



VISUAL ARTS & DESIGN
EDUCATORS ASSOCIATION

2016 VADEA NSW Conference:

'In the Public Domain'

Sponsorship Opportunities

Who is VADEA NSW?

The Visual Arts and Design Educators Association NSW (VADEA) is a leading professional membership organisation exclusively for Visual Arts educators. Members include primary and secondary high school Visual Arts educators, students studying Visual Art education, college and university lecturers, researchers and scholars, teaching Artists, administrators and supervisors and Art museum educators. VADEA's aim is to promote the study of Visual Arts and Design education and to inspire and support Visual Arts and Design teachers.

Our strategic goals include:

- Professional development
- Building a more cohesive professional community
- Advocacy for Visual Arts and Design education
- Research in Visual Arts and Design education.

Why Should You Be a Part of the 2016 VADEA NSW Conference,?

The VADEA Conference is the largest professional gathering of Visual Arts and Design educators in NSW. Our attendees tell us each year how much they appreciate being informed of new products and having an opportunity to connect with suppliers.

As a sponsor, you will make this personal connection with prospective customers. Your brand and marketing message will be promoted as one of the most innovative and trusted in the business. As a sponsor, you will be demonstrating your support for quality Visual Arts and Design professional development by helping to make such events possible.

What Products and Services are Attendees Looking For?

VADEA Conference attendees love to discover new products, concepts and techniques intended for all skill levels and ages. They are looking for materials, ideas and services ranging from classic art supplies to up-to-the minute media, technology, processes, professional development opportunities, curriculum resources, college and university programs, visual aids, painting, drawing, printmaking, sculpture, woodworking, ceramic, glass, metal arts supplies, art-related travel, graphic design, photography, drafting supplies and more.

Who attends the conference

The VADEA conference attracts Art educators from K-12, university lecturers, administrators, supervisors, museum educators and Art education students from across the state.

How Can I Support VADEA NSW?

Gain exposure throughout the conference and beyond while publicising your support of VADEA and Visual Arts education with one of our sponsorship opportunities. Each sponsorship package can also be individually tailored upon negotiation.

Gold Sponsorship - \$4,000

Benefits:

- Complimentary exhibitor space (2 tables) to set up and promote your products and services
- Priority placement of your exhibitor space
- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Rotating banner advertisement on the homepage of our website
- Social media exposure on Facebook and Twitter
- Your company lanyards can be given to attendees during the conference (via VADEA)
- Your banner on the stage
- Your logo featured to a key guest artist - your financial support would contribute to the expenses of this key note speaker and be promoted accordingly
- Opportunity to provide an item/s in the VADEA show bag for all delegates
- Email to VADEA mailing list to further promote your products and services (via VADEA distribution)
- Opportunity to provide prizes either at your exhibitor space or randomly drawn during the conference
- 2 complimentary tickets to attend the 2 day conference

Silver Sponsorship - \$2,000

Benefits:

- Complimentary exhibitor space (1 table) to set up and promote your products and services
- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Opportunity to provide an item/s in the VADEA show bag for all delegates
- Opportunity to provide prizes either at your exhibitor space or randomly drawn during the conference
- 1 complimentary ticket to attend the 2 day conference

Bronze Sponsorship - \$1,000

Benefits:

- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Opportunity to provide an item/s in the VADEA show bag for all delegates
- Opportunity to provide prizes at your exhibitor space or randomly drawn during the conference
- 1 complimentary ticket to attend the 2 day conference

Guest Speaker Sponsorship - \$1,000

Benefits:

- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Logo flanking guest speaker
- VADEA Co-President acknowledgement and thanks during introduction of seminar guest speaker
- 1 complimentary ticket for 1 day of conference
- Opportunity to provide prizes either at your exhibitor space or randomly drawn during the conference

Gourmet Coffee Cart - \$2,500

Sponsor Benefits:

- A unique opportunity to promote your brand while attendees wait for their complimentary barista made coffee
- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Opportunity to provide an item/s in the VADEA show bag for all delegates
- Opportunity to provide prizes from the coffee cart or randomly drawn during the conference
- Social media exposure on Facebook and Twitter
- Email to VADEA mailing list to further promote your products and services (via VADEA distribution)
- 1 complimentary ticket to attend the 2 day conference

Showbag – from \$2,000

Sponsor Benefits:

(Price is dependent on the bag you choose)

- Your logo along with the VADEA logo on the conference showbag
- Your hyperlinked logo on selected electronic conference promotions
- Your hyperlinked logo on the VADEA website
- Opportunity to provide an item/s in the VADEA show bag for all delegates
- Opportunity to provide prizes from the coffee cart or randomly drawn during the conference
- 1 complimentary ticket to attend the 2 day conference

Showbag Inserts - \$260

Sponsor Benefits:

- Opportunity to provide an item/s in the VADEA show bag for all delegates
- 1 complimentary ticket for 1 day of the conference

Items may include:

- Small Visual Arts Diary
- Pens, pencil, and other stationary
- Art magazines/ books

Prizes

Even if you can't attend the conference, you can still be involved. VADEA is grateful for raffle prize donations!

Create Your Own Sponsorship Package

VADEA can customise a sponsorship package to suit your brand and budget. Please contact Elizabeth Montgomery at sponsorship@vadea.org.au to discuss some ideas for a customised sponsorship program.



VADEA NSW Sponsor Application

Contact Information

Contact Name _____

Company _____

Address _____

City _____ Postcode _____

Phone _____ E-mail _____

Methods of Payment

CHEQUE

Make cheque payable to "VADEA NSW"

Mail cheque together with Sponsor Application to:

VADEA NSW
PO Box 577
Leichhardt NSW 2040

ELECTRONIC FUNDS TRANSFER

BSB: 032-267 Account No.: 24-5708

Please email receipt of funds transfer to sponsorship@vadea.org.au

CREDIT CARD

VISA MasterCard

Total Charges \$ _____ Name on Card _____

Card Number _____ Expiration Date ____ / ____ Security Code _____

(Please email credit card payments to sponsorship@vadea.org.au)

Terms and Conditions

Reservations

All sponsorship opportunities are available to Exhibiting Companies, or for an additional fee, other interested parties on a first-come, first-served basis. All applications must be accompanied by payment in full.

Disclaimer

The relationship between VADEA and the sponsoring organisations/corporations of an event or event-related item does not represent an exclusive agreement between VADEA and the specific organisation/corporation, nor does it suggest that VADEA endorses the programs, products, or services of the organization/corporation.

Provision in Case of Default

If any sponsor fails to perform any material term or condition of this agreement, VADEA reserves the right to terminate the agreement immediately and to retain all funds paid by the sponsor. Sponsorships may not be resold, shared, or sublet without signed application and written permission from VADEA. In the event of a failure or other error or omission of VADEA in its performance and terms of this contract, the sponsor's sole remedy shall be to seek reimbursement of the payment made. Sponsors waive any and all claims against VADEA and any other liability of loss arising out of this agreement or actions of VADEA with respect to said opportunity.

Right of First Refusal

VADEA reserves the right, at its sole discretion, to accept or refuse any application.

Right to Refuse Sponsor

VADEA shall reserve the right to reject a potential sponsor on such factors as questionable business practices, having a mission conflict with VADEA, or desire to assume control of an event through sponsorship.

Material Distribution

VADEA will be responsible for the production of a show bag containing promotional material for distribution to all attendees of the conference. Sponsors are invited to contribute stock or promotional material. Additional goods, pamphlets or other materials cannot be distributed at the conference without the approval of the VADEA executive prior to the event.

Artwork

A company logo must be submitted upon confirmation of sponsorship.

Please e-mail to sponsorship@vadea.org.au

Logos must be type set and in high-resolution JPEG, EPS, or TIFF format.

Information

For more information on sponsorship opportunities, contact:

Alex Evans
Sponsorship and Promotions Officer
E-mail: sponsorship@vadea.org.au
Agreement Submission
Alex Evans
E-mail: sponsorship@vadea.org.au

Agreement

For VADEA NSW

_____ Date _____
Authorised Signature

For Company

I, the undersigned, an authorised agent of the afore-named company, agree to adhere to the above specified Terms and Conditions of this Agreement and understand I am responsible for ensuring all other company representatives do the same. I acknowledge that VADEA NSW reserves the right to accept or reject this application.

Print Name _____

Authorised Signature _____ Date _____