw.asn.au

AASW REACH



2.6 million views
to our website
every year

20K+

Members and Subscribers
from Australia and overseas



Work with 31
accredited Higher
Education Providers



Associated with over 150
Leading Australian Peak Bodies
and Organisations

37,000+
Social Media Followers

Who Will Attend

- Social workers, allied health, health and social services practitioners
- Researchers, educators and Higher Education Providers
- Leaders and decision makers in the health, advocacy and social services sectors
- Affiliated associations, agencies and organisations
- Government Departments
- Students of social work and other related health and social services courses

Sponsor Benefits

- Strategic brand exposure
- Showcasing your organisation as a key supporter of the professional Association
- Advancing your network with access to targeted audiences
- Face to face and online engagement with over 500 potential customers
- Acquiring industry knowledge through delegate networking
- Meeting key decision makers, influencers and leaders
- New lead generation

Sponsorship Opportunities

Sponsorship type:	Conference Partner	Conference Supporter	Break Sponsor	Keynote Sponsor
Quantity available:	1	3	2	3
Investment: (+ GST)	\$18,000.00	\$12,000.00	\$7,000.00	\$3,500.00
Exclusivity:	Yes	No	No	Yes (per keynote)
Primary logo positioning on all digital conference material whenever the conference logo is used	✓			
Supporting logo positioning on all digital conference material whenever the conference logo is used		✓		
Supporting logo positioning on the AASW website and the conference website		✓		
Primary logo positioning at the entrance to the online plenary auditorium and breakout rooms	✓			
Primary logo positioning on the AASW website and the conference website, with hyperlink to sponsor's website	✓			
Dedicated social media post when announcing sponsorship including free text and timing at sponsor's choice	✓	✓	✓	✓
Dedicated social media post monthly, during lead up to conference (Tw, FB and LinkedIn)	✓			
During all breaks, a dedicated holding slide showcasing sponsor logo and information (AM / PM tea, lunch and pre/post conference)			✓	
Sponsor's logo to appear in all conference staff e-mail signatures for life of sponsorship (7 staff)	✓			
Recognition during introduction and conclusion of each keynote				✓
Recognition by MC at the conference opening and closing sessions	✓			
3 minute slot on day 1 of the conference to address attendees	✓			
Complimentary conference registrations of any attendance type (online one or two days)	4	2	1	1

Sponsorship Opportunities

Sponsorship type:	Conference Partner	Conference Supporter	Break Sponsor	Keynote Sponsor
Quantity available:	1	3	2	3
Investment: (+ GST)	\$18,000.00	\$12,000.00	\$7,000.00	\$3,500.00
Exclusivity:	Yes	No	No	Yes (per keynote)
Logo to be present on all holding slides and or AASW required digital material during the conference	✓			
Logo positioning on the conference broadcast platform in holding position (viewable at all times during broadcast)	✓			
Sponsor to be provided a suite of conference logos to use at their discretion	✓	✓		
Complimentary 3D digital booth in the exhibition hall, online staffing by sponsor	✓	✓	✓	✓
Clickable video in the virtual lobby - seen by all attendees upon entrance	✓			
Digital Signage when keynote speaking				✓
Full list of delegates who attend your booth, copies of chats, Q&A and metrics	✓	✓	✓	✓
1 x full page advertisement in the conference e-booklet (artwork by sponsor)	✓			
1 x half page advertisement in the e-conference booklet (artwork by sponsor)		✓		
Logo included in the conference e-booklet	✓	✓	✓	✓
1 x half page article in the Social Work Focus magazine (edition and artwork chosen by sponsor)	✓	✓		

To discuss sponsorship and exhibition opportunities or to discuss creating your own customised package, please contact:

Bentleigh Gibson
Events Program Manager
bentleigh.gibson@asw.asn.au
(03) 9034 9506