



SPONSORSHIP PROSPECTUS

ANZMAC 2020

AT
THE UNIVERSITY OF MELBOURNE

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#ANZMAC2020





Diverse
Distinct
Daring
Different

**DIVERGENCE FROM THE NORM
DISTINCTION FROM THE CROWD
EXTRAORDINARY OVER ROUTINE**

Contemporary markets are an ocean of mediocre marketing agendas.

Yet, for businesses that dare, difference delivers.
And for consumers who care to carve out new identities: diversity matters.

That's why ANZMAC 2020 embraces difference and diversity in marketing knowledge, strategy, and practice.

ANZMAC 2020: Something Different



WELCOME TO

ANZMAC 2020

AT THE UNIVERSITY OF MELBOURNE

The Marketing Academics of the Faculty of Business and Economics invite you to be a part of this exciting research platform to be hosted for the first time by The University of Melbourne.

The ANZMAC 2020 conference event will be held on campus at The University of Melbourne and includes:

🌀 DOCTORAL COLLOQUIUM

27th – 29th November 2020

🌀 MAIN CONFERENCE

30th November – 2nd December 2020.

🌀 JOURNAL OF MARKETING AND JOURNAL OF CONSUMER RESEARCH PAPER DEVELOPMENT WORKSHOP

3rd December 2020.

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A WORD FROM OUR ANZMAC 2020 CO-CHAIRS

Dear Prospective Partner,

Thank you for allowing us the opportunity to present you with the official sponsorship proposal for ANZMAC 2020.

We are dedicated to providing packages at various tiers that ensure our partners benefit from their investment. Sponsorship is a critical component to the success of ANZMAC 2020. It assists with securing high quality speakers and allowing the registrations costs to be kept at a level that enables participation from a broad spectrum of academics.

As a sponsorship partner at ANZMAC 2020 you will be able to raise the profile of your brand/company/university and expand on your networks.

Some of the benefits include:

- ④ Branding opportunities pre, during and post event
- ④ Connection with over 500 participants including marketing academics, researchers and students from Australia, New Zealand and around the world.
- ④ Targeted brand positioning through sponsorship packages of an event i.e., Doctoral Colloquium/ Track Sponsorship

Please take the time to consider our suggested package offerings. We are also open to building a unique package tailored to your organisation's objectives.

Please don't hesitate to contact our Sponsorship Manager on:
Shala Ahmed | 0413 130 042 | shala.ahmed@unimelb.edu.au

We look forward to collaborating with you at ANZMAC 2020

Kind regards

Professors Liliana Bove & Simon Bell
Conference Co-Chairs, ANZMAC 2020

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ABOUT ANZMAC

Established in 1998, The Australian and New Zealand Marketing Academy was founded to create a network for educators, researchers and practitioners interested in innovative marketing theory and research. Since its inception, the key event has been the yearly conference which has served as a pivotal platform for the dissemination of contemporary marketing information, knowledge and research development.

Attracting approximately 500 marketing academics from Australia, New Zealand and around the world, the ANZMAC conference is the leading marketing academic research forum in the Asia Pacific. The five day conference (including the two-day Doctoral Colloquium), provides a network for researchers, educators and practitioners interested in ground breaking marketing theory, research and practice.



Established in 1998



500 marketing academics
from Australia, New Zealand
and around the world



Leading marketing academic
research forum



Network for educators,
researchers and practitioners

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ABOUT THE DOCTORAL COLLOQUIUM

The ANZMAC Doctoral Colloquium offers a platform to assist PhD students in developing and shaping their current research practice towards successful academic careers.

Designed to connect students to peers and academic mentors, the Doctoral Colloquium at ANZMAC 2020, will offer a collegial environment for the exchange of cutting edge research ideas and supportive feedback. Participants from all around the world will share resources, build connections, and find inspiration to continue developing their research for greater impact.

ABOUT THE UNIVERSITY OF MELBOURNE

In 1853 The University of Melbourne began as a cluster of buildings set in a large park on the fringe of the city, with four professors and 16 students. The University now sits at the heart of a thriving international award winning city, with over 8000 academic and professional staff supporting a vibrant student body of more than 48,000.

The University of Melbourne breadth of offerings from traditional disciplines to the Arts is extensive. Among those included under its umbrella are the Victoria College of the Arts, Melbourne Theatre Company, Ian Potter Museum and the Wade Innovation Centre.

ANZMAC 2020 will be hosted for the first time by The University of Melbourne and will be held on campus at 'The Spot' – the Faculty of Business and Economics. This will give participants the opportunity to experience life on campus and an insight as to why The University of Melbourne is the highest ranking university in Australia, 32nd in the world, and 6th in graduate employability worldwide.¹

¹ Times Higher Education World University Rankings 2019/QS Graduate Employability 2019



KEYNOTE SPEAKER

Professor Mark Ritson

Mark Ritson is former Adjunct Professor of Marketing at Melbourne Business School. He has a PhD in Marketing and has been a marketing professor at London Business School and the University of Minnesota and a visiting professor at MIT Sloan and SMU. He has won MBA teaching awards at LBS, MIT, Singapore Management University and MBS.

Mark has worked globally as a private marketing consultant for clients that have included Baxter, Loewe, McKinsey, PepsiCo, Subaru, Eli Lilly, Donna Karan, Westpac, Shiseido, Flight Centre, Johnson & Johnson, De Beers, Sephora, Benefit, Amgen, Ericsson, Jurlique, Cloudy Bay, Unilever, KPMG and WD40.

For thirteen years - from 2002 to 2015 - he served as in-house Professor for LVMH - the world's largest luxury group - working in Europe with senior executives from brands such as Louis Vuitton, Dom Perignon and Hennessy.

He writes a weekly column for Marketing Week and for The Australian. On three occasions he has been judged the Business Columnist of the Year at the PPA Press Awards, the highest award for magazine journalism in the UK and was the British Society of Magazine Editors Business Columnist of the Year in 2018. His more scholarly publications include articles in the Sloan Management Review, Harvard Business Review, the Journal of Advertising and the Journal of Consumer Research. He is a Thouron Scholar and was the recipient of the Ferber Award for his doctoral thesis. His co-authored pricing research was cited by George Akerlof during his 2001 Nobel Prize acceptance speech.

In 2018 he was rated one of the "Power 50" most important people in media by AdNews, one of ten top business thinkers in Australia by Smart Company, and recognised by the AMI with the Sir Charles McGrath Award, the highest honour for marketing in Australia.



KEYNOTE SPEAKER

Entrepreneur - Naomi Simson

Naomi is a member of the Faculty's Business and Economics Board at the University of Melbourne. Known as an entrepreneur and a business leader, Naomi Simson co-founded the Big Red Group (BRG) with business partner David Anderson in 2017. BRG serves experiences to different audiences through its various brands: RedBalloon, Adrenaline and IfOnly.com for Australia Redii.com. BRG also includes Marketics AI the exclusive distributor of Albert AI in Australasia. BRG serves an experience every minute and is currently a customer centric \$100m enterprise.

Naomi is a passionate supporter of Australian business, a prolific blogger and business commentator, best-selling author and much sought-after keynote speaker. She has appeared as the #RedShark in four seasons of Australia's Shark Tank.

A true business leader and influencer, with more than 2.8 million LinkedIn followers, Naomi is Australia's most followed person on the business networking platform. She has authored two best-selling books "Live What You Love", and "Ready to Soar". Before founding RedBalloon, Naomi worked for big businesses including IBM, Apple, KPMG and Ansett Airlines – all of which influenced her passionate views on workplaces. She is currently a governor of the Cerebral Palsy Research Foundation and is an advisor to a number of other not-for-profit institutions.



KEYNOTE SPEAKER

Businessman & Media Personality - Russel Howcroft

Russel Howcroft is an Australian businessman and media personality with over 30 years' experience in screen, media and advertising industries. He has held significant leadership roles such as CEO of Young and Rubicam Brands Australia and New Zealand, and Executive General Manager of the Australian free-to-air television broadcaster Network Ten. He is currently Partner and Chief Creative Officer for PwC Australia.

Russell has served on a number of boards and foundations which focus on arts and film, including the Australian Film Institute, the Screen Forever Advisory Board and the Advertising Federation of Australia. He is currently the Chair of the Australian Film, Television and Radio School.

Russell is a regular panelist on ABC's 'The Gruen Transfer' and guest panelist on the news-chat show "The Project" making him a very public voice on brand and advertising in Australia. He has published two books; When It's Right To Be Wrong and The Right Brain Workout.

WHAT COLLABORATION LOOKS LIKE FOR ANZMAC 2020

We value and appreciate the importance of collaboration with both industry and academic institutions to deliver the ultimate ANZMAC 2020 experience. In fact, without such important strategic partnerships ANZMAC would not have enjoyed the success it has delivered for the past 22 years.

Below is a snap shot of our main offerings and what they include for our collaboration partners.



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| SPONSORSHIP BENEFITS AND OPPORTUNITIES | PLATINUM \$20,000 | GOLD \$15,000 | SILVER \$10,000 | BRONZE \$5,000 | DOCTORAL COLLOQUIUM \$10,000 | PAPER TRACK \$5,000 (1 ONLY) | EXHIBITOR \$3,500 |
|---|----------------------|---------------------------|--------------------|-------------------|---------------------------------|---------------------------------|----------------------|
| Recognition during Keynote Address (Including logo in title slide) | ✓ | | | | | | |
| Opportunity to display Banner in Plenary Theatre (P) or Registration Desk (R) | ✓ P | ✓ R | ✓ R | | ✓ R | ✓ (In Track Session) | |
| Acknowledged by Conference Chairs at opening and closing (Including logo in presentation) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ (In Track Session) | |
| Acknowledged as sponsor in conference program (Logo and copy) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo and or Profile on website and conference app | 200 words | 100 words | 50 words | Logo | 300 words | Logo | |
| Main Conference Registration | 5 | 4 | 3 | 1 | DC =3 | | |
| Opportunity to provide promotional material or product to delegates' satchel | 2 Pages | 1 page | 1/2 Page | DL Flyer | 2 Pages | DL Flyer | DL Flyer |
| Naming rights to an Event | Gala | Welcome Cocktail Function | Lunch | Morning Tea | DC Opening Function | Best Paper Award for Track | |
| Scrolling banner advert on the conference app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Promotional acknowledgment in pre event mail out to participants | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Trade space in common area of main conference 1 x trestle table & 2 chairs | | | | | | | ✓ |

A photograph of a busy city street, likely Melbourne, featuring a tram with the number 928 and 'City Circle' branding. Pedestrians are crossing the street, and cars are visible in the background. The image is partially obscured by a large, stylized white graphic on the left side.

ANZMAC 2020 SPONSORSHIP TRACK OPPORTUNITIES

1. Business to Business
2. Consumer Behavior
3. Consumer Culture Theory
4. Digital Marketing
5. Entrepreneurship & Innovation
6. Ethics and Sustainability
7. Judgement and Decision Making
8. Marketing Analytics
9. Marketing Education
10. International Marketing & Strategy
11. Service Marketing
12. Social Marketing
13. Transformative Consumer Research and Public Policy

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COLLABORATION IS KEY & IT'S SIMPLE!

1. Select the level of collaboration sponsorship option (s) that best suit your objectives
2. Enter your organisation's and key contact details
3. Sign the application form
4. Email the completed details to Shala Ahmed shala.ahmed@unimelb.edu.au


1. SELECT YOUR SPONSORSHIP @ ANZMAC 2020

| SPONSORSHIP OPPORTUNITY | SELECTION | INVESTMENT |
|---|-----------|---------------|
| Platinum | | \$20,000 +GST |
| Gold | | \$15,000 +GST |
| Silver | | \$10,000 +GST |
| Bronze | | \$5,000 +GST |
| Doctoral Colloquium | | \$10,000 +GST |
| Track Sponsorship (please specify - i.e.; Consumer Culture Theory) | | \$5,000 +GST |
| Exhibitor | | \$3,500 +GST |

2. COMPLETE YOUR INFORMATION

| | |
|--------------------|--|
| Company | |
| Postal Address | |
| Contact Person | |
| Telephone / Mobile | |
| Email | |

3. COMMITMENT TO COLLABORATE @ ANZMAC 2020

| | |
|---|------|
| We apply for sponsorship in accordance with the terms and conditions set out in this proposal | |
| Authorising Signatory | Date |
|  | |

Once received a full detailed sponsorship agreement will be issued in accordance with the nominated sponsorship package that has been selected.



TERMS AND CONDITIONS

Notice of cancellation must be submitted in writing to
Shala Ahmed – shala.ahmed@unimelb.edu.au

- 25% cancellation fee will be applied for cancellations received prior to 24th May 2020
- 50% cancellation fee will be applied for cancellations received prior to 30 July 2020
- 75% cancellation fee will be applied for cancellations received prior to 30th September 2020
- Cancellation received on or after the 30th September 2020 will not be refunded

All associated costs with display space, printing, advertising, banner production, copy writing are to be covered by the sponsor.

For clarification, please contact
Shala Ahmed – shala.ahmed@unimelb.edu.au

Multiple sponsors may be accepted at the various tiers, with the exception of the Doctoral Colloquium and the research tracks.