



BELONGING

MUSEUMS & GALLERIES QUEENSLAND
2024 CONFERENCE



Sponsorship
Prospectus

Sponsor Invitation

Queensland's public museum and gallery sector will come together in Toowoomba, in October 2024 for its first major Conference in five years.

Museums & Galleries Queensland acknowledges the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.



Open to all public museum and gallery professionals, volunteers, and industry colleagues, Museums & Galleries Queensland's (M&G QLD) 2024 Conference, *Belonging*, will be held at The Empire Theatre, Toowoomba, from 9-11 October, on the traditional lands of the Western Wakka Wakka, Giabul, Jarowair, Jagara, Yuggera and Ugarapul First Peoples.

M&G QLD invites businesses and organisations to contribute to this important sector development event, exploring the Conference's key themes of Accessibility, Inclusion, Diversity and Equity within our museum and gallery sector.

A range of sponsorship options for museums, galleries, suppliers and supporters are available.

Tailored sponsorship opportunities can also be developed.

Don't miss this chance to build your brand awareness and connect with Queensland's dynamic public museum and gallery network.

For more information or to secure your M&G QLD 2024 Conference partnership opportunity, submit your sponsorship booking form to M&G QLD's Business Manager, Stephen Coppard
E: stephen.coppard@magsq.com.au
P: 07 3059 9741

2024 Conference Theme

**How can we, as a sector, foster inclusion and belonging?
How do we build empathy and understanding in our communities? How can arts, culture and heritage bridge divides and bring people together?**

Museums and galleries are dynamic cultural hubs in our communities that tell stories and create meaningful experiences about who we are, where we live, our pasts and futures. As trusted organisations, museums and galleries are able to navigate complex societal issues and actively engage our audiences in important conversations about the world in which we live through exhibitions, education programs and public outreach.

Belonging will examine how museums and galleries are embracing inclusivity and working with artists, collections, industry leaders and communities to drive positive change in areas of accessibility, diversity and equity.

Principal Sponsor:



Program

M&G QLD is planning a quality program of state, national and international keynote speakers, parallel sessions, skills workshops and masterclasses. These will be delivered over the three days of the Conference, alongside a range of social activities for delegates to enjoy.

Conference speakers are eminent leaders in the museum and gallery sector who have been invited because of their knowledge, experience, reputation and ability to contribute meaningfully to the themes of this year's Conference.

The Conference presents an ideal opportunity for delegates to learn, be inspired, share information and network.

The Conference aims to:

- Showcase Queensland's cultural places, exhibitions, artists, collections and attractions.
- Build the cultural capacity of Queensland's public museums and galleries.
- Promote and grow best practice through a quality program of state, national and international keynote speakers, skills workshops and masterclasses.
- Create impactful networking and information sharing opportunities.



Gallery and Museum Achievement Awards

Tuesday 8 October
Venue - to be announced



Conference | Day One

Wednesday 9 October
Heritage Bank Auditorium, Empire Theatre



Evening Networking Event | Day One

Wednesday 9 October
Toowoomba Regional Art Gallery
Dinner: Various venues/restaurants - to be announced



Conference | Day Two

Thursday 10 October
Heritage Bank Auditorium, Empire Theatre



Workshops & Masterclasses | Day Three

Friday 11 October
Various venues - to be announced

About Museums & Galleries Queensland

M&G QLD is the peak professional body for Queensland's public museum and gallery sector.

Located on Turrbal and Yuggera Country, M&G QLD's purpose is to advance, support and provide services to foster understanding, knowledge and excellence in museums, galleries and keeping places. We deliver programs in four key areas: Sector Development; Exhibition Development & Touring; Training & Professional Development; and Information & Communication Services.

We work with more than 400 public museums, galleries, keeping places and heritage organisations across Queensland. These organisations are operated by over 1,600 paid employees and more than 15,000 volunteers.

M&G QLD's achievements over the last ten years include:*

- 231 professional development activities have been delivered to more than 4,262 museum and gallery workers.
- 223 Gallery and Museum Achievement Awards have been presented to organisation and individual winners and finalists.
- 1.1 million people have engaged with 84 exhibitions toured by M&G QLD to 279 venues across Australia.
- Over 3 million M&G QLD webpage views have been recorded .

*Note: attendance figures in 2020-2022 were impacted by the global pandemic.

Delegate Profile

Delegates attending M&G QLD's 2024 Conference, *Belonging*, will primarily comprise paid staff and volunteers from the following organisations:

Regional/public galleries and museums

University galleries and museums

State museums and galleries

Indigenous art centres and keeping places

Contemporary art spaces

Artist-run initiatives

Historical societies

Other collecting institutions such as libraries and archives

Government agencies

Students, consultants, academics and other industry professionals will also be in attendance.

Benefits to Sponsors

M&G QLD's 2024 Conference will provide the following benefits to sponsors:

- High-level brand exposure to up to 150 delegates at a leading industry conference devoted to Queensland's public museums and galleries
- The opportunity to show a clear message that you and your organisation have a genuine commitment to Queensland's art and moveable cultural heritage sector
- The opportunity to demonstrate that your organisation is committed to the principles of inclusion, accessibility, diversity and equity
- Strong visibility on M&G QLD's [Conference webpage](#), and Conference marketing materials
- Building your brand awareness and profile within the sector

Each level of sponsorship offers specific tangible/marketing benefits as outlined in this prospectus.

The Opportunity



At a
glance

Cash Sponsorship	No. Available	Investment (Inc GST)
Principal Sponsor	Exclusive	Filled
Inclusion Sponsor	Two	POA
Welcome Session Sponsor	Exclusive	\$4,400
Trade Presentation Sponsor	One	\$3,850
Coffee Cart Sponsor	Exclusive	\$3,300
Conference Program Sponsor	Exclusive	\$3,300
Conference Satchel Sponsor	Exclusive	\$2,750
Lunch Sponsor	Two	\$2,200
Lanyard Sponsor	Exclusive	\$2,200
Stationery Sponsor	Exclusive	\$1,650
Morning / Afternoon Tea Sponsor	Three	\$1,650
Keynote Sponsor	Five	\$1,100
Conference Satchel Insert Sponsor	Multiple	\$220
Build Your Own	-	POA

In-kind Sponsorship

M&G QLD also welcomes the opportunity to discuss in-kind sponsorship arrangements with your organisation. Examples of in-kind sponsorship include sponsors providing reusable straws, keep cups, drink bottlers, speaker gifts, printing services, or prizes for delegates. All in-kind support will be acknowledged, with sponsors receiving benefits in proportion to their contribution.

Left: Guests at M&G QLD's 2023 Gallery and Museum Achievement Awards, Kingston Butter Factory Cultural Precinct, Logan.
Photo: Katie Bennett.

Inclusion Sponsor

Amount: variable, subject to the number of places sponsored
2 opportunities

In the spirit of M&G QLD's 2024 Conference theme, this is a wonderful opportunity to sponsor delegate places for people from diverse backgrounds and to make our Conference more inclusive. Being an Inclusion Sponsor, you will pay for one or more delegate places, and we will offer these to under-represented people to support their learning and participation at the Conference.

Sponsorship benefits may include (subject to the level of investment):

- A complimentary full or day registration for a representative of the Company to attend the Conference including the welcoming event.
- Acknowledgement during the Opening and Closing Session of the Conference.
- Company logo included in email, social media, and other Conference promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo in the digital and hardcopy Conference program.
- A quarter-page advertisement in the Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- A quarter-page advertisement in M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.



International Keynote Speaker, Tasia Duske, CEO, Museum Hack, USA, presenting at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Welcome Session Sponsor

Amount: \$4,400 GST Inc.
Exclusive opportunity

This is a unique opportunity to sponsor the first session that welcomes delegates to the Toowoomba region and sets the tone for the Conference program. This slot allows your organisation to be seen on a large screen in the main Conference theatre, where delegates will all be present and eager for the Conference program to commence.

Sponsorship benefits include:

- One complimentary full registration for a representative of the Company to attend the full Conference including the welcoming event.
- Acknowledgement during the Opening and Closing Session of the Conference.
- Company logo included in the Welcome Session PowerPoint slides and in the holding slide before the Plenary Session begins.
- Company logo included in email, social media and other Conference promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo in the digital and hardcopy Conference program.
- A quarter-page advertisement in the Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- A half-page advertisement in two issues of M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.



Gerib Sik Torres Strait Islander Dance Troupe performing at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Trade Presentation Sponsor

Amount: \$3,850 GST Inc.
One remaining opportunity

Pitch your product or services to Conference delegates in a 10-minute trade presentation during a keynote session. This is an excellent opportunity to meet with potential clients. Then follow your 10-minute trade presentation with a networking session over morning or afternoon tea.

Sponsorship benefits include:

- One complimentary delegate to attend the Conference.
- Opportunity to meet with delegates during the Networking Session of the Conference.
- Logo on the Conference website, media, and other Conference promotions.
- Logo on the Conference website from our Conference webpage.
- Copy on the digital and hardcopy Conference program.
- A quarter-page advertisement in the Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- Free-standing banner and display at the Registration area in the Conference break for networking following your 10-minute presentation (e.g. morning tea or afternoon tea).
- A quarter-page advertisement in two issues of M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.

TAKEN



Principal Sponsor, International Art Services' Trade Presentation at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Coffee Cart Sponsor

Amount: \$3,300 GST Inc.
Exclusive opportunity

Sponsor a Barista-run coffee cart to be located at the Conference morning to supply delegates with their daily 'caffeine fix' in a

Sponsorship benefits include:

- Complimentary invitation to attend the Conference.
- Opportunity for delegates to enjoy the highest brand coffee.
- Opportunity to promote your business at the Conference.
- Access to our Conference webpage.
- Complimentary coffee and hardcopy Conference program.
- Complimentary gift or item of promotional material included in the Conference program (sponsor to provide).
- A list of delegates attending the Conference.

TAKEN



Delegates enjoying coffee and networking at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

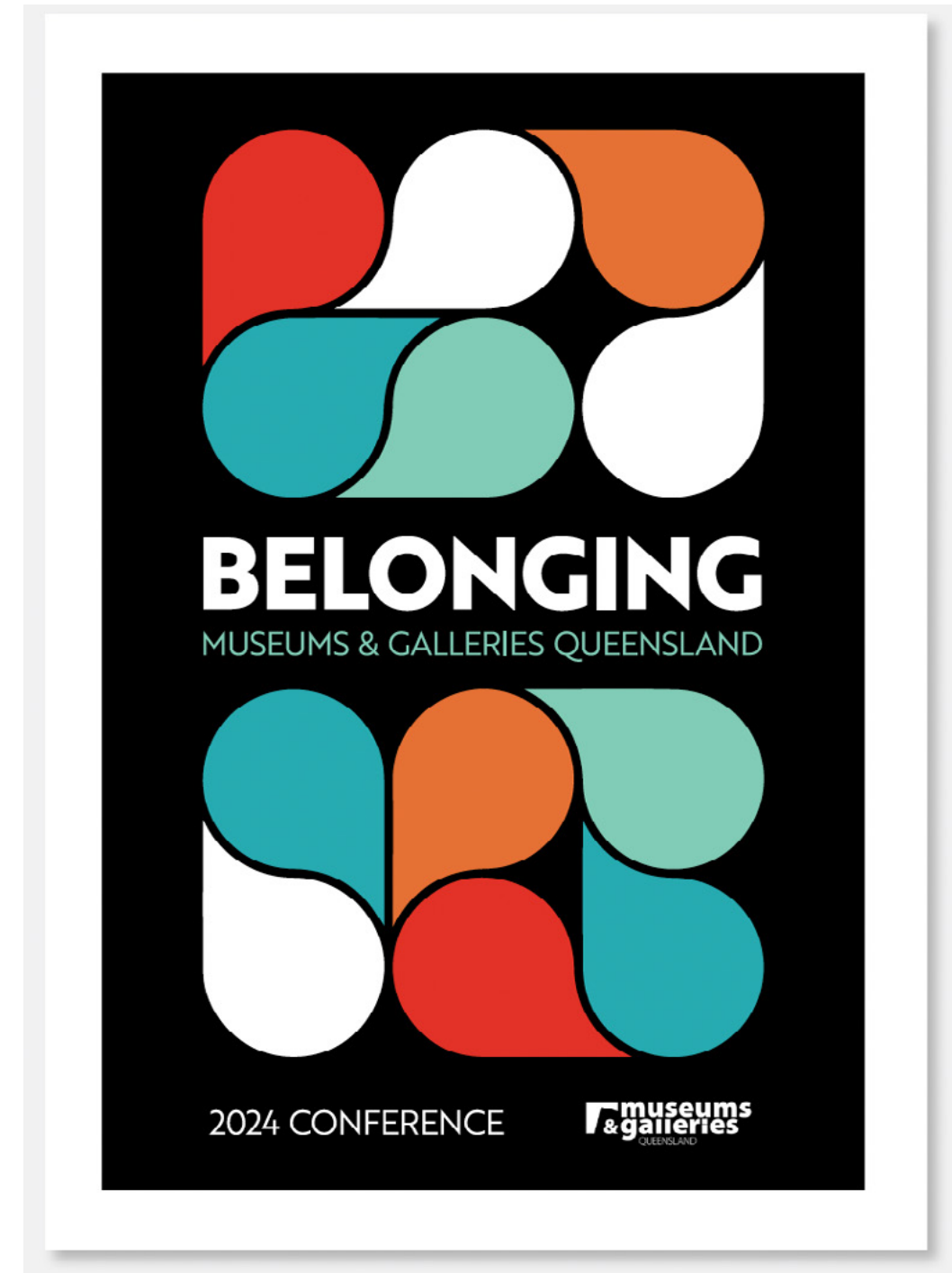
Conference Program Sponsor

Amount: \$3,300 GST Inc.
Exclusive opportunity

All delegates will be issued with a professionally designed and printed Conference Program. Sponsoring the Conference Program is an excellent way to ensure direct exposure of your company, products and services to delegates. The Program also has a life beyond the Conference, as delegates will take it back to their organisation to share with their colleagues. These are often referred to for years following the Conference.

Sponsorship benefits include:

- One complimentary day registration for a representative of your Company to attend the Conference and the welcoming event.
- Acknowledgement during the Opening and Closing Session of the Conference.
- Company logo included in email, social media, and other Conference promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo in the digital and hardcopy Conference program.
- A half-page advertisement in the Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- A quarter-page advertisement in two issues of M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.



Conference Satchel Sponsor

Amount: \$2,750 GST Inc.
Exclusive opportunity

All Conference delegates and presenters will be given a Conference Satchel. This could be branded with your Company logo and will contain the Conference Program, flyers, publications, local information, etc. for delegates to use during the Conference and take back to share with their colleagues following the event.

Sponsorship benefits include:

- Complimentary invitation to attend the welcoming event.
- Acknowledgement during the Opening and Closing Session of the Conference.
- Company logo included in email, social media, and other promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo included in the online and hardcopy Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- A quarter-page advertisement in M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.



M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Lanyard Sponsor

Amount: \$2,200 GST Inc.
Exclusive opportunity

All Conference delegates and presenters will be provided with a lanyard and nametag. The lanyard can be branded with your company logo.

Sponsorship benefits include:

- Acknowledgement during the Conference program.
- Company logo included on the lanyard.
- Logo linked to the Conference program.
- Company logo included on the Conference program.
- Promotional material included in the Conference program.
- Logo included in M&G QLD's industry magazine, *source*.
- Acknowledgement during the Conference.

TAKEN



M&G QLD staff greeting delegates at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Lunch Sponsor

Amount: \$2,200 GST Inc.
2 opportunities

Sponsoring a Conference lunch is an excellent way to meet potential clients and network with industry colleagues. Over the lunch break you can display your products, give a demonstration, and chat with future clients.

Sponsorship benefits include:

- Acknowledgement during the Opening and Closing Session of the Conference.
- Company logo included in email, social media, and other promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo included in the online and hardcopy Conference program.
- Opportunity to have one branded gift or item of promotional material included in the delegates' satchels (sponsor to provide).
- A quarter-page advertisement in M&G QLD's industry magazine, *source*.
- A list of delegates attending the Conference.



Delegates enjoying lunch at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Morning / Afternoon Tea Sponsor

Amount: \$1,650 GST Inc.
3 opportunities

Sponsoring a Conference morning or afternoon tea is a great way to meet potential clients and network with industry colleagues. Over the break you can display your products, give a demonstration, and chat with delegates.

Sponsorship benefits include:

- Verbal acknowledgement by the chair, and slide place holder in the session preceding the sponsored morning/afternoon tea.
- Company logo included in email, social media, and other promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo included in the online and hardcopy Conference program.
- Opportunity to have one item of promotional material included in the delegates' satchels (sponsor to provide).
- Pull-up banner/display in the Conference break area at your sponsored morning/afternoon tea.
- A list of delegates attending the Conference.

Stationery Sponsor

Amount: \$1,650 GST Inc.
Exclusive opportunity

A marketing opportunity is available to provide Conference delegates with a branded note pad and pen. This is an excellent opportunity to promote your organisation beyond the life of the Conference.

Sponsorship benefits include:

- Acknowledgement during the Opening and Closing Session of the Conference.
- Logo linked to your Company's website from our Conference webpage.
- Opportunity to have a branded note pad and pen included in the delegates' satchels.
- A list of delegates attending the Conference.

'Huge congratulations on the Conference. It was honestly one of the best I have attended and found the speakers to be highly engaging and really relevant.'

2019 Conference
delegate feedback

Keynote Speaker Sponsor

Amount: \$1,100 GST Inc.
5 opportunities

Keynote speakers provide the national and international perspective and inspiration for delegates to experience and learn from during the Conference and take back to their colleagues.

Sponsorship benefits:

- Acknowledgement at the beginning and ending of the sponsored keynote speaker session. Keynote sessions are the highest attended by delegates
- Company logo included in email, social media, and other promotions.
- Logo linked to your Company's website from our Conference webpage.
- Company logo included in the online and hardcopy Conference program.
- Opportunity to have one item of promotional material included in the delegates' satchels.
- A list of delegates attending the Conference.



Keynote Speaker, Gail Mabo, speaking at M&G QLD's 2019 Conference, *Opening Doors*, Cairns.
Photo: Blueclick Photography.

Conference Satchel Insert Sponsor

Amount: \$220 GST Inc.
Multiple opportunities

All delegates will be issued with a Conference satchel containing Conference material. This is an opportunity to promote your organisation and deliver your marketing material into the hands of Conference delegates. It's an excellent way to ensure direct exposure for your Company, products and services to delegates.

Promotional materials can include up to two items of up to A4 size (multi-page publications can be included, within reason).

Advertise in the Conference Program

The following advertising opportunities are available in the Conference Program.

Full page inside \$550 GST Inc.

Half page inside \$330 GST Inc.

Quarter page inside \$220 GST Inc.

Artwork is to be provided by the advertiser in the dimensions specified by M&G QLD.

100% of delegates rated their overall satisfaction with the M&G QLD's 2019 Conference as 'Excellent' or 'Good'.

Sponsorship Booking Terms & Conditions

1. Items to be provided as part of sponsorship packages must be provided free of cost.
2. The item must be provided in consultation with, and with the approval of, M&G QLD.
3. The quantity of items required will be approximately 200, depending on delegate numbers which shall be confirmed by M&G QLD.
4. Exposure in the conference publications is subject to confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.
5. Goods & Services Tax (GST) applies to all goods and services offered by M&G QLD and all prices in this document are inclusive of the GST.
6. All monies are payable in Australian dollars.
7. Submitting a Sponsorship Booking Form does not confirm your Sponsorship. Sponsorship will be allocated upon receipt of a signed booking form and will be confirmed in writing.
8. A tax invoice for the total amount of the Sponsorship will be provided with your confirmation letter.
9. All monies due and payable must be received by M&G QLD prior to the event. No organisation will be listed as a sponsor in any official Conference material until full payment and a sponsorship agreement have been received by M&G QLD.
10. CANCELLATION POLICY: No refunds will be made for cancellations by the Sponsor.
11. Sponsorship entitlements including organisation logo on the Conference website and other marketing material will be delivered upon receipt of the full payment.
12. The delegate list will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.
13. Any freestanding banners must not exceed 2m high x 1m wide.

Sponsorship Booking Form

Company Details

Company Name:

Address:

Contact Person:

Position:

Email:

Phone:

Sponsorship Opportunities (please tick)

- | | |
|--|---|
| <input type="checkbox"/> Principal Sponsor (filled) | <input type="checkbox"/> Inclusion Sponsor POA |
| <input type="checkbox"/> Welcome Session Sponsor \$4,400 | <input type="checkbox"/> Coffee Cart Sponsor \$3,300 |
| <input type="checkbox"/> Trade Presentation Sponsor \$3,850 | <input type="checkbox"/> Conference Program Sponsor \$3,300 |
| <input type="checkbox"/> Conference Satchel Sponsor \$2,750 | <input type="checkbox"/> Lunch Sponsor \$2,200 |
| <input type="checkbox"/> Lanyard Sponsor \$2,200 | <input type="checkbox"/> Morning / Afternoon Tea Sponsor \$1,100 |
| <input type="checkbox"/> Stationery Sponsor \$1,670 | <input type="checkbox"/> Keynote Speaker Sponsor \$1,100 |
| <input type="checkbox"/> Conference Satchel Insert Sponsor \$220 | <input type="checkbox"/> In-Kind Support (to be discussed with M&G QLD Staff) |
| <input type="checkbox"/> Build Your Own (to be discussed with M&G QLD Staff) | |

Advertisement in Conference Program:

- Full page \$550
- Half page \$330
- Quarter page \$220

I agree to the Sponsorship Booking Terms & Conditions

Name: Signature:.....

Date:

When your completed form is received, M&G QLD will confirm the availability of the opportunity in writing and will issue a tax invoice.

Please submit your sponsorship booking form to M&G QLD's Business Manager, Stephen Coppard:

E: stephen.coppard@magsq.com.au P: 07 3059 9741

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