

## Sponsorship Prospectus

31st July - 1st August 2010

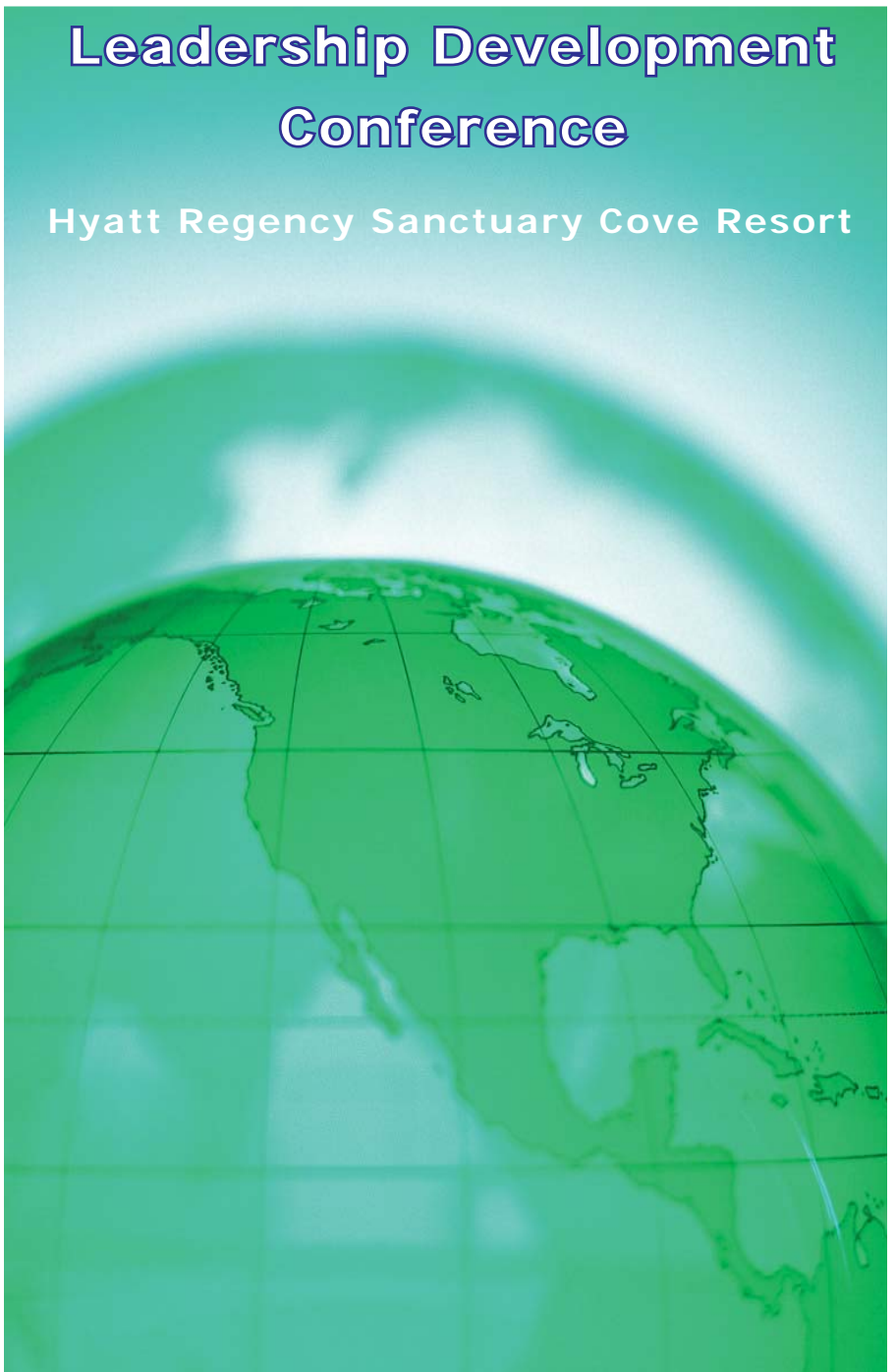
### Leadership Development Conference

Hyatt Regency Sanctuary Cove Resort

AM Institute  
National Golf Day

Friday 30th July

Links Hope Island  
Golf Course



# Sponsorship Opportunities

The Leadership Development Conference format preceded by the AMInstitute National Golf Day provides your business with the opportunity to gain some insight into the strategic thinking of the sector along with some valuable networking opportunities with CUBS leaders.

## THE MARKET

Credit Unions and mutual Building Societies are significant players in the Australian retail financial services sector competing with the four major banks. Collectively they are the fifth largest deposit taking force in Australia, after CBA, Westpac, ANZ and NAB. The sector holds almost \$70 billion in combined assets and employs around 10,000 people. The sector plays a strong and important role in the Australian financial services market. They offer a full range of personal banking services, home loans, personal loans, transaction accounts and investment packages.

Credit Unions and mutual Building Societies differ from the banks in that they are owned by their members and are committed to the wellbeing of their members. They offer highly competitive loans rates, attractive savings rates and lower fees than other financial institutions. There is a strong community and member focus creating a friendly, companionable climate throughout the industry.

There are around 115 different institutions in the sector (106 Credit Unions and 9 Mutual Building Societies), operating around 1,240 branches within Australia. Over 20% (4.6 million) of the Australian population are members of either a mutual building society or credit union.

## 2010 AMINSTITUTE LEADERSHIP DEVELOPMENT CONFERENCE & NATIONAL GOLF DAY

### Leadership Development Conference (Sat 31st July & Sun 1st August 2010 til 12.30pm)

Conference format involves one and a half day of sessions focused on key governance and business strategy challenges, opportunities and risks being faced by credit unions and mutual building societies with a relaxing dinner included on the Saturday evening. This Conference has a longstanding and important position within AMInstitute's annual education and professional development program and regularly attracts between 100 to 150 participants.

The smaller group size is popular with both members and industry suppliers providing less formality and greater access to speakers, registrants and suppliers.

**Conference Venue:** Hyatt Regency Sanctuary Cove Resort  
Manor Circle Sanctuary Cove QLD

### Aminstitute National Golf Day (Fri 30th July)

The new AMInstitute National Golf Day (previously it preceded the National Conference & Trade Exposition held in Canberra in March each year) offers a new era for old state rivalries to assert their claims as national golf champions through the familiar four ball ambrose event with a shot gun tee-off start.

AMInstitute is offering **NAMING RIGHTS** for this new National Golf Day which is being planned as a national event to precede the Leadership Development Conference in future years. There is 1 x Gold Sponsor, 1 x Silver Sponsor and 9 x Bronze Sponsor opportunities available.

**Golf Venue:** Links Hope Island Golf Course  
Hope Island Road, Sanctuary Cove QLD

NB - Special 10% Discount for Combined Conference & Golf Sponsorship Package eg Gold = \$6,435

Level	Leadership Development Conference	National Golf Day
<b>B R O N Z E</b>	<ul style="list-style-type: none"> <li>• 1 x free Conference Registration including ticket for Conference Dinner</li> <li>• Recognition of Sponsorship in Conference brochure, within Conference program and through promotion during the conference.</li> <li>• 200 word profile in Conference program</li> </ul>	<ul style="list-style-type: none"> <li>• One nominated player including capacity to choose playing partners.</li> <li>• Naming rights to the Hole on which the prize is contested.</li> <li>• Name announced at the luncheon/ presentation and listed in the official program and on golf display board to be located at the lunch/presentation and in the conference foyer for duration of the conference.</li> <li>• Opportunity to present the prize to the winner</li> <li>• Opportunity to distribute marketing handouts to all registered players</li> </ul>
Cost	\$1,100 incl. GST	\$550 incl GST
<b>S I L V E R</b>	<ul style="list-style-type: none"> <li>• Bronze level Entitlements; plus</li> <li>• 1 x additional free Conference registration including ticket to Conference Dinner</li> <li>• Capacity to circulate Company literature via attendee's Conference Kit</li> </ul>	<ul style="list-style-type: none"> <li>• Bronze level Entitlements; plus</li> <li>• 1 x additional nominated player including capacity to choose playing partners</li> <li>• Naming rights to breakfast &amp; 10th Hole</li> <li>• Opportunity to present the 2nd Place &amp; Bradman Prizes</li> </ul>
Cost	\$2,200 incl GST	\$1,320 incl GST
<b>G O L D</b>	<ul style="list-style-type: none"> <li>• Silver level Entitlements; plus</li> <li>• Logos printed on front page of brochure and conference program</li> <li>• Two banners to be hung in prominent position within Conference auditorium</li> <li>• Space available to set up a trade display within Conference Lobby area.</li> <li>• Up to two rooms accommodation for Saturday evening.</li> <li>• Additional two tickets for Conference dinner.</li> </ul>	<ul style="list-style-type: none"> <li>• Silver level Entitlements; plus</li> <li>• Naming rights to National Golf Championships including on Conference brochure and Golf Registration correspondence.</li> <li>• Naming rights to lunch presentation, 1st Hole and Drinks Cart</li> <li>• Name announced at lunch presentation, listed in official program and on golf display board to be located at the lunch in the Conference foyer for duration of the Conference.</li> <li>• Opportunity to speak at the luncheon and to present the State Winner Trophy, 1st Place prize and Ball rundown.</li> <li>• Additional two nominated players including first choice of playing partners.</li> <li>• Opportunity to distribute marketing handouts to all registered players.</li> </ul>
Cost	\$4,400 incl GST	\$2,750 incl GST <b>(Sponsors may provide their own signage and banners to enhance their sponsorship)</b>
<b>P L A T I N U M</b>	<ul style="list-style-type: none"> <li>• Gold level Entitlements; plus</li> <li>• Exclusive sponsorship and naming rights for the Conference Dinner</li> <li>• Opportunity for a <b>brief</b> presentation during the Conference Dinner.</li> </ul>	(No Platinum level for Golf Day, Sponsors may add the Gold Level Golf Package)
Cost	\$6,600 incl GST	\$2,750 incl GST

# SPONSORSHIP REQUEST FORM

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb/Town: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please select your sponsorship package (please tick)

	<b>Conference (incl GST)</b>	<b>Golf Day (incl GST)</b>	<b>Conference &amp; Golf Day Combined (10% discount)</b>
Platinum	<input type="checkbox"/> \$6,600	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$8,415
Gold	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$6,435
Silver	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$3,168
Bronze	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$1,485

Total amount payable: \$ \_\_\_\_\_



Sponsorships will be allocated in the order  
in which they are received  
by fax to 02 9744 5752 - attention Ken Pickering  
A Tax Invoice will be issued  
upon receipt of the completed sponsorship request form

