

IPAA Victoria

**Public Sector  
Week 2017**

**PARTNER  
WITH US**

**WEEK**  
**LOCATION**

**IPAA Victoria Public Sector Week 2017 is the only event that brings together the entire Victorian public sector in one location to drive fresh thinking and create a better future for all Victorians.**

**It is a unique opportunity to connect with thought leaders across the public sector and all tiers of government to debate the big issues facing the community, and cultivate new ideas and opportunities.**

**IPAA Victoria Public Sector Week 2017 will inspire attendees to join the conversation in an energetic, innovative and free thinking environment.**

## **WHO WILL BE ATTENDING IPAA VICTORIA PUBLIC SECTOR WEEK?**

IPAA Victoria Public Sector Week 2017 is for everyone working with, or within the broader Victorian public sector who are keen to further their knowledge, meet interesting and influential people and develop their personal, professional and business networks.

## **PARTNERSHIPS**

We have a variety of opportunities to partner with IPAA Victoria Public Sector Week 2017. These range from hub partnerships – the meeting place for PSW17, through to individual event or session partners and Major partners. A breakdown of standard partnership options can be found on the following pages. IPAA Victoria welcome the opportunity to structure a custom opportunity just for you.

**14 – 18 AUGUST 2017**  
**SOFITEL, MELBOURNE**

# HUB PARTNERSHIPS

## THE HUB AT IPAA VICTORIA PUBLIC SECTOR WEEK

The Hub, located in Sofi's lounge at the Sofitel, is the heart of IPAA Victoria Public Sector Week 2017. The Hub has been designed as a fun and energetic space that attendees will look forward to visiting in between sessions and for all meal breaks.

Within The Hub you will find the Public Sector Week Café, Catering Stations and Public Sector Week Pods.

## PUBLIC SECTOR WEEK CAFÉS

The Public Sector Week Cafés will be open daily delivering attendees their daily caffeine fix and more.

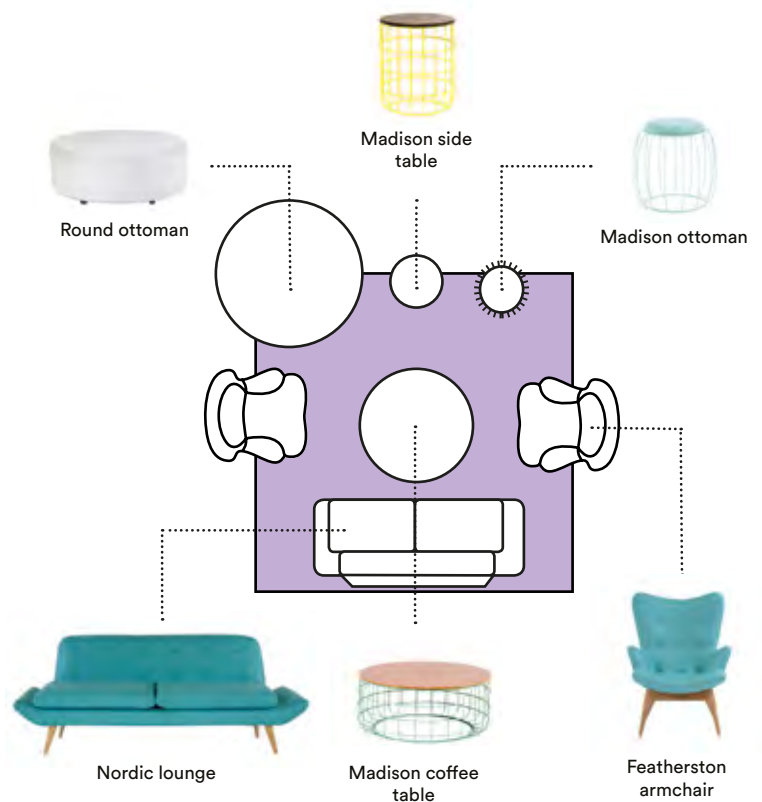
## CATERING STATIONS

Grab a bite to eat or some light refreshments at one of the Public Sector Week catering stations located within The Hub.

## PUBLIC SECTOR WEEK PODS

IPAA Victoria Public Sector Week Pods have been designed to create an energetic and engaging space in which guests feel comfortable chatting over coffee or lunch in an informal setting. Each Pod is fitted out with bright and contemporary furnishings and a collection of potted plants to add a natural element.

## POD FURNISHINGS



## **CAFÉS** 2 AVAILABLE

- Co brand the Coffee Cart
- Listed on website as Café Partner
- Listed in program as Café Partner
- Registration for 2 people for the week

Investment:  
**\$20,000 for the week**

## **PODS** 7 AVAILABLE

- Brand with banners and bring your collateral
- Listed on website as Hub Partner
- Listed in program as Hub Partner
- Registration for 2 people for the week

### **Furnishings**

- 1 x Nordic sofa
- 2 x Featherston armchairs
- 1 x Round ottoman
- 1 x Madison coffee table
- 1 x Madison side table
- 1 x Madison ottoman
- 3 x potted plants

Investment:  
**\$12,000 each per week**

## **DAILY CATERING PARTNER** 5 AVAILABLE

- Brand with your banners and collateral
- Listed on website as Daily Catering Partner
- Listed in program as Daily Catering Partner
- Registration for 1 person per day

Be the Catering Partner for the day – includes arrival tea, morning tea, lunch and afternoon tea.

Investment:  
**\$6,000 per day**

# OVERALL PARTNERS

IPAA Victoria invites all of their Corporate Silver, Gold and Platinum Members to support Public Sector Week 2017 and be a PSW17 Partner.

## MAJOR PARTNER 1 AVAILABLE

- Chairing/hosting opportunities (subject to committee approval)
- Logo on all marketing material and communications
- 2 x banners in the main plenary
- Logo on slides for every Thought Leadership and event
- Thankyou in welcome and closing speech
- Logo on PSW website
- Logo in PSW program
- Registration for 4 people for the week
- As members, one table of 10 pax at the Members Lunch

Investment:  
**\$70,000**

# EVENT PARTNERSHIPS

Support the Public Sector Week showcase of Thought Leadership, events and Professional Development sessions by partnering with IPAA Victoria. A breakdown of opportunities is outlined on this page.

## THOUGHT LEADERSHIP PARTNER (A TOTAL OF 9 THOUGHT LEADERSHIP EVENTS) 1 AVAILABLE

- Logo on all marketing material and communications for Thought Leadership events
- 2 x banners at each Thought Leadership event (7 events throughout the week)
- Logo on slides used at each event
- Thankyou in welcome and closing speech at each event
- Logo on PSW website
- Logo on each session
- Logo in PSW program

Investment:  
**\$40,000 for the week**

## EVENT AND FORUM PARTNER (A TOTAL OF 10 EVENTS) 1 AVAILABLE

- Logo on all marketing material
- 2 x banners at each event/forum
- Logo on slides used at each event
- Thankyou in welcome and closing speech at each event
- Logo on PSW website
- Logo on each session
- Logo in PSW program

Investment:  
**\$40,000 for the week**

## PROFESSIONAL DEVELOPMENT PARTNER (A TOTAL OF 7 PROFESSIONAL DEVELOPMENT WORKSHOPS) 1 AVAILABLE

- Logo on all marketing material
- 2 x banners at each Professional Development workshop
- Logo on slides used at opening at each PD
- Thankyou in welcome of each session
- Logo on PSW website
- Logo on each PD listing
- Logo in PSW program

Investment:  
**\$20,000 for the week**

## IPAA VIC MEMBERS LUNCH PARTNERS 4 AVAILABLE

- Logo on all marketing material
- 2 x banners on display in the Ballroom
- 1 x Table of 10 pax
- Thankyou in welcome and closing speech
- Logo on PSW website and
- Logo on IPAA Vic Members Lunch session
- Logo in PSW program

Investment:  
**\$15,000 per partner**

# REGIONAL PARTNERS

In the week following IPAA Victoria Public Sector Week, we will bring the highlights of Public Sector Week to the regions.

**22 August 2017**

**IPAA Victoria Public Sector Week Geelong**

**23 August 2017**

**IPAA Victoria Public Sector Week Ballarat**

**24 August 2017**

**IPAA Victoria Public Sector Week Bendigo**

To find out more about partnership opportunities at IPAA Victoria Public Sector Week 2017, please contact:

**Tracey Fisher**

Director, Marketing and Business Development

t (03) 9653 2000 m 0448 097 327

e [tfisher@vic.ipaa.org.au](mailto:tfisher@vic.ipaa.org.au)

Find out more about IPAA  
Victoria Public Sector Week  
at [publicsectorweek.org.au](http://publicsectorweek.org.au)

