

ADELAIDE CONVENTION CENTRE

Sponsorship Opportunities

23-24 September 2025

Adelaide Convention Centre

ADELAIDE

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INVITATION TO SPONSOR

The auIGF Steering Committee is pleased to invite you to join us at auIGF 2025, to be held over 22-24 September 2025 at the Adelaide Convention Centre.

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), the auIGF 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 *Global Visions, Local Impact – The Future of Australia's Digital Governance*.

As a volunteer-run initiative, auIGF 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 auIGF and encourage you to browse the wide variety of options available.

Sincerely,



Donna Austin
Chair, auIGF Multi-Stakeholder Steering Committee

ATTENDEE SNAPSHOT

Based on attendance at aulGF 2024

383 registrations
170 virtual registrants
213 in-person registrants

The hybrid format of aulGF 2024 attracted a diverse local and global audience, reinforcing its role as a key platform for discussions on internet governance. A total of 256 participants joined from across Australia, with additional representation from New Zealand.

Beyond strong regional engagement, the event welcomed interest from a broad range of countries spanning multiple continents, including Bangladesh, Botswana, Cambodia, Cameroon, the Democratic Republic of the Congo, Egypt, Fiji, Ghana, Hong Kong, India, Indonesia, North Macedonia, Malaysia, Mali, Nepal, the Netherlands, Norway, Pakistan, the Philippines, Samoa, Singapore, the Solomon Islands, Sri Lanka, Switzerland, Tanzania, the United States, and Vanuatu.

This level of international participation highlights the event's growing influence and its ability to connect Australia with the global internet governance community. For sponsors, aulGF provides a unique opportunity to engage with a diverse audience of policymakers, industry leaders, and digital innovators from around the world, positioning their brand at the forefront of critical conversations shaping the future of the internet.



AUSTRALIAN INTERNET GOVERNANCE FORUM

7th Annual Forum on Internet Governance and Technology

Global Visions, Local Impact – The Future of Australia's Digital Governance

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 2025 will be held as a hybrid event to give everyone the opportunity to participate.

Location

Adelaide is the capital city of South Australia, home to over a million people and known for its laid-back charm and vibrant festivals. Situated on the banks of the River Torrens, the city's center boasts a lively arts and culture scene and a strong passion for sports.

The traditional Aboriginal name for Adelaide is Tarndanya, and it lies on the traditional lands of the Kaurna people. The Kaurna people have inhabited this area for around 40,000 years, and before colonization, the region was home to a thriving community.

Situated in the vibrant atmosphere of the city, the Adelaide Convention Centre is conveniently located in the heart of Adelaide's CBD.



Why attend?

150+

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



Government and government bodies



Media



IT & Telecommunications professionals



IT service providers



Internet users



Advocates



Policy makers

PREVIOUS SPONSORS INCLUDE:



Australian Government

Department of Infrastructure,
Transport, Regional Development,
Communications and the Arts



COMMUNICATIONS DAY



BENEFITS OF SPONSORING

Sponsorship of the 2025 Australian Internet Governance Forum provides the opportunity to make a genuine contribution to and statement of your commitment to Australian internet community 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 150 attendees, there is no better way to showcase your organisation!

Reach

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

Promotion

Become a sponsor to drive sales, showcase products, and share expertise. Gain significant exposure through the auIGF 2025 website and marketing materials, promote your organisation to decision-makers, and build relationships with new customers.

Stand out from the crowd

Sponsoring auIGF 2025 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	Coffee cart sponsor	Keynote Sponsor	Session Sponsor	Notepad & Pens Sponsor
Exclusivity	✓	✓	✓	✓	✓	✓	multiple available	✓
Exclusive co-branding of auIGF 2025	✓	✗	✗	✗	✗	✗	✗	✗
Verbal acknowledgement during opening/closing sessions	✓	✓	✗	✗	✗	✗	✗	✗
Opportunity for a nominated representative to give an address	✓	✗	✗	✗	✗	✗	✗	✗
Exclusive sponsorship of one (1) session of the auIGF 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, e-newsletters	✓	✓	✓	✓	✓	✓	✓	✓
Coffee cart and cup branding	✗	✗	✗	✗	✓	✗	✗	✗
Social media post	✓	✓	✗	✗	✗	✗	✗	✗
Article or banner in e-newsletter/s	✓	✓	✗	✗	✗	✗	✗	✗
Blog post	✓	✗	✗	✗	✗	✗	✗	✗

sold

sold

\$15,000

\$10,000

\$7,500

\$5,000

\$3,500

\$2,500

PRINCIPAL SPONSOR - \$30,000

EXCLUSIVE OPPORTUNITY

SOLD

Exclusivity

- Exclusivity as the only Principal Sponsor of auIGF 2025.

Event Co-Branding

- Exclusive co-branding of auIGF 2025, with your logo placed alongside the auIGF 2025 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 team member to speak at auIGF 2025

Exclusive Sponsorship of a Program Session

- Exclusive opportunity to sponsor one (1) session of the auIGF 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 auIGF 2025 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 auIGF Steering Committee and the venue.
- Your logo prominently displayed as the Principal Sponsor on the sponsor acknowledgement page onscreen in the opening session.

PRINCIPAL SPONSOR continued

Digital Marketing

- Premium branding on the auIGF website as the Principal Sponsor.
- Logo acknowledgement as the Principal Sponsor on the home page of the auIGF website.
- Logo acknowledgement on the dedicated sponsors page of the auIGF website including hyperlink.
- One (1) blog post promoted on the auIGF website and social media channels with content of your choice as approved by auIGF (sponsor to provide).
- Logo acknowledgement as the Principal Sponsor on auIGF e-newsletters within the sponsor section.
- One (1) article in a auIGF e-newsletter announcing and welcoming the Principal Sponsor for auIGF 2025 (article to be prepared by auIGF). Sponsor logo, image, and two hyperlinks may be included within the text, supplied to auIGF by the sponsor prior to the distribution deadline.
- One (1) social media post on the auIGF social media channels announcing and welcoming the Principal Sponsor for auIGF 2025.
- Sponsor social media tile provided by auIGF to promote on sponsor's own channels.

MAJOR SPONSOR - \$20,000

(price excludes GST)

EXCLUSIVE OPPORTUNITY



SOLD

Exclusivity

- Exclusivity as the only Major Sponsor of auIGF 2025.

Exclusive Sponsorship of a Breakout Session

- Opportunity to host one (1) session held during auIGF. Sponsor to coordinate session topic and speakers, in consultation with the auIGF Organising Committee. auIGF 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 auIGF website.
- Logo acknowledgement on the dedicated sponsors page of the auIGF website including hyperlink.
- Logo acknowledgement as the Major Sponsor on auIGF e-newsletters within the sponsor section.
- One (1) full width banner advertisement featured in a auIGF e-newsletter with content of the sponsors choice, subject to approval by auIGF. Banner to be supplied to auIGF by the sponsor prior to the distribution deadline.
- One (1) social media post on the auIGF social media channels announcing and welcoming the Principal Sponsor for auIGF 2025.
- Sponsor social media tile provided by auIGF to promote on sponsor's own channels.

ACCESSIBILITY SPONSOR - \$15,000

EXCLUSIVE OPPORTUNITY

(price excludes GST)

Exclusivity

- Exclusivity as the only Accessibility Sponsor of auIGF 2025

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 auIGF 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 auIGF 2025.

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 auIGF Steering Committee and the venue.

Digital Marketing

- Logo acknowledgement as the Happy Hour Reception 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 Happy Hour Reception Sponsor on auIGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by auIGF to promote on sponsor's own channels.



COFFEE CART SPONSOR - \$7,500

EXCLUSIVE OPPORTUNITY

(price excludes GST)

Exclusivity

- Exclusivity as the only Coffee Cart Sponsor for auIGF 2025

Marketing & Branding

- Recognition as the Coffee Cart Sponsor on all event collateral.
- Your logo displayed as the Coffee Cart Sponsor on the sponsor acknowledgement page onscreen in the opening session.
- Opportunity to display branding on the venue Coffee Cart, subject to approval by the auIGF Steering Committee and the venue.

Digital Marketing

- Logo acknowledgement as the Coffee Cart 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 Coffee Cart Sponsor on auIGF e-newsletters within the sponsor section.



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

EXCLUSIVE OPPORTUNITY

Exclusivity

- Exclusivity as the only Keynote Sponsor of auIGF2024

Verbal Acknowledgement

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

Speaking Opportunity

- Opportunity for the sponsor to nominate a senior-level team member to speak at auIGF 2025

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 auIGF website.
- Logo acknowledgement on the dedicated sponsors page of the auIGF website including hyperlink.
- Logo acknowledgement as the Keynote Sponsor on auIGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by auIGF 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.

Verbal Acknowledgement

- Verbal acknowledgement as the Session Sponsor during the session introduction.

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 auIGF Steering Committee and the venue.

Digital Marketing

- Logo acknowledgement as a Session 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 a Session Sponsor on auIGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by auIGF 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 auIGF 2025.

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 auIGF Multi-Stakeholder Steering Committee and the venue.
- Your logo placed alongside auIGF 2025 branding on attendee notepads and pens, subject to approval by the auIGF 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 auIGF website.
- Logo acknowledgement on the dedicated sponsors page of the auIGF website including hyperlink and 60-word company profile.
- Recognition as the Notepad and Pens Sponsor in the dedicated sponsor page within the auIGF 2025 App, including logo, hyperlink.
- Logo acknowledgement as the Notepad and Pens Sponsor on auIGF e-newsletters within the sponsor section.
- Sponsor social media tile provided by auIGF to promote on sponsor's own channels.

OTHER SPONSORSHIP OPPORTUNITIES

Advertising Opportunities

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

Branding & Educational Opportunities

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

TERMS & CONDITIONS

By submitting a sponsorship booking and upon receipt of tax invoice, you (the Sponsor) agree to sponsor the auIGF 2025 Forum scheduled to be held 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 exclusive 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 23 June 2025 will be refunded less 50% cancellation fee. Cancellations made between 23 June 2025 and 23 July 2025 will be refunded less 75% cancellation fee. No refunds for cancellations after 23 August 2025.

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 auIGF 2025. For sponsorship inquiries, please contact us at 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 auIGF 2025 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 auIGF 2025. We look forward to joining forces to create something truly exceptional.

BOOKING FORM

Please email completed form to **info@auigf.au** or use the QR code to complete online.

Company / Organisation

Contact Name

Position

Email

Phone

Sponsorship Package

☒ **Pr ~~ponsor~~**

sold

☐ Coffee Cart Sponsro

☒ **M ~~oder~~**

sold

☐ Accessibility Sponsor

☐ Keynote Sponsor

☐ Happy Hour Reception Sponsor

☐ Session Sponsor

☐ Notepad & Pens Sponsor

Additional Sponsorship Items (can be added onto a package or purchased as stand-alone items)

☐ Promotional video

☐ Podcast

☐ Social media post with links x4

☐ EDM banner advert

☐ Social media post with links x2

☐ x1 blog post

In signing below, I confirm I understand and agree with the Sponsorship Terms & Conditions, as outlined on the previous page. I confirm I am authorised to sign on behalf of the company/organisation.

Signature

Date