



Victorian
Homelessness
Conference

Sponsorship Prospectus 2023



Council
to Homeless
Persons

thinkbusinessevents
passionate about conferences

Become a conference sponsor

Council for Homeless Persons is pleased to present a successful return to on-site conferences at the Victorian Homelessness Conference 2023.

We are delighted to invite you to become a sponsor for our upcoming conference, which will be held on Monday 20 to Tuesday 21 November 2023 at the Melbourne Town Hall.

At an important time in our sector, we will be welcoming a diverse range of attendees from near and far, including sector leaders, practitioners, policy makers, researchers, and government representatives.

As a sponsor of the Victorian Homelessness Conference 2023, you will gain the opportunity to showcase your organisation to a highly engaged audience, while demonstrating your commitment to advancing our shared mission of ending homelessness in Victoria.

Your sponsorship will not only help us create a successful event: it will enable us to offer valuable resources and insights to our attendees and, in turn, the people and communities they support.

We offer a variety of sponsorship packages to suit different budgets and goals, with sponsorship benefits ranging from prominent branding in conference materials to acknowledgement at events.

We encourage you to browse this prospectus and get in touch to discuss sponsorship options in greater detail.

Thank you for your consideration and we hope to have you as a valued sponsor of the Victorian Homelessness Conference 2023.

Overcoming Challenges. Ending Homelessness.

About Council to Homeless Persons

Council to Homeless Persons is the peak body representing organisations and individuals in Victoria with a commitment to ending homelessness.

What we do

Our vision is to end homelessness in Victoria. We work towards this goal through leadership in policy and advocacy, building the capacity of Victoria's homelessness sector, and working in partnership with people who are or who have been without a home.

We believe that homelessness is unacceptable, avoidable, and within our reach to resolve.

All of our work is driven by principles that give focus to this belief and we prioritise our work where it can have the most impact.

Who we are

We bring together driven individuals who are passionate about ending homelessness in Victoria.

Our team includes a diverse range of backgrounds, skillsets, and experience to help achieve the Council to Homeless Persons vision.

This includes our Peer Education Support Program (PESP) team members, who have lived experience of homelessness and play a key role in enhancing understandings of homelessness.



The 2023 conference will be the first under the leadership of CEO, Deborah Di Natale, who joined Council to Homeless Persons in March 2023.

About the conference

The Victorian Homelessness Conference occurs every two years and is an opportunity for Victoria's specialist homelessness sector to come together to share, discover, and learn over two jam-packed days.

The 2023 program will engage policymakers and practitioners in the task of ending homelessness in Victoria, and build on the success of the 2021 Conference where:

- 89% agreed or strongly agreed that "The conference made me think about homelessness practice and what works"
- 86% agreed or strongly agreed that "The conference made me think about my role within the homelessness service system"
- 86% agreed or strongly agreed that the plenary sessions were informative and,
- 83% agreed or strongly agreed that the concurrent sessions were informative.

With our strong focus on engaging consumers in everything we do, the Victorian Homelessness Conference will also be attended by a number of people with lived experience of homelessness.

Learn more about the conference at chp.org.au/conference

The Victorian Homelessness Sector comprises:

130 service
providers

2,000 staff

Countless
volunteers

Over 105,500 people
assisted each year

400 delegates
from across the sector
attended the conference
in 2021

Why sponsor the conference?



Strengthen your profile and show your support to the sector



Create awareness and promote your organisation's message and services



Create new leads and extend your database



Network and develop new partnerships and reach key decision makers/influencers



Direct access to targeted audience within the sector



Showcase your services face to face and get instant feedback

Who attends the conference?

Leaders from the homelessness sector, community sector and other allied sectors

Policy and communications professionals from the homelessness and housing sectors

Frontline workers from the homelessness sector, community sector and other allied sectors

Politicians, senior public servants, and Government representatives

Allied health and welfare professionals

Academics, researchers and students

Major sponsorship options

	Platinum Sponsor \$POA	Gold Sponsor \$12,000	Silver Sponsor \$8,500
	Exclusive opportunity	Three opportunities	Multiple opportunities
Exhibition space selection	First priority	Second priority	Third priority
Exhibition space (trestle table, 1 unbranded tablecloth & 2 chairs)	2	1	1
Sponsor/Exhibitor passes – access all sessions and social functions	6	4	2
Company details on the conference app	200 words	150 words	100 words
(1) One x 30sec promotional video played prior to the opening plenary session. (Video provided by the sponsor – MP4 format) or 1-minute opening welcome address	✓		
Conference delegate list to all consenting delegates (in accordance with the privacy policy)	✓	✓	✓
Acknowledgement on the conference signage, app, marketing emails and holding slides. (Platinum logo has prominent position on all platforms)	✓	✓	✓
Formally acknowledged and thanked in the CEO's editorial as well as in the Council to Homeless Persons Annual Report	✓		
One virtual insert is included in the final delegate email. No more than 3MB. (Provided by sponsor). (PDF A4)	✓	✓	✓
Opportunity to send one (1) push notification via the app	✓		
Organisation logo with the hyperlinked to appear on the home and sponsors page of the conference website	✓	✓	✓
Organisation logo included in CHP e-newsletters (an audience of 2,000+) leading up to the conference	✓	✓	✓
Sponsorship of one selected Concurrent Session with logo on the title slide (subject to availability)	✓	✓	
Mentions leading up to the conference in daily conference social media posts from the @CHPvic social media accounts (an audience of over 4,300 followers)	10	8	5
Verbal acknowledgement from Chair at opening and closing plenary sessions	✓	✓	✓
One advertising banner (600px x 200px) with the link in one conference marketing email	✓		

Other sponsorship opportunities

Victorian Homelessness Achievement Awards Sponsor

Exclusive opportunity

\$10,500

The Victorian Homelessness Achievement Awards recognise individuals, programs, organisations or partnerships that have made an outstanding contribution to preventing or ending experiences of homelessness in Victoria. The Awards will be held in conjunction with the conference.

Acknowledgement and branding opportunities

- Acknowledgement as VHAA sponsor in conference marketing emails.
- Acknowledgement in the Victorian Homelessness Achievement Award newsletter as a sponsor of the awards presentation.
- Acknowledgement on the conference signage.
- Verbal acknowledgement at the award presentation by Chair.
- Acknowledgement as VHAA sponsor on the conference app.
- Organisation logo with a link to the website to appear on the awards and sponsors page of the conference website.
- Logo acknowledgement on holding slide at the awards presentation.
- Logo on certificate or plaque on one selected award presented to the recipient.
- Opportunity to place one free-standing banner (sponsors provide) on the stage at the award ceremony.

Exhibition and registration

- One (1) exhibition display table spaces for the duration of the conference.
- Two (2) conference registrations – access to all sessions and social functions.

Attendance

- Opportunity for a 2-min opening address at the award ceremony.
- Opportunity to provide MC/Chair for the award ceremony.
- Opportunity to present the award to the recipient of the selected award.

Advertising

- Opportunity to play 1x 20sec video (MP4) or static advert (PPT) at the start of the award ceremony.
- One (1) virtual insert (PDF A4) included in the final delegate email. No more than 3MB.
- 100-word Company details on the conference app.

Refreshment break sponsor

Exclusive opportunity

\$8,500

Be the main attraction at the conference with the Refreshment Break Sponsor which includes a coffee cart, coffee cups, and a barista.

Acknowledgement and branding

- Naming rights to the Refreshment breaks. (morning and afternoon tea)
- Opportunity to place sponsored tent cards on catering tables (sponsors to provide)
- Opportunity to brand the coffee cart and coffee cups (at sponsor's cost).
- Includes 1 coffee cart, coffee cups, and barista for the duration of the conference.
- Acknowledgement as Refreshment Break Sponsor on conference session holding slides, marketing emails, signage and in the conference app
- Organisation logo with a link to the website to appear on the sponsors' page of the conference website as a Refreshment Break Sponsor.

Registration

- One (1) conference registration – access to all sessions and social functions.

Advertising

- 100-word Company details on the conference app.

Lunch break sponsor

Two opportunities available

\$3,500 each

Promote your organisation in a prominent meeting point of the conference. You will be recognised with a free stand banner (provided by the sponsor) displayed near the food stations, with additional options for promotion during the conference lunch break.

Acknowledgement and branding

- Naming rights to the selected Lunch Sponsor
- Opportunity to place sponsored branded items during lunch (i.e. serviettes) at sponsor's cost
- Acknowledgement as Lunch Sponsor on conference session holding slides, marketing emails, signage and in the conference app
- Organisation logo with a link to the website to appear on the sponsors' page of the conference website as a Lunch Sponsor

Registration

- One (1) conference registration – access to all sessions and social functions.

Advertising

- 100-word Company details on the conference app.

Keynote speaker sponsor

Subject to approval

\$5,000

Be acknowledged for supporting a special moment of the conference. The keynote speakers will deliver invaluable insights and expertise, with maximum audience engagement.

Acknowledgement and branding

- Acknowledgement as Keynote Speakers Sponsor at the selected session.
- Organisation logo on title slides at the selected concurrent session (conference partners get first priority).
- Organisation logo with a link to the website to appear on the sponsor's page of the conference website.
- Opportunity to place one free-standing banner (sponsors provide) on the stage at the selected Keynote Speakers Sponsor
- Opportunity to play (1) x 20sec video (MP4) or static advert (PPT) at the start of the session.

Registration

- One (1) conference registration – access to all sessions and social functions.

Advertising

- 50-word Company details on the conference app.

Technology sponsor

Exclusive opportunity

\$8,500

Be highly visible throughout the conference by sponsoring its digital platform. The conference app is continuously used by attendees, ensuring prominent and ongoing engagement with your organisation and message.

Acknowledgement and branding

- Acknowledgement as the sponsor of the Attendee Hub for the virtual platform.
- Naming rights to the WiFi network and the opportunity to set login and password.
- Logo acknowledgement as Technology Sponsor in the conference app, and on the sponsors' page of the website with a link to your webpage.
- Logo positioned on the conference app launch page or most prominent position.

Registration

- One (1) conference registration – access to all sessions and social functions.

Advertising

- 100-word Company details on the conference app.
- Opportunity to send (1) one push notification via the conference app.

Networking welcome drinks sponsor

Exclusive opportunity

\$4,500

Be acknowledged at a very well-liked function for delegates and exhibitors. Positive feedback from attendees has significantly increased engagement and networking opportunities during this part of the conference.

Acknowledgement and branding

- Naming rights to the Welcome Drinks
- Opportunity to place one free-standing banner (sponsors provide) during the networking drinks
- Opportunity to place sponsored tent cards on the catering trays (sponsors to provide).
- Opportunity for a 1 – min welcome message at the start of the networking drinks or at the end of the last session leading to the networking drinks. Organisers will confirm the arrangement based on the program layout
- Acknowledgement as Networking Welcome Drinks Sponsor in the conference program
- Acknowledgement as Networking Welcome Drinks Sponsor in the conference app.
- Organisation logo with a link to the website to appear on the sponsors' page of the conference website as Networking Welcome Drinks Sponsor

Registration

- 2 tickets to the networking drinks

Advertising

- 50-word Company details on the conference app.

Name badge and lanyards kiosk sponsor

Exclusive opportunity

\$4,500

Sponsor the conference lanyard and be visible throughout the event - with your logo appearing in many photo opportunities not only shared by the conference's official channels but also on personal delegates' posts. (Preference for bamboo lanyards as they are environmentally friendly.)

Acknowledgement and branding

- Acknowledgement as a sponsor in the conference app
- Organisation logo with a link to the website to appear sponsors page of the conference website
- Organisation logo printed on lanyards worn by all delegates during the conference (Lanyards to be provided by sponsor subject to approval by the conference committee)
- Logo acknowledgement on the name badge printing kiosk.

Advertising

- 50-word Company details on the conference app.
- One (1) virtual insert (PDF A4) included in the final delegate email. No more than 3MB

Concurrent sessions sponsor

Multiple opportunities

\$3,350 each

A specialised opportunity to gain access to a group of people who are particularly interested in a topic. Gain engagement with a motivated group of attendees, aligned with your organisation and message.

Acknowledgement and branding

- Acknowledgement as Session Sponsor at the selected session.
- Organisation logo on title slides at the selected concurrent session (conference partners get first priority).
- Organisation logo with link to website to appear on sponsors page of conference website.
- Verbal acknowledgement from Chair at the selected concurrent session
- Opportunity to place one free standing banner (sponsors provide) on the stage at the selected concurrent session.
- 50-word company details on the conference app
- Opportunity to play (1) x 20sec video (MP4) or static advert (PPT) at the start of the session.

Registration

- One (1) conference registration – access to all sessions and social functions.

Individual award sponsor

Multiple opportunities

\$2,800 each

Participate in one of the conference's most memorable moments and support an award that recognises exceptional achievements and effort in the mission to end homelessness.

Acknowledgement and branding

- Opportunity to sponsor one award being presented at the awards ceremony.
- Acknowledgement in the Victorian Homelessness Achievement Award newsletter for the sponsored award.
- Verbal acknowledgement of the sponsored award during a presentation on the selected award.
- Logo acknowledgement on holding slide at the awards presentation for the selected award.
- Opportunity to present the award to the recipient of the selected award.
- Logo on certificate or plaque on one selected award presented to the recipient.

Exhibition display table

Multiple opportunities

\$1,500 each

Display your organisation and services directly to influential decision-makers during the conference. All breaks take place in the exhibition area, which ensures a steady flow of delegates visiting sponsor tables.

Acknowledgement and branding

- One (1) trestle table, two tables and unbranded tablecloth for the duration of the conference.
- Logo with hyperlink on the conference's website.
- 50 words company bio and logo on conference App.
- Two (2) complementary passes, with access to exhibition and catering
- Conference delegate list to all consenting delegates (in accordance to privacy policy).

Advertising opportunities

Virtual insets

\$400

One (1) PDF A4 document (no more than 3mb) included as part of the final delegate email.

Notepads and pens

\$900

Opportunity to supply pens and notepads in the session rooms (sponsor to supply).

Social media post

\$700
per mention

One @mention leading up to the conference in daily conference social media post from the @CHPvic social media accounts (an audience of over 4,300 followers).

A unique partnership

This prospectus serves as a guideline for sponsorship and exhibition opportunities. If you have an idea that caters to your requirements as well as those of the conference, we are able to tailor the sponsorship opportunities to suit your specific marketing objectives and budget. Please send your proposal to the conference office and we will review all options.

APPLY NOW

To discuss any inquiries regarding the prospectus and sponsorship opportunities, please contact:

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chp@thinkbusinessevents.com.au

VHC 2023 Conference Office

Think Business Events

17/3 Westside Avenue

Port Melbourne VIC 3207

chp.org.au/conference



Terms and conditions

The term 'Conference Organiser' refers to Think Business Events Pty Ltd and includes Associations, Corporate, and Government bodies who have engaged Think Business Events as their representative. The term 'Exhibitor' includes any person, firm, company, or corporation and its employees and agents identified in the booking form or other written request for exhibition space. All goods and services offered by the conference will need to include 10% GST. All prices listed in the sponsorship prospectus are in AUD and exclude GST.

1. A completed online booking form is required to confirm and allocate sponsorship and exhibition booth/s.
2. Sponsorship/Exhibition booths/space will be allocated on a 'first come' basis, as close as possible to the desired location. Payment does not have to accompany the booking form.
3. Upon receipt of the completed online booking form, the Conference Organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
4. The deposit will be 50% of the full amount and is due 14 days from the date of invoice. After this time, the space will be available for sale to another company.
5. The balance of the full amount will be due at a date specified on the invoice by the Conference Organiser and must be paid prior to the conference start date. No exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in AUD dollars. The preferred method of payment is direct deposit and must be made payable to CHP 2023 using the banking details provided on the invoice. Credit card payments may incur a service fee.
7. All payments must include any GST component.
8. Acceptance of sponsorship and exhibition offers is at the discretion of the Organising Committee.
9. The Conference Organiser agrees to promote the exhibition to maximize participation.
10. Cancellation Policy: In the event of a cancellation, the sponsor/exhibitor must submit the request in writing to the Conference Organiser. A 50% deposit can be refunded minus a 10% administration fee for all cancellations made prior to or on Friday 22 September 2023. No refunds will be made for cancellations after that date. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
11. In the event of cancellation or postponement of the conference due to circumstances beyond CHP or Think Business Events reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disasters, or global health crises, CHP or Think Business Events cannot be held responsible for any cost, damage, or expense which may be incurred by sponsors/exhibitors or any refund as a consequence of the event being postponed or cancelled.
12. In the event of the Conference being converted to a full virtual conference, cancelled or postponed by CHP or Think Business Events, due to circumstances beyond CHP or Think Business Events reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, the maximum liability of CHP or Think Business Events is limited to a full refund of the exhibition or sponsorship fee minus 10% administrative fee, with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever. All sponsorship and exhibition booths will be provided with virtual sponsorship options as an alternative for the virtual conference.
13. Sponsors / Exhibitors are not permitted to assign, sublet, or apportion the whole or any part of their package / booked space unless prior consent in writing from Conference Organisers is provided.
14. Privacy Statement: In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by Think Business Events Pty Ltd. If you object to your details being shared, please inform the Conference Organiser - chp@thinkbusinessevents.com.au
15. Any event that conflicts with CHP 2023 program and social events is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the CHP Conference must seek approval through the Conference Organiser.
16. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Conference Organiser no later than 1 month prior to the conference start date.
17. The Conference Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Conference Organiser.
18. The Conference Organiser reserves the right to change the exhibition floor layout if necessary.
19. The Conference Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
20. The Conference Organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
21. The Conference Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents' entry to the exhibition if they do not hold a conference name badge.
22. The Conference Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Conference Organiser will arrange security onsite if required during the period of the exhibition but will accept no liability for loss or damage.
24. The Conference Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Conference Organiser will not be accountable for the level of commercial activity generated.
25. The exhibitor must comply with all the directions/requests issued by the Organiser including those outlined in the exhibitor manual.
26. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
27. The exhibitor agrees to adhere to all CHP 2023 Conference venue rules and regulations.
28. The exhibitor acknowledges that the Conference Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the Conference Organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the Conference Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
29. Official contractors will be appointed by the Conference Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
30. Discounts will not be provided for any entitlements not used or required.
31. No exhibitor/sponsor will be permitted to distribute lanyards from their stand if there is an exclusive Lanyard sponsor.
32. The exhibitor must submit plans and visuals of custom-designed exhibits to the Conference Organiser no later than 1 month prior to the conference start date for approval. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.