

# Sponsorship Opportunities

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28 - 29 October 2024

Rydges Hotel

## MELBOURNE



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## INVITATION TO SPONSOR

The aulGF Steering Committee is pleased to invite you to join us at aulGF 2024, to be held over 28-29 October 2024 at the Rydges Hotel, Melbourne.

The Australian Internet Governance Forum (aulGF), formerly known as NetThing, is an annual event which brings a diverse multidisciplinary community of stakeholders together and facilitates discussions on governance and public policy issues pertaining to the Internet in Australia.

Modelled on the global Internet Governance Forum (IGF), the aulGF embraces the multi-stakeholder model, fostering an open and inclusive platform that amplifies diverse voices, strengthens cooperation and partnerships between different groups, and promotes community collaboration.

The overarching theme of the event is *Connecting local to global - Connecting Australian community and policy debates to the region and the world.*

As a volunteer-run initiative, aulGF is entirely dependent on the financial contributions of our generous sponsors, all of whom have helped to make our events to date the successes they have been. We invite you to consider becoming a sponsor of aulGF and encourage you to browse the wide variety of options available.

Sincerely,



**Annaliese Williams**  
**Chair, aulGF Multi-Stakeholder Steering Committee**

# ATTENDEE SNAPSHOT

Based on attendance at NetThing 2023\*

786

registrations

511

virtual registrants

275

in-person registrants

Asia-Pacific Representation at NetThing 2023

📍 Australia & New Zealand	32.1%
📍 Melanesia	6.0%
📍 Polynesia	2.5%
📍 Micronesia	0.6%
📍 Eastern Asia	2.2%
📍 Southeastern Asia	10.7%
📍 Southern Asia	38.3%
📍 Central Asia	0.1%
📍 Western Asia	0.1%



# AUSTRALIAN INTERNET GOVERNANCE FORUM

## 6th Annual Forum on Internet Governance and Technology

*Connecting local to global - Connecting Australian community and policy debates to the region and the world.*

The Australian Internet Governance Forum (auIGF), formerly known as NetThing, is an annual event which brings a diverse multidisciplinary community of stakeholders together and facilitates discussions on governance and public policy issues pertaining to the Internet in Australia.

Modelled on the global Internet Governance Forum (IGF), auIGF supports the multi-stakeholder model and promotes an open and inclusive platform that gives voice to diverse perspectives, forms stronger cooperation and partnerships between stakeholder groups, and encourages community collaboration.

### A Hybrid Event

The Australian Internet Governance Forum is an accessible and inclusive forum. auIGF 2024 will be held as a hybrid event to give everyone the opportunity to participate.

### Location

Melbourne is the capital city of the state of Victoria, home to more than five million people and Australia's second most visited city, hosting over a million international visitors each year. Sitting on the banks of the Yarra River, the city's centre is home to a vibrant arts and culture scene and a passionate sporting community.

The traditional Aboriginal name of Melbourne is Naarm and Naarm is the traditional lands of the Kulin Nation. The Kulin nation has inhabited the area for an estimated 40,000 years and prior to colonisation was a nation or more than 20,000 people.

Immersed in the city's culture and lifestyle, Rydges Melbourne is conveniently located in the heart of Melbourne CBD.



# Why attend?

**200+**

attendees

**20+**

speakers

**10+**

sessions

## What to expect?

- World-class keynotes and speakers
- A full day program focusing on networking and content, with plenary sessions and workshops exploring topics surrounding Internet governance and policy related issues
- Networking opportunities with like-minded professionals
- Gain insights from industry experts and thought leaders

## Who is it for?

auIGF uses and supports the multi-stakeholder model, as the standard set by the global IGF. auIGF is therefore not just for those who work in the industry or who are involved in Internet governance. It is an open forum for all who have, are, or will be impacted in the future by Internet governance and technology policy in Australia, including:



Academics and students



IT & Telecommunications professionals



Advocates



Government and government bodies



IT service providers



Policy makers



Media



Internet users

## PREVIOUS SPONSORS INCLUDE:



# BENEFITS OF SPONSORING

Sponsorship of the 2024 Australian Internet Governance Forum provides the opportunity to make a genuine contribution to and statement of your commitment to NetThing and the industry.

## As a sponsor you will:

- Partner with an event critical to the Internet community, one which provides a foundation for cross-discipline collaboration and facilitates discussions between governments, intergovernmental organisations, the private sector, the community, and civil society
- Directly engage with attendees from a wide range of backgrounds, expertise and influence across the industry and related industries
- Support a community-led initiative

### Visibility

Position your organisation as a key player in the Internet community and enhance your reputation as an industry supporter. With a diverse national and international audience of more than 200 attendees, there is no better way to showcase your organisation!

### Reach

Engage with and reach a broad audience of attendees from across the Asia Pacific region. As a sponsor, you will have access to key stakeholders, decision makers, and industry representatives.

### Promotion

Drive sales, showcase your products and services, and share your thought leadership and expertise. By becoming a sponsor, you will have significant exposure prior to and at the event through the aulGF 2024 website and marketing materials. You also have the opportunity to promote your organisation through several different channels to influential decision makers and have the chance to develop relationships with new customers.

### Stand out from the crowd

Sponsoring aulGF 2024 provides a significant way to create competitor differentiation. By coming on board, you will stand out above the rest and establish your organisation as a leader in the industry.

	Principal Sponsor	Major Sponsor	Accessibility Sponsor	Happy Hour Reception Sponsor	Keynote Sponsor	Session Sponsor	Notepad & Pens Sponsor
Exclusivity	✓	✓	✓	✓	✓	multiple available	✓
Exclusive co-branding of aulGF 2024	✓	✗	✗	✗	✗	✗	✗
Verbal acknowledgement during opening/closing sessions	✓	✓	✗	✗	✗	✗	✗
Opportunity for a nominated representative to give an address	✓	✗	✗	✗	✗	✗	✗
Exclusive sponsorship of one (1) session of the aulGF program	✓	✓	✗	✗	✓	✓	✗
Opportunity to provide a branded item or gift (per sponsorship package)	✓	✗	✗	✓	✗	✗	✓
Opportunity to provide a pull-up banner (per sponsorship package)	✓	✓	✗	✓	✓	✓	✗
Sponsor logo displayed on all relevant event collateral, including the website, handbook, app, and e-newsletters	✓	✓	✓	✓	✓	✓	✓
App push notification/s	✓	✗	✗	✓	✗	✗	✗
Social media post	✓	✓	✗	✗	✗	✗	✗
Article or banner in e-newsletter/s	✓	✓	✗	✗	✗	✗	✗
Blog post	✓	✗	✗	✗	✗	✗	✗

**sold**

\$20,000

\$10,000

\$10,000

\$5,000

\$3,500

**sold**



# PRINCIPAL SPONSOR - \$30,000

## EXCLUSIVE OPPORTUNITY

### Exclusivity

- Exclusivity as the only Principal Sponsor of aulGF 2024.

### Event Co-Branding

- Exclusive co-branding of aulGF 2024, with your logo placed alongside the aulGF 2024 branding on all event collateral.

### Verbal Acknowledgement

- Verbal acknowledgement as the Principal Sponsor during the opening and closing sessions.

### Speaking Opportunity

- Opportunity for the sponsor to nominate a senior-level

### Exclusive Sponsorship of a Program Session

- Exclusive opportunity to sponsor one (1) session of the aulGF program.
- Logo acknowledgement as the session sponsor on the slide deck during the sponsored session.
- Acknowledgement on the program as the sponsor of your sponsored session.
- Logo acknowledgement as the session sponsor on digital signage specific to the sponsored session where relevant.

### Marketing & Branding

- Opportunity to provide a branded gift for attendees such as pens, keychains, mousepads, coffee cups etc. Subject to approval by aulGF 2024 and the venue (sponsor to supply and distribute at the venue).
- Opportunity to provide two pull-up banners in the registration area, subject to approval by the aulGF Steering Committee and the venue.
- Your logo prominently displayed as the Principal Sponsor on the sponsor acknowledgement page onscreen in the opening session.



**SOLD**

# PRINCIPAL SPONSOR continued

## Digital Marketing

- Premium branding on the aulGF website as the Principal Sponsor.
- Logo acknowledgement as the Principal Sponsor on the home page of the aulGF website.
- Logo acknowledgement on the dedicated sponsors page of the aulGF website including hyperlink.
- One (1) blog post promoted on the aulGF website and social media channels with content of your choice as approved by aulGF (sponsor to provide).
- Logo acknowledgement as the Principal Sponsor on aulGF e-newsletters within the sponsor section.
- One (1) article in a aulGF e-newsletter announcing and welcoming the Principal Sponsor for aulGF 2024 (article to be prepared by aulGF). Sponsor logo, image, and two hyperlinks may be included within the text, supplied to aulGF by the sponsor prior to the distribution deadline.
- One (1) social media post on the aulGF social media channels announcing and welcoming the Principal Sponsor for aulGF 2024.
- Sponsor social media tile provided by aulGF to promote on sponsor's own channels.

# MAJOR SPONSOR - \$20,000 (price excludes GST)

## EXCLUSIVE OPPORTUNITY

### Exclusivity

- Exclusivity as the only Major Sponsor of NetThing 2023.

### Exclusive Sponsorship of a Breakout Session

- Opportunity to host one (1) breakout session held during either a) morning tea break or b) afternoon tea break. Sponsor to coordinate session topic and speakers, in consultation with the aulGF Organising Committee. aulGF reserves the right to any final decisions made.
- Logo acknowledgement as the session sponsor on the slide deck during the sponsored session.
- Acknowledgement on the program as the sponsor of your sponsored session.
- Logo acknowledgement as the session sponsor on digital signage specific to the sponsored session where relevant.

### Marketing & Branding

- Recognition as the Major Sponsor on all event collateral.
- Your logo prominently displayed as the Major Sponsor on the sponsor acknowledgement page onscreen in the opening session.

### Digital Marketing

- Logo acknowledgement as the Major Sponsor on the home page of the aulGF website.
- Logo acknowledgement on the dedicated sponsors page of the aulGF website including hyperlink.
- Logo acknowledgement as the Major Sponsor on NetThing e-newsletters within the sponsor section.
- One (1) full width banner advertisement featured in a aulGF e-newsletter with content of the sponsors choice, subject to approval by aulGF. Banner to be supplied to aulGF by the sponsor prior to the distribution deadline.
- One (1) social media post on the aulGF social media channels announcing and welcoming the Principal Sponsor for aulGF 2024.
- Sponsor social media tile provided by aulGF to promote on sponsor's own channels.

# ACCESSIBILITY SPONSOR - \$10,000 (price excludes GST)

## EXCLUSIVE OPPORTUNITY

### Exclusivity

- Exclusivity as the only Accessibility Sponsor of auIGF 2024

### Marketing & Branding

- Recognition as the Accessibility Sponsor on all event collateral.
- Your logo displayed as the Accessibility Sponsor on the sponsor acknowledgement page onscreen in the opening session

### Digital Marketing

- Logo acknowledgement as the Accessibility Sponsor on the home page of the auIGF website.
- Logo acknowledgement on the dedicated sponsors page of the auIGF website including hyperlink.
- Logo acknowledgement as the Accessibility Sponsor on auIGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by NetThing to promote on sponsor's own channels.



# HAPPY HOUR RECEPTION SPONSOR - \$10,000 (price excludes GST)

## EXCLUSIVE OPPORTUNITY

### Exclusivity

- Exclusivity as the only Happy Hour Reception Sponsor of auGF 2024.

### Marketing & Branding

- Recognition as the Happy Hour Reception Sponsor on all event collateral.
- Your logo displayed as the Happy Hour Reception Sponsor on the sponsor acknowledgement page onscreen in the opening session.
- Opportunity to display a pull-up banner during the Happy Hour Reception, subject to approval by the auGF Steering Committee and the venue.

### Digital Marketing

- Logo acknowledgement as the Happy Hour Reception Sponsor on the home page of the auGF website.
- Logo acknowledgement on the dedicated sponsors page of the auGF website including hyperlink.
- Logo acknowledgement as the Happy Hour Reception Sponsor on auGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by auGF to promote on sponsor's own channels.



# KEYNOTE SPONSOR - \$5,000 (price excludes GST)

## EXCLUSIVE OPPORTUNITY

### Exclusivity

- Exclusivity as the only Keynote Sponsor of aulGF2024

### Verbal Acknowledgement

- Verbal acknowledgement as the Keynote Sponsor during the keynote introduction.

### Marketing & Branding

- Recognition as the Keynote Sponsor on all event collateral.
- Your logo displayed as the Keynote Sponsor on the sponsor acknowledgement page onscreen in the opening session.
- Logo acknowledgement as the Keynote Sponsor on the slide deck during the session where relevant.
- Acknowledgement on the program as the Keynote Sponsor where relevant.
- Logo acknowledgement as the Keynote Sponsor on digital signage specific to the keynote session where relevant.

### Digital Marketing

- Logo acknowledgement as the Keynote Sponsor on the home page of the aulGF website.
- Logo acknowledgement on the dedicated sponsors page of the NetThing website including hyperlink.
- Logo acknowledgement as the Keynote Sponsor on aulGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by aulGF to promote on sponsor's own channels.

# SESSION SPONSOR - \$3,500 (price excludes GST)

MULTIPLE OPPORTUNITIES AVAILABLE

## Exclusivity

- Exclusivity as the only sponsor of your sponsored session.

## Marketing & Branding

- Recognition as a Session Sponsor on all event collateral.
- Your logo displayed as a Session Sponsor on the sponsor acknowledgement page onscreen in the opening session.
- Logo acknowledgement as the session sponsor on the slide deck during the sponsored session.
- Acknowledgement on the program as the sponsor of your sponsored session.
- Logo acknowledgement as the session sponsor on digital signage specific to the sponsored session where relevant.
- Opportunity to display a pull-up banner during your sponsored session, subject to approval by the aulGF Steering Committee and the venue.

## Digital Marketing

- Logo acknowledgement as a Session Sponsor on the home page of the aulGF website.
- Logo acknowledgement on the dedicated sponsors page of the aulGF website including hyperlink.
- Logo acknowledgement as a Session Sponsor on aulGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by aulGF to promote on sponsor's own channels.

# NOTEPAD AND PENS SPONSOR

## - \$2,500 (price excludes GST)

### EXCLUSIVE OPPORTUNITY

#### Exclusivity

- Exclusivity as the only Notepad and Pens Sponsor of NetThing 2023.

#### Marketing & Branding

- Recognition as the Notepad and Pens Sponsor on all event collateral.
- Your logo displayed as the Notepad and Pens Sponsor on the sponsor acknowledgement page onscreen in the opening session.
- Opportunity to place branded notepads and pens at attendee seats in the plenary room, subject to approval by the aulGF Multi-Stakeholder Steering Committee and the venue.
- Your logo placed alongside NetThing 2023 branding on attendee notepads and pens, subject to approval by the aulGF Multi-Stakeholder Steering Committee. NetThing will arrange for the printing and distribution of notepads and pens and reserves the right to select the lanyard and determine print specifications.

#### Digital Marketing

- Logo acknowledgement as the Notepad and Pens Sponsor on the home page of the aulGF website.
- Logo acknowledgement on the dedicated sponsors page of the aulGF website including hyperlink and 60-word company profile.
- Recognition as the Notepad and Pens Sponsor in the dedicated sponsor page within the aulGF 2024 App, including logo, hyperlink.
- Logo acknowledgement as the Notepad and Pens Sponsor on aulGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by aulGF to promote on sponsor's own channels.



**SOLD**



# OTHER SPONSORSHIP OPPORTUNITIES

## Advertising Opportunities

- Promotional video displayed on the aulGF website with content of your choice as approved by aulGF (sponsor to provide) - \$2,450 incl GST
- x1 banner advert featured in an EDM sent to the aulGF database with content of your choice as approved by aulGF - \$1,500 incl GST
- Content posts on all aulGF social media channels with links x4 - \$1,000 incl GST
- Content posts on all aulGF social media channels with links x2 - \$500 incl GST

## Branding & Educational Opportunities

- Podcast promoted on the aulGF website - \$2,450 incl GST
- Solus EDM sent to the aulGF database with content of your choice as approved by aulGF - \$1,950 incl GST
- x1 blog post promoted on the aulGF website and social media channels with content of your choice as approved aulGF (sponsor to provide) - \$1,500 incl GST

All packages are customisable by request.

Specifications for web-based material are available. Please contact us via email at [info@aulGF.au](mailto:info@aulGF.au)

# TERMS & CONDITIONS

By submitting a sponsorship booking and upon receipt of tax invoice, you (the Sponsor) agree to sponsor the aulGF 2024 Forum scheduled to be held virtually on the dates stated in this prospectus, pursuant to the terms set forth below.

## 1. GENERAL INFORMATION

By returning a completed, signed and dated form you (the Sponsor) explicitly accept these terms and conditions.

You agree that the event organisers and other authorised stakeholders may use your contact information for any relevant purpose such as administration or to advise of future events. You may ask us to limit communication to necessary matters.

### 1.1. Disclaimer

By returning a completed, signed and dated form you (the Sponsor) explicitly accept these terms and conditions.

You agree that the event organisers and other authorised stakeholders may use your contact information for any relevant purpose such as administration or to advise of future events. You may ask us to limit communication to necessary matters.

### 1.2. Correspondence

When booking, please appoint a single point of contact within your Company or Organisation. All bookings will be recorded under the one name and all correspondence will be sent to this person.

## 2. BOOKINGS & PAYMENTS

### 2.1. Acceptance of Bookings

The organisers reserve the right to refuse an application for Sponsorship. You (the Sponsor) will be advised of acceptance of Sponsorship with the issuing of a tax invoice.

### 2.2. Payment and Terms

A tax invoice will be issued once your Sponsorship application has been accepted, which is payable within 14 days. You will not receive any Sponsorship entitlements until all monies have been paid. All costs are inclusive of GST and listed in Australian Dollars (AUD).

### 3. CANCELLATION POLICY

Cancellations will only be accepted in writing via email and must be signed by the person whose signature appears on this booking form (or their nominee). Cancellations made before 30 August 2024 will be refunded less 50% cancellation fee. Cancellations made between 30 August 2024 and 30 September 2024 will be refunded less 75% cancellation fee. No refunds for cancellations after 30 September 2024.

### 4. SPONSOR ENTITLEMENTS

The event organisers will take all diligent care to fulfil the listed sponsorship commitments. If your selected requirement/s is not available, the organisers will contact you as soon as possible to discuss alternatives.

### 5. SPONSOR COMMITMENTS

#### 5.1. Artwork and Collateral

The sponsor must provide all collateral, materials and artwork to the organisers of aulGF for approval. All collateral, materials and artwork must be submitted and approved by publication requirements and deadlines. The organisers reserve the right to reject anything that is considered inappropriate.

Please provide all material at 300 DPI at 100% in jpeg or png AND eps (preferred for print) format including, where possible, RGB or Pantone colour equivalents.

No digital or web recognition will be given unless payment terms have been met.

### 6. EVENT INFORMATION

The event organisers will take all diligent care to fulfil the listed sponsorship commitments. If your selected requirement/s is not available, the organisers will contact you as soon as possible to discuss alternatives.

#### 6.1. Program

The host and organisers reserve the right to alter the program if required.

# APPLY TO SPONSOR

## HOW TO APPLY

We appreciate your interest in sponsoring aulGF 2024. For sponsorship inquiries, please contact us at [info@auigf.au](mailto:info@auigf.au).

We are excited about the prospect of collaborating with you to establish a mutually beneficial partnership. Your sponsorship will help ensure that aulGF 2024 becomes a remarkable event filled with insightful discussions, innovative ideas, and valuable industry connections.

If you require further information or have any inquiries, please do not hesitate to reach out. Together, we can make a significant impact and drive positive change.

Thank you once again for considering sponsorship for aulGF 2024. We look forward to joining forces to create something truly exceptional.