



COLLABORATE
INNOVATE 2019
ADELAIDE • 28 - 30 MAY 2019

Sponsorship Prospectus



Hosted by the **CRC**
ASSOCIATION

Collaborate | Innovate Background

Collaboration is one of the most underestimated drivers of innovation, providing businesses who collaborate with a distinct advantage over the competition. In particular, businesses collaborating with the research sector gain access to a skilled and industry-ready workforce, the latest knowledge, technology and information, and are more likely to develop new ideas, products and services to take to market.

Collaborate | Innovate, hosted by the **Cooperative Research Centres Association**, is held annually to inform and inspire, to explore the importance of business and industry working with the research sector to create innovation, and how to foster these relationships. At the conference, you will hear from leaders in research collaboration in Australia and the world.

The conference is a valuable business and networking opportunity for those who attend, connecting them with captains of industry and leaders in their field, and provides sponsors with extensive exposure.

Delegate Profile

Collaborate | Innovate attracts upwards of 350 delegates over three days, including some of Australia's most influential people in government, industry, and the academic and research sector. The Excellence in Innovation Awards Dinner attracts up to 350 people.

Business-Research Match-up

Businesses, researchers and experts will meet at the fourth Business-Research Match-up to be held on 29 and 30 May at the conference. The match-up provides a platform for participating businesses and researchers to access the wealth of knowledge and expertise of Australia. Participants are invited to set up 20-minute meetings with relevant businesses, key researchers and other conference attendees, ensuring they don't miss that important meeting during the conference.

Conference Venue

Collaborate | Innovate | 2019 will be held at the **Hilton Adelaide**. Overlooking Victoria Square, Hilton Adelaide is set in the heart of the city's entertainment, shopping and dining precincts.



Awards for Excellence in Innovation

The Awards for Excellence in Innovation will be held on the evening of **Tuesday 29 May at the Hilton Adelaide**. The dinner attracts around 300 people including politicians, advisors, senior academics, researchers and business people.



About the Organiser

Established in 1994, the CRC Association is the principal non-government, not-for-profit body, that advocates for the Cooperative Research Centres (CRC) and the CRC Programme. The CRC Association represents all Cooperative Research Centres as well as universities, companies and research groups as supporting and associate members.

About the CRC Programme

The CRC Programme was established in 1990 as an Australian Government Initiative that supports outcome-focused research partnerships between publicly funded researchers, business and the community, to address major long-term challenges. In the programme's 27-year history, 217 CRCs have been funded over 18 funding rounds in the fields of agriculture, forestry and fishing, mining and services, and manufacturing. Government has committed more than \$4.0 billion in CRC Programme funding. Participants in CRCs have committed a further \$12.3 billion in cash and in-kind contributions.

Sponsorship Packages	Diamond	Platinum	Gold	Silver	Bronze
Value	\$35,000 (ex GST)	\$25,000 (ex GST)	\$15,000 (ex GST)	\$10,000 (ex GST)	\$5,000 (ex GST)
Specials					
1-year membership with the CRC Association (usual cost \$11,000 Inc GST annual)	✓	✓			
KnowHow Magazine Advertising					
One full-page advertisement in the conference issue of KnowHow	✓				
One half-page advertisement in the conference issue of KnowHow		✓			
One quarter-page advertisement in the conference issue of KnowHow			✓		
One strip advertisement in the conference issue of KnowHow				✓	
One market wrap-up advertisement in the conference issue of KnowHow					✓
Acknowledgements and Branding					
Sponsor's representative seated at one of the official tables at the Excellence in Innovation Awards Dinner	✓	✓	✓		
Option to send advertising material	✓	✓	✓	✓	✓
Sponsor logo and hyperlink on conference website	✓	✓	✓	✓	✓
Sponsor logo on digital acknowledgement banners displayed at conference	✓	✓	✓	✓	✓
Sponsor logo in conference program	✓	✓	✓	✓	✓
Sponsor receives a list of all attendees at their request (<i>subject to privacy policy</i>)	✓	✓	✓	✓	✓
Additional Benefits					
Stories in CRC Association newsletter (200 words + link + image) goes out to 12,000 email addresses	5	3	2	1	1
Complimentary full registrations (<i>full registrations include a dinner ticket</i>)	4	3	2	1	1
Complimentary additional Awards Dinner tickets	5	4	3	2	1
Discounts on any additional registrations	✓	✓	✓	✓	✓

Specials

This year, the CRC Association has bundled in CRC Association membership with the Diamond and Platinum sponsorship offering, a usual cost of \$11,000 Inc GST per annum. If your institution is already a member of the Association, we will add it on to your current membership.

Additional Sponsorship Opportunities

The following additional opportunities require a minimum Bronze sponsorship to be purchased. Benefits associated with additional sponsorship will be negotiated with the interested party.

Opportunity	Benefit	Cost
Welcome function sponsor	The sponsor will be acknowledged as the welcome function sponsor	\$5,000
Business-Research Match-up	The official sponsor of the Business-Research Match-up	\$10,000
Coffee Cart sponsor	Sponsor a coffee cart with your branded cups	\$2,500

Workshop Breakfasts

There will be breakfast sponsorship opportunities available 29 and 30 May. Sponsors will incur the cost of catering and the Association will cover the cost of room hire and take registration for the breakfast. Hosting a breakfast requires a minimum Bronze Sponsorship.

Contact

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CRC Association

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