



2020 VISION

FOR A CLEAN AND
SUSTAINABLE FUTURE

19th - 21st May, 2020
Crown Conference Centre, Melbourne

General Sponsorship Prospectus

ASCC 52ND
CONFERENCE

A Note from the 2020 ASCC Conference Chairperson

Looking to make your brand stand out from the crowd?

The Australian Society of Cosmetic Chemists is very excited to be preparing for its 52nd Annual Conference, to be located at the Crown Convention Centre in Melbourne.

With a theme of “2020 Vision - For a Clean and Sustainable Future” the conference is a chance for the Personal Care industry to look forward and take inspiration on how we can truly make a difference to the planet in the years to come.

Whether you are a Brand Owner, Manufacturer, Formulator, Supplier or anyone else affiliated with our industry there will be plenty for you to take in, explore and discuss. With the biggest exhibitor involvement at a local conference, presentations highlighting the latest research and technologies from around the globe and exciting interactive workshops, the event will surely be one not to be missed.

With this in mind make sure you don't miss the opportunity to expose your brand to over 400 local and international delegates by partaking in our sponsorship opportunities. It is a fantastic way for gaining that little bit extra promotion before, during and after the conference and with some uniquely “sustainable” opportunities specifically designed for this conference you can help the ASCC move towards a more Clean and Sustainable Future.

We look forward to seeing your companies involvement and you joining us in Melbourne in May!

Matthew Martens
Chairperson – ASCC 2020 Conference Organising Committee

GENERAL SPONSORSHIP

Don't miss an excellent opportunity to promote your company to existing and potential clients from not only Australia, but globally when we have our eye on 2020 Vision for a Clean and Sustainable Future at the 2020 Annual ASCC Conference.

Explore these unique opportunities for exposure that will be engaging and special to the conference. All items have exposure ratings, and there is a summary table on the last page capturing key points.

Be sure to get in quick as sponsorship items are limited and sell fast!

General Sponsorship Items are released for sale from

1.00 pm (AEDT)

Wednesday 22nd January 2020

Nominate your preference via email to ascc@ascc.com.au

Please Note: Sponsorship will be sold on a first in first served basis, no early offers will be considered – only those emails received from 1.00 pm (Australian Eastern Daylight Time) onwards will be eligible.

GENERAL SPONSORSHIP EXAMPLE

Sponsorship Item Title	
Tagline for the sponsorable item	
Level of exposure	(5) ★★★★★
Exposure Time	The entire event
How	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Options Available	1
Price	\$2,500
Code	A-001

Exposure ratings are calculated based on the exclusivity and reach of the item. The higher the level, the better!

Some items have multiple options, such as being a sole or shared sponsor.

Each item is coded for easy referencing!

Indicates when your sponsorship item will have exposure

Provides more information about what the item is, and how you as a sponsor will be acknowledged.

Price is based on the cost of the item, but also takes into account the exposure level!

EXAMPLE EMAIL

To: ascc@ascc.com.au
 Subject: [Your Company Name] | General Sponsorship A-00X

Dear Committee Team,

We are very excited for the upcoming ASCC 2020 Conference!

[Your Company Name] would be thrilled to purchase the following General Sponsorship Item:

[Title of Sponsorship Item]

Code: A-00X

Price: \$XYZ

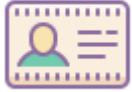
Please let us know how to proceed with this purchase.

Looking forward to contributing to another fantastic conference!

Best,

[Your Name]

2020 GENERAL SPONSORSHIP ITEMS



USB Wafer Name Tag	
Sponsor the USB stick that will also be your name tag for the entire conference!	
Level of exposure	(5) ★★★★★
Exposure Time	The entire event
How	Following on from the ASCC's commitment towards paperless conferences, your wafer USB will also act as your identification tag. Everyone will be wearing these - so this offers excellent exposure as your logo will be always be visible by all delegates. Also, there will be a special opportunity to include promotional material on the USB for all to explore.
Options Available	1
Price	\$2,500
Code	A-001



Lanyard	
Is a conference still a conference without lanyards? (No!)	
Level of exposure	(5) ★★★★★
Exposure Time	The entire event
How	This lanyard will support your USB Name Tag. Like the name tag, all delegates will be donning your company name!
Options Available	1
Price	\$1,500
Code	A-002



Panel Debate Broadcast	
Sponsor the engaging panel discussion, a truly unique opportunity to get your company recognised!	
Level of exposure	(4) ★★★★★
Exposure Time	Before and after the panel discussion
How	Your company's name will be announced before and after the discussion. The reach of audience has potential to be vast – all delegates and Facebook broadcast viewers will be watching!
Options Available	1
Price	\$1,500
Code	A-003



<h2>Lunch and Breaks</h2>	
<p>Is it lunch time yet? Sponsor arguably the most anticipated meals of the day - tea times and lunch for one (or more) days.</p>	
Level of exposure	(6) Or (3) ★★★★★★ or ★★★
Exposure Time	At the relevant morning tea, afternoon tea or lunch
How	Sponsors of the Morning tea, afternoon tea and lunch will be announced, and sponsors will be advertised on a chalkboard. Preference will be given to Option A seekers.
Options available	Option A: only sponsor for 3 days (preferred) Option B: day 1 Option C: day 2 Option D: day 3
Price	Option A: \$3000 (preferred) Option B: \$1000 Option C: \$1250 Option D: \$1250
Code	Option A: A-004 (preferred) Option B: A-005 Option C: A-006 Option D: A-007



<h2>Workshop Room</h2>	
<p>Be where the action is! Captivate workshop attendees with promotional materials (limited to pens, notepads and spatulas only).</p>	
Level of exposure	(5) ★★★★★
Exposure Time	During all 3 days of workshops
How	Materials can be placed at the back of the room for participants to collect before and after workshops. Sponsor to supply all materials. Table not manned. Sponsor may have "a word from our sponsor segment" to promote / present for up to 3 minutes about their product range/success stories/service offerings, at the end of ONE of the workshops of their choice. You will also be thanked on the conference venue TV screen.
Options Available	1
Price	\$2,000
Code	A-008



<h2>Workshop Lab Cam</h2>	
<p>Sharing is caring! Make sure everyone gets a view of the workshop action.</p>	
Level of exposure	(2) ★★
Exposure Time	During all 3 days of workshops
How	Your logo will be placed on the lab bench and on the screen in the workshop room.
Options available	1
Price	\$500
Code	A-009



<h2>Keep Cup</h2>	
Claim yourself as one of the most environmentally-conscious sponsor, with the sustainable gift of reusable custom Keep Cups!	
Level of exposure	(6) ★★★★★★
Exposure Time	The entire event
How	<p>Premium Glass Keep Cups will be produced with your logo on the band (1 colour) and given to all delegates to use at the conference.</p> <p>If your company already have Keep Cups, you will have the option to supply these and the cost will be much less. If we receive multiple offers, then the committee will decide which one to go with based on cup material and sustainability.</p>
Options Available	2
Price	\$6,500 (for bespoke development of Keep Cups + logo) \$3,000 (if own Keep Cups provided)
Code	B-001 (bespoke); B-002 (own Keep Cups)

Example Keep Cup



<h2>Barista, Cafe and Coffee</h2>	
Be the sponsor of good moods, through the power of caffeine!	
Level of exposure	(5) ★★★★★
Exposure Time	During breaks throughout the 3 days: morning tea, lunch and afternoon tea.
How	<p>This will be the only coffee option available at the conference. As each delegate will only receive 1 token for the whole conference, they will be desperate to get their hands on some more coffee, driving extra traffic to your stand so they can receive extra tokens.</p> <p>There will be 6 lots of 100 tokens.</p> <p>Sponsor logos will be displayed at the front of the café. Sponsors will be announced at the start of the conference, before the first break.</p>
Options available	1x 100 tokens (6 lots with max 3 per company)
Price	\$1,250 per 100 tokens
Code	A-010 (x100); A-011 (x200); A-012 (x300)



<h2>Water Bottle</h2>	
Staying true to the reusable theme, be the responsible sponsor and ensure everyone is well-hydrated, with a customised bottle!	
Level of exposure	(6) ★★★★★★
Exposure Time	The entire event
How	Premium reusable water bottles will be produced with your logo and given to all delegates to use at the conference. If your company already has bottles, you will have the option to supply these and negotiate with the committee.
Options Available	2
Price	\$7,500 (for bespoke bottle & logo) \$3,500 (if own bottles provided)
Code	B-003 (bespoke bottle bundle) B-004 (own bottles)

Example Water Bottle





Welcome Music	
Like music to our ears, we would love to hear you would sponsor the tunes!	
Level of exposure	(2) ★★
Exposure Time	Welcome Night
How	Be the ASCC's sponsor of the Welcome Night's music, and your logo will feature on the corresponding Spotify Playlist which can also be shared with all your customers and the world. The MC will also acknowledge your company's contribution. Get in contact with the Committee for the chance to nominate songs.
Options available	1
Price	\$500
Code	A-013



Welcome Drink at Welcome Night	
Nothing like the first drink to kick everything off!	
Level of exposure	(3) ★★★
Exposure Time	Welcome Night
How	Sponsor the first drink at the Welcome Night. The MC will say thank you to your company and your logo will be displayed at the event.
Options Available	1
Price	\$1,000
Code	A-014



Welcome Night Games	
A bit of healthy competition never hurt anyone!	
Level of exposure	(2) ★★
Exposure Time	Welcome Night
How	Be the resident 'fun and games' sponsor and support a range of novelty lawn games which will have delegates exercising their competitive streaks! The MC will announce a thank you to your company and your logo will be displayed at the event.
Options Available	1
Price	\$500
Code	B-006



Photobooth	
Photos last an eternity, so could your brand. Sponsor the photobooth!	
Level of exposure	(6) ★★★★★★
Exposure Time	Welcome Night and Gala Night
How	<p>Your logo will feature on the photobooth and everyone will be using it to take photos – this will be a high-traffic area!</p> <ul style="list-style-type: none"> Your logo will also be featured on every printed photo for the Welcome Night For the Gala Night, the booth will still be outfitted with your logo, however the ASCC logo will feature on the printed photos, with the media wall as the background
Options Available	1
Price	\$5,500
Code	B-007



Example Photobooths



Gala Dinner and Drinks	
Be the sponsor who will be treating hungry delegates to a delicious meal (including dessert)!	
Level of exposure	(4) ★★★★★
Exposure Time	Gala Night
How	<p>Have your name disclosed during the entire dinner and during the formalities. Your logo will be projected on the wall but also on the Menu. The menu will be displayed throughout the venue and attendees will be constantly referring to it!</p> <p>A shared opportunity is on offer to sponsor the menu. The logos will be placed on the menu and projected on the screen to acknowledge your generosity.</p>
Options available	<p>Option A: The Great Gatsby (be the ONLY Sponsor!)</p> <p>Option B: The Buchanans (Shared opportunity 3 sponsors)</p>
Price	<p>Option A: \$3,000</p> <p>Option B: \$1,300 x 3</p>
Code	<p>Option A: A-015</p> <p>Option B: A-016</p>



Gala Music

Obtain bragging rights as the sponsor that rocks!

Level of exposure	(2) ★★
Exposure Time	Gala Night
How	Sponsor the DJ for the Gala Night that will get everyone dancing! Sponsor will be acknowledged on the night.
Options available	1
Price	\$900
Code	A-017



Champagne Tower

Sponsor this showstopping piece that everyone will be talking about, and taking photos of!

Level of exposure	(6) ★★★★★★
Exposure Time	Gala Night
How	This spectacle will be one of the highlights of the night, accompanied with French Champagne! Your logo will be placed at the base of the tower and your company will be acknowledged during formalities.
Options Available	1
Price	\$3,500
Code	B-008



Best Dressed Award

Reward and recognise those who go 'all out', by sponsoring the Best Dressed Awards!

Level of exposure	(2) ★★
Exposure Time	Gala Night
How	Two prizes will be up for offer for best in show. The Sponsor of this award will judge two best costume winners. They have the option to announce the winners at the Gala night (or the MC can do this on your behalf) while attributing the awards to you.
Options Available	1
Price	\$500
Code	B-009



The Click Game

Sponsor the game everyone will be playing throughout the whole conference!	
Level of exposure	(4) ★★★★★
Exposure Time	The entire event
How	The game will be announced at the beginning of the conference and you will be acknowledged as the sponsor. You will be able to present the prizes to the winners of the game at the Gala Night.
Options Available	1
Price	\$700
Code	B-010



Conference Room

Wanting to have a meeting in private or missed out on a booth? Hire a meeting room for 1, 2 or 3 days.	
Level of exposure	None (because it will be private!)
How	Keep away from prying eyes and eavesdroppers while discussing the next big project OR provide training for your staff with your overseas suppliers while they are close at hand. Sponsor to supply their own AV and catering.
Options Available	1 day 2 days 3 days
Price	1 day: \$1,750 2 days: \$3,000 3 days: \$4,000
Code	1 day: B-011 2 days: B-012 3 days: B-013

General Sponsorship Prospectus

Summary of General Sponsorship Items

Code	Description	Level of Exposure	Options	Price
A-001	USB Wafer Name Tag	5	1	\$2,500
A-002	Lanyard	5	1	\$1,500
A-003	Panel Debate Broadcast	4	1	\$1,500
A-004 (all); A-005 (1); A-006 (2); A-007 (3)	Lunch and Breaks	6 or 3	Day 1, 2, 3 or ALL	\$3,000 (all) \$1,000; \$1,250, \$1,250
A-008	Workshop Room	5	1	\$2,000
A-009	Workshop Lab Cam	2	1	\$500
B-001 (bespoke); B-002 (own Keep Cups)	Keep Cup	6	2	\$6,500 (bespoke); \$3,000 (own Keep Cups)
A-010 (x100); A-011 (x200); A-012 (x300)	Barista, Café and Coffee	5	100, 200 or 300 tokens	\$1,250 per 100 tokens
B-003 (bespoke bottle); B-004 (own bottles)	Water Bottle	6	1	\$7,500 (bespoke); \$3,500 (own bottles)
A-013	Welcome Music	2	1	\$500
A-014	Welcome Drink	3	1	\$1,000
B-006	Welcome Night Games	2	1	\$500
B-007	Photobooth	6	1	\$5,500
A-015 (sole); A-016 (shared)	Gala Dinner and Drinks	4	Sole sponsor or shared between 3	\$3,000 (sole), \$1,300 (shared)
A-017	Gala Music	2	1	\$900
B-008	Champagne Tower	6	1	\$3,500
B-009	Best Dressed Award	2	1	\$500
B-010	The Click Game	4	1	\$700
B-011 (1); B-012 (2); B-013 (3)	Conference Room	-	1, 2 or 3 days	1 day: \$1,750, 2 days: \$3,000, 3 days: \$4,000