



SPONSORSHIP OPPORTUNITIES BROCHURE

Invitation to sponsor the International Social Marketing Conference 2025 (ISMC 2025), to be held in Canberra 13 – 15 May, 2025

Conference-wide Levels

Gold Sponsor
Silver Sponsor
Bronze
Sponsor

Advertising Opportunities

Conference Program

Targeted Opportunities

Conference Dinner Sponsor
Concurrent Session Sponsor Award
Sponsor
Conference Satchel Sponsor Satchel
Insert
Writing Pads and Pens

Jointly hosted by
Australian Association of Social Marketing

<https://aasm.org.au/events/ismc-2025/>

INVITATION TO PARTICIPATE

We are delighted to invite you to participate in the International Social Marketing Conference 2010 (INSM 2025), to be held in Canberra in May 2025.

Conference Theme

The field of social marketing is constantly evolving due to a number of disruptive forces; technological advancements, changing consumer behaviour, regulatory changes, shifting economic conditions, changing societal and cultural values. These disruptive forces can be described as volatile, uncertain, complex and ambiguous (VUCA) and represent both challenges and opportunities as they reshape the landscape of social marketing. By understanding and adapting to these factors, social marketers can develop effective strategies to drive positive behaviour change and achieve lasting impact.

The international Social Marketing (ISM) conference will address the multifaceted nature of social marketing in the age of disruption, exploring how to effectively influence behaviours within the ecosystem and promote social good in a rapidly changing world. Participants will learn about the latest trends, science, best practices, and challenges in the field, with a focus on harnessing the power of emerging technologies and innovative approaches to achieve lasting impact.

The ISMC 2025 will bring together educators, professional marketing practitioners, government and community sector representatives to connect professionally and socially to share and learn from the latest research and experience in successful nonprofit and social marketing practice. Together they will explore innovative and proven strategies to tackle critical issues facing local, national and global communities.

Central to the conference will be the presentation of rigorous scholarly work that has been conducted in conjunction with practitioners, corporate, nonprofit, NGOs, and government and has direct application for practice.

“The ISM conference is the pioneer social marketing conference in Australia and offers a great range of benefits. Sponsors have a front-row seat to the latest thinking in the field and have an opportunity their own great work as a keynote. As a previous host of this conference and now a current host, I can attest to the high value that past sponsors have stated they receive”

**Prof. Rebekah Russell-Bennett
University of Canberra**

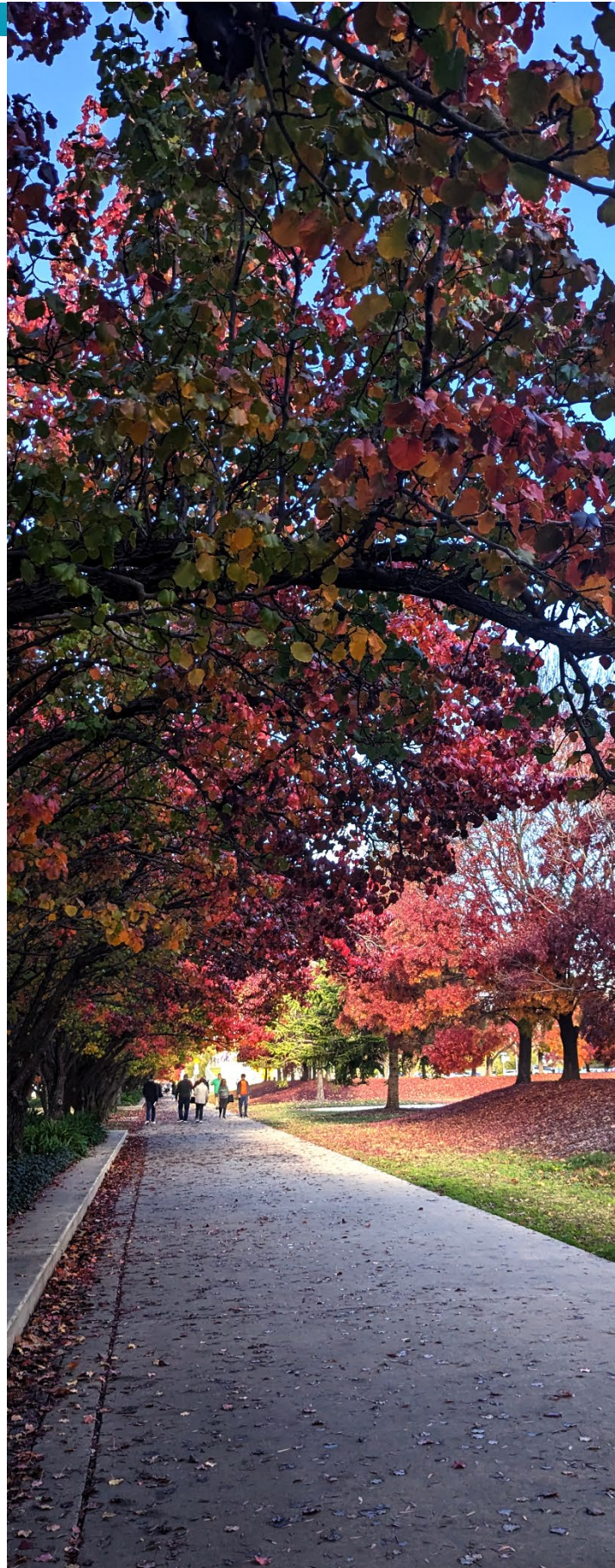
Conference Host

The 2025 conference, hosted by the University of Canberra, will offer opportunities for visitors to explore Canberra and make new connections.

Dynamic and vibrant, the University of Canberra (UC) is embedded deep in the soul of Canberra, the Australian capital. Canberra is a place where ideas are born, creativity is explored and opportunity is created.

Our home in Canberra and connection with our neighbouring communities shapes our purpose as a university. Whether it's fostering innovation, meeting health-care needs, solving environmental challenges or equipping our future leaders, our University is an embodiment of our distinctive city. Canberra is a wonderful place to live, study and work – a safe, connected, multicultural city which boasts great scenery, excellent entertainment and sports venues, a buzzing food scene and a glittering galaxy of cultural institutions. UC is a university for the professions, dedicated to providing immersive student experiences focussed on employability outcomes. In 2023, more than 17,500 students (11,700+ in undergraduate & 5900+ in postgraduate) from across Australia and 100 countries study in our diverse community and vibrant campus.

We have been ranked in the top 7 universities in the world for reducing inequalities (THE Impact Rankings 2024), 15th in Australia in the worldwide Times Higher Education Young Universities Rankings 2024, and placed number one in Canberra for full-time employment and social equity (GUG 2024). The University of Canberra is also ranked in the top 24% of universities worldwide, placing in the 401-500 band of the 2025 Times Higher Education World University Rankings. These are remarkable achievements for a young university only three decades in operation.



Conference Topics

With a conference theme of Social Marketing in the Age of Disruption, we invite submissions from academics and practitioners for presentations on the following topics:

- Innovative social marketing campaigns and programs that have successfully leveraged emerging technologies
- Research findings on the effectiveness of social marketing strategies
- Ethical challenges and solutions related to the use of AI and other emerging technologies in social marketing
- New social marketing theories and frameworks that explain changing consumer behaviour
- Critique of current social marketing thinking and practice
- New evaluation frameworks for social marketing programs in a age of disruption
- The role of social marketing as a policy tool in a dynamic environment
- Future trends and opportunities in the field of social marketing in the age of disruption.

Reasons to Sponsor ISMC 2025

As a sponsor of the International Social Marketing Conference, you have the opportunity to raise the profile of your company and network with key decision makers from a range of organisations who are seeking innovative solutions to the challenges of attracting support, promoting positive behaviour, and changing attitudes and behaviour.

Benefits include:

- Unique branding opportunities before, during and after the event
- Direct contact with approximately 150 delegates (in-person and online)
- Targeted marketing opportunities through conference activities, events and exhibition placement.

Delegate Profiles

Approximately 150 professional and academic marketing professionals are expected to attend this event. The delegates will represent a wide range of organisations:

- Government
- Nonprofit sector
- Universities
- Social enterprise
- Market research
- Leading marketing academics from Australian and international universities
- Corporate organisations

Marketing the ISMC Conference

The event will be professionally managed and a comprehensive marketing plan will be implemented to ensure maximum benefits are delivered for both delegates and sponsors. The plan includes:

Website:

a tailored website will host all information and be used as the main communication channel for delegates, keynote speakers, conference sponsors, partners and exhibitors, professional associations, and journals

Reciprocal website links:

all conference sponsors, exhibitors and partners are invited to include their logo on the conference website with a reciprocal link to maximise branding

Email marketing:

including regular updates to our database promoting program updates, key dates and featured speakers

Print material:

including brochures, flyers, media releases and conference program to stimulate interest and promote major aspects of the conference.

Organising Committee

Conference Chairs:

Professor Raechel Johns and Professor Rebekah Russell-Bennett, University of Canberra

AASM President:

Dr Nadia Zainuddin

Industry Liaison:

Joan Young, 3arc Social & Alliance Research

Academic Reviews:

Dr Marjan Aslan, University of Canberra

Sponsorship Co-Ordinator:

Professor Lorne Cummings, University of Canberra

Social media:

Dr Ryan Payne, University of Canberra

Workshop Coordinator:

Alek Van Hummel, University of Canberra

Website:

Dr Tim Antric, AASM

Administration Officer:

Inga Stebbing

CONFERENCE-WIDE SPONSORSHIP LEVELS AND BENEFITS

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<i>All prices are in Australian Dollars and include GST.</i>	\$9,900	\$4,400	\$3,300
Welcome paragraph from your company in the conference program and on the conference website	●		
Acknowledgement of sponsorship by Conference Chair during the opening and closing sessions of the conference	●		
Company banner at venue entrance	●	●	
Company logo on sponsors scroll shown throughout the conference	●	●	●
15 minute speaking opportunity during a plenary session (no PowerPoint slides)	●		
Acknowledgment of sponsorship on registration form	●		
Industry exclusivity* for sponsor category	●	●	
Company banner to be displayed in plenary room	●	●	
Exhibition display table with poster presentations	●	●	
Inclusion of advertisement in the conference handbook (artwork to be supplied by sponsor)	Full page	Half page	Quarter Page
Acknowledgement as sponsor in the conference program (including company logo)	Including front cover	●	●
Company logo and company name on conference website with a link to the company's website	●	●	●
Full conference registrations	4	2	1
Invitation to attend the conference dinner and awards	4	2	1
Seats at the head tables at the conference dinner	4	2	1
Round table with a conference keynote speaker the day prior to the conference – in person if located in Canberra, otherwise online	●		

**The first organisation to confirm and pay for sponsorship in this category has the option to activate an exclusivity clause in order to exclude direct competitors in the same industry.*

TARGETED OPPORTUNITIES

Keynote Speaker Sponsor

\$2,200 AUD (inc GST)

Sponsorship of a speaker involves contributing to the costs associated with that speaker presenting at the conference. Sponsorship benefits include:

- Inclusion of company logo on title slides within plenary room
- Opportunity to place signage within plenary room
- Acknowledgment by session chair
- Acknowledged as Keynote Sponsor in conference program and on conference website with link to own website.

Conference Dinner Sponsor

\$3,850 AUD (inc GST)

Conference dinner sponsorship benefits include:

- Opportunity to provide each dinner guest with a branded gift/goodie bag
- Opportunity to display signage at the dinner venue
- Acknowledgment by conference chair at the dinner
- Acknowledged as sponsor in conference program and on conference website with link to own website
- Four (4) tickets to attend the conference dinner.

Please contact Emma Tooth of Iceberg Events for more details about the awards available to sponsor.

Concurrent Session Sponsor

\$550 AUD (inc GST)

Concurrent session sponsorship benefits include:

- Acknowledgment by session chair
- Inclusion of company logo on title slides within session room
- Opportunity to display signage in session room
- Acknowledged as sponsor in conference program and on conference website with link to own website
- Opportunity for two (2) company representatives to attend the sponsored session.

Award Sponsor

POA

There are a number of awards available for sponsorship which include the below benefits:

- Acknowledgment as Award Sponsor
- One (1) ticket to the conference dinner and awards
- Opportunity to present the award at the conference dinner.

Sponsorship Conditions

Acceptance of offer is by contact with the Sponsorship Contact, or through completion and submission of the sponsorship agreement form. Payment is required by 30 November, 2024 (special arrangements can be made).

Sponsorship Enquiries to:

Prof. Lorne Cummings

Lorne.cummings@canberra.edu.au

TARGETED OPPORTUNITIES

Conference Satchel Sponsor

\$2,200 AUD (inc GST)

Conference satchel sponsorship benefits include:

- Branded tag (approx 9.0cm x 5.5cm) to be attached to the conference satchel
- Acknowledgment on conference website

Satchel Insert

\$550 AUD (inc GST)

Reach delegates directly by providing inserts in the delegate satchel which is given to all full registered delegates. All inserts must be approved by the committee. Inserts may take the form of a brochure/flyer (up to single A4 double sided) or sample promoting your product or service.

Writing pads and pens

\$550 AUD (inc GST)

Reach delegates directly by supplying the pads and pens to be inserted in the delegate satchel. All pads and pens must be approved by the committee. Sponsor will be responsible for the purchasing and overprinting of the pads and pens and will be acknowledged as a sponsor in conference program and on conference website with link to own website.

ADVERTISING OPPORTUNITIES

Conference Program (A4, Full colour)

Your company advertisement will appear on the printed version of the conference program as well as a PDF version on the conference website (artwork to be supplied by you).

Outside back cover	\$825
Inside front/back cover	\$715
Inside full page	\$440
Inside half page	\$275

Prices are in Australian Dollars and include GST.

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Sponsorship Enquiries to:

Prof. Lorne Cummings

Lorne.cummings@canberra.edu.au

CONTACT DETAILS

Title <small>(Mr/Mrs/Ms/ Dr/ Prof)</small>	First Name	Surname
Company		
Postal Address		
Suburb	State	Postcode
Phone	Mobile	
Email <small>(for receipt/confirmation)</small>		

DECLARATION

I have read the ISMC Sponsorship Opportunities Brochure and agree to the 'Sponsorship Conditions' outlined in the document. I declare that I am authorised to make this commitment on behalf of my organisation.

Name: _____ Signature: _____

SPONSORSHIP OPPORTUNITIES (INC GST)

Conference-wide Sponsorship

<input type="checkbox"/> Gold Sponsor	\$9,900
<input type="checkbox"/> Silver Sponsor	\$4,400
<input type="checkbox"/> Bronze Sponsor	\$3,300

Advertising in Conference Program

<input type="checkbox"/> Outside back cover	\$825
<input type="checkbox"/> Inside front/back cover	\$715
<input type="checkbox"/> Inside full page	\$440
<input type="checkbox"/> Inside half page	\$275

Targeted Opportunities

<input type="checkbox"/> Keynote Speaker Sponsor	\$2,200
<input type="checkbox"/> Conference Dinner Sponsor	\$3,850
<input type="checkbox"/> Concurrent Session Sponsor	\$550
<input type="checkbox"/> Award Sponsor	POA
<input type="checkbox"/> Conference Satchel Sponsor	\$2,200
<input type="checkbox"/> Satchel Insert	\$550
<input type="checkbox"/> Writing Pads and Pens	\$550

Sponsorship Conditions

Acceptance of offer is by completion of Sponsor Agreement Form. Payment is required by 1 February 2024 (special arrangements can be made).

Enquiries to:

Lorne Cummings lorne.cummings@canberra.edu.au