



# ConnectED 2024 Sponsorship EOI

Expression of interest closes 1:00pm on Wednesday, 10<sup>th</sup> April 2024

## Project Overview

ConnectED represents a grassroots movement dedicated to advancing public education within New South Wales (NSW) for the past decade. As one of the largest single public education systems globally, the NSW Department of Education (DoE) serves over 1.2 million students across more than 2200 schools, guided by the Plan for Public Education.

At the heart of ConnectED lies its commitment to delivering practical, locally relevant professional learning experiences. Through traditional conference streams and pre- and post-conference interventions, participants engage with up-to-date research and explore its application in real-world contexts. This approach has enabled ConnectED to elevate its stature across NSW and gain recognition internationally.

ConnectED annually attracts over 750 registrations from DoE leaders, offering access to renowned experts and thought leaders in instructional leadership. ConnectED 24 promises another landmark event featuring keynote presentations from esteemed speakers, such as Pak Tee NG, Tracy Vaillancourt, Lyn Sharratt, and Jana Pittman. Senior officers from the NSW Department of Education will be presenting alongside state presidents of principal associations, providing sponsors with unique opportunities for visibility and engagement.

By sponsoring ConnectED 24, you align your brand with a forward-thinking initiative driving positive change in public education. Your support will empower educational leaders and impact millions of students across NSW. Learn more about ConnectED Professional Learning at [www.connectedpl.com](http://www.connectedpl.com), and join us in shaping the future of public education. Expressions of interest [may be lodged at this link](#).

## Contribution

ConnectED Professional Learning Conferences for NSW DoE Middle, School and System Leaders are seeking sponsors for the *2024 professional learning series (Wednesday, 22<sup>nd</sup> May – Friday, 24<sup>th</sup> May 2024)* who share the department's commitment to supporting public education. While our platforms are designed to be cost-neutral, sponsorship contributions will help to subsidise access to national and international speakers for all NSW public education leaders in a world-class venue. Sponsorship opportunities, with the option of exclusivity in an industry category, are available in the categories below:

### **Diamond Sponsors (2) - \$12,000 + GST (limited category)**

*Seeking two diamond sponsors to make cash contributions*

### **Emerald Sponsors (2) - \$10,000 + GST (limited category)**

*Seeking two emerald sponsors to make cash contributions*

### **Platinum Sponsors (10) - \$8,000 + GST (open category)**

*Seeking up to ten platinum sponsors to make a cash contribution*

### **Gold Sponsors (10) - \$4,000 + GST (open category)**

*Seeking up to ten platinum sponsors to make a cash contribution*

### **Supporting AV/IT Sponsor – in kind donation**

*Seeking a single sponsor who can support the conference series with proven AV and IT experience, equipment and staffing as an in-kind contribution.*

### **Venue and/or Collateral Sponsors - in kind donation**

*Seeking a venue sponsor to support the event with provision of rooming and associated services/products.*

### **Association and/or Stakeholder Sponsors - in kind donation**

*ConnectED Professional Learning Conferences for NSW DoE Middle, School and System Leaders works in collaboration with a range of NSW public education organisations.*

*ConnectED recognises that the leaders it supports may also be also members of these state associations.*

*ConnectED collaborates with these associations to enable access by their members to their professional learning officers and/or their advisors from the following:*

- *NSW Primary Principals Association (NSW PPA), and*
  - *NSW Primary Executive Network, and*
  - *NSW Primary Deputy Principals.*
- *NSW Secondary Principals Council (NSW SPC), and*
  - *NSW regional Head Teachers Networks, and*
  - *NSW Secondary Deputy Principals Association.*
- *NSW Special Education Principals and Leaders Association (SEPLA).*

## **Benefits**

### **Acknowledgement**

*The department will acknowledge sponsors on program/event communications materials, on the conference website at [www.connectedpl.com](http://www.connectedpl.com), and in social media posts mentioning the program/event.*

### **Logo recognition**

*The department will provide acknowledgment of your branding and at defined levels, vision and speaking access. All sponsors digital collateral will be detailed on the official electronic program and during event breaks across the 3-day program/event.*

### **Event benefits**

*Tickets to the event for representatives from the sponsor organisation (see table on p3)  
You will be able to connect and engage with key leaders and decisions makers in education.*

### **Additional benefits**

*The Department can consider incorporating additional benefits that can be offered equitably to all sponsors, in line with our policy. Please let us know what would be valuable for your organisation.*

***Features of all sponsorship categories are detailed in the table overleaf.***

**Summary Table: Benefits for Limited and Open Categories**

<b>The Offer</b>	<b>Gold (10 positions)</b>	<b>Platinum (10 positions)</b>	<b>Emerald (2 positions)</b>	<b>Diamond (2 positions)</b>
<b>Level</b>	<b>\$4,400.00 (inc. GST)</b>	<b>\$8,800.00 (inc. GST)</b>	<b>\$11,000.00 (inc. GST)</b>	<b>\$13,200.00 (inc. GST)</b>
<b>Exclusivity</b>	NO	NO	Sole sponsor in your primary area of your business	Sole sponsor in your primary area of your business
<b>Address conference participants inside conference auditorium</b>	<ul style="list-style-type: none"> <li>• 30 second video advertisement shown</li> <li>• Shown 2x per break daily over 3 days</li> </ul>	<ul style="list-style-type: none"> <li>• 30 second video advertisement</li> <li>• Shown 4x per break over 3 days</li> </ul>	<ul style="list-style-type: none"> <li>• 1 min speech, 1x daily over 3 days</li> <li>• 30 second video advertisement</li> <li>• Shown 4x per break over 3 days</li> </ul>	<ul style="list-style-type: none"> <li>• 2 min speech, 2x daily (3 days)</li> <li>• 30 second video advertisement</li> <li>• Shown 4x per break over 3 days</li> </ul>
<b>Access to all delegates during registration, morning tea, lunch, end-day</b>	YES	YES	YES	YES
<b>Advertisement on website</b>	YES	YES	YES	YES
<b>Provision of promotional material on tables</b>	YES	YES	YES	YES
<b>Access visiting delegate contacts (consent provided via QR code scan)</b>	YES	YES	YES	YES
<b>Display space allocated by committee</b>	YES 1 trestle table, located to the side or rear of the Exhibition area	YES 2 trestle tables, located closer to the front and/or front sides of Exhibition area	YES 2 trestle tables, Exhibition area, located with proximity next to Diamond	YES 3 trestle tables in prime location. Central Exhibition area 1 trestle table (Entry Foyer)
<b>Complimentary registration</b>	1 Person	2 People	2 People	3 People
<b>Morning tea &amp; lunch provided daily</b>	1 Person	2 People	2 People	3 People
<b>Complimentary invitation to Conference Dinner 23/5</b>	1 Person	2 People	2 People	3 People
<b>Opportunity to provide promotional gift</b>	YES	YES	YES	YES
<b>Accommodation</b>	<ul style="list-style-type: none"> <li>• Once an offer to sponsor this event has been accepted, all invited sponsors will need arrange to accommodation requirements directly with the venue, Rydges Hunter Valley Conference Centre (formerly Crowne Plaza Hunter Valley Conference Centre) <a href="#">via this link</a>.</li> <li>• Successful invited sponsors will be provided with advice on how to access discounted accommodation.</li> <li>• This advice will be provided in writing, electronically and via phone by close of business on Thursday, 4<sup>th</sup> May 2024.</li> </ul>			

Timeline	
<b>Wednesday 10<sup>th</sup> April 2024</b>	EOI proposal due by 1:00pm
<b>Thursday 4<sup>th</sup> May 2024</b>	Successful applicants notified
<b>Friday 3<sup>rd</sup> May 2024</b>	Sponsorship agreement / Letter of agreement issued
<b>Wednesday 8<sup>th</sup> May 2024</b>	Letter of agreement signed and returned. Deliverables due, e.g. digital collateral, logos, videos, dietary needs
<b>Friday, 10<sup>th</sup> May 2024</b>	Further deliverables due, e.g. financial contribution
<b>Tuesday 21<sup>st</sup> May 2024</b>	ConnectED 24 – bump-in from 3:00-6:00pm at venue
<b>Wednesday 22<sup>nd</sup> May 2024</b>	ConnectED 24 – Middle Leaders Conference, Day One
<b>Thursday 23<sup>rd</sup> May 2024</b>	ConnectED 24 – School & System Leaders, Day One
<b>Friday 24<sup>th</sup> May 2024</b>	ConnectED 24 – School & System Leaders, Day Two

## Selection Criteria

Successful applicants will be selected according to the criteria listed below as well as comply with any special conditions.

- Organisational alignment with the department's values, priorities, target audience, corporate image, and reputation.
- No conflict with departmental initiatives, programs or priorities including procurement contracts with existing or pending suppliers (including those on a prequalification scheme).
- Evidence of data security processes in place and the ability to comply with the department's requirements regarding student and teacher data privacy and security.
- In the limited Diamond and Emerald sponsorship tiers, there are two sponsor opportunities per level. Specific selection criteria include the above, supporting the plan for public education, and enabling the support of school leadership.
- Sign a Sponsorship agreement subject to the department's [Commercial Arrangements, Sponsorship and Donations policy](#) and [implementation procedures](#)

## Special Conditions

- *Successful sponsors are required to have a current public liability insurance policy (minimum \$20 million) and present evidence upon request by the department.*

- *ConnectED has partnered with VMS Conferences as an authorised business partner for the administration and financial support of this event. Successful tendering sponsors will liaise with both organisers of the event and VMS Conferences for business support.*

## Next steps

*Please fill out the online form to register your expression of interest by 5:00pm on Wednesday 10<sup>th</sup> April March 2024. <https://forms.office.com/r/FQLBdQnJjR>*



Microsoft Forms

## Contact

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