

# Sponsorship Opportunities

## 2023 Australian Distillers Annual Conference

*Timberyards Port Melbourne  
Sunday 26 March – Tuesday 28 March 2023*



**Safe.  
Smart.  
Sustainable.**



**Seize the opportunity to sponsor the premier event for over 400 Australian craft distillers, global producers and industry partners.**

**Sponsoring the 2023 Australian Distillers Annual Conference provides unbeatable opportunities:**

- Exposure to a growing industry of over 400 members to position yourself above your competitors
- Driving sales of your products and services directly with the Australian craft distilling industry
- Engaging with your audience both in person at the event, and through exclusive Sponsor eDMs
- Aligning your brand with the peak body for craft producers, the Australian Distillers Association
- Reinforcing a positive public image for your brand among influential industry representatives.

All sponsors must be fully financial members of the Australian Distillers Association.

To discuss sponsorship opportunities in more detail, please contact:

Paul McLeay, Chief Executive Officer • [paul@australiandistillers.org.au](mailto:paul@australiandistillers.org.au) • 0418 610 489  
Michael Sugg, Executive Officer • [admin@australiandistillers.org.au](mailto:admin@australiandistillers.org.au) • 0481 177 160

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Cost	\$10,000 + GST	\$4,500 + GST	\$3,000 + GST
Exclusivity	Only two sponsors per category	✘	✘
Recognition of sponsorship class in event collateral and announcements	✓	✓	✓
Logo included on the Australian Distillers Annual Conference webpage	✓	✓	✓
Full delegate list of Conference participants	✓	✓	✓
Optional activation in Conference area	✓	✓	✓
Opportunity to show a short (max. 3 minute) video during the Conference	✓	✘	✘
Introduce a speaker at the Conference	✓	✘	✘
Complimentary tickets	5	2	1
Premium location of stand	✓	✘	✘
Large format of stand at Trade Show: 6m x 2m, Including table and 2 x chairs	✓	✓	✘
Standard format of stand at Trade Show: 3m x 2m, Including table and 2 x chairs	✓	✓	✓
Option to present a masterclass or participate in webinar	✓	✓	✘
EDM to conference participants prior to conference	✓	✓	✘

# Be recognised for your support of the Australian distilling industry at premier networking events



	CONFERENCE WELCOME DRINKS	GALA DINNER
Cost	\$10,000 + GST	\$10,000 + GST
Exclusive branding	✓	✓
Recognition of networking event sponsorship in event collateral and any announcements	✓	✓
Logo included on the Australian Distillers Annual Conference webpage, including a link to your business	✓	✓
Opportunity to show a short (max. 3 minute) video during the networking event*	✓	✓
Complimentary tickets to your sponsored networking event	6	6
Complimentary tickets to the full Conference program	2	2

## Create a great experience with these opportunities to surprise and delight delegates

	TRANSPORT SPONSOR	COFFEE CART SPONSOR	COLLATERAL SPONSOR
Cost	\$6,000 + GST	\$5,000 + GST	\$2,000 + GST
Description	<p>Assist delegates to never miss a moment by becoming the 2023 Transport Sponsor.</p> <p>Coaches will be provided to help delegates move between designated hotels and key events, including:</p> <ul style="list-style-type: none"> <li>• Welcome Drinks</li> <li>• Conference</li> <li>• Gala Dinner</li> <li>• Regional Tours</li> </ul>	<p>Help get their creative juices flowing with a warm cup of coffee (on a likely cold Melbourne morning) by becoming the 2023 Conference Coffee Cart Sponsor.</p> <p>Coffee will be provided throughout the day to help keep delegates alert (but not alarmed) so they can absorb all of the quality content provided throughout the Conference program.</p>	<p>Make your mark as the 2023 Collateral Sponsor, as delegates jot down their big ideas to build a safe, smart and sustainable distilling industry.</p> <p>Notepads and pens will be provided at the Conference, so don't miss your opportunity to co-brand these essential items with your company logo.</p>
Recognition of sponsorship in event collateral and any announcements	✓	✓	✓
Logo included on the Australian Distillers Annual Conference webpage, including a link to your business	✓	✓	✓
Opportunity to show a short (max. 3 minute) video during the Conference*	✓	✗	✗
Complimentary tickets to the full Conference program	2	2	✗ Exclusive discounts available: \$500 full Conference/ \$200 Gala Dinner (only)
Bonus opportunities	Option to include your branding during onboarding and offloading of coaches	Exclusive branding at the 10m long Coffee Bar, including 3 x coffee carts	Provision of branded collateral

# We look forward to working with you to deliver the 2023 Australian Distillers Annual Conference

Simply complete the details below, including your preferred sponsorship option/s and we will contact you to confirm your requirements.

## Your details

Name

Position

Company name

ABN

Contact number

Email address



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Sustainable.**

## Preferred sponsorship option/s

### 2023 Annual Conference

**Platinum Sponsor**  
\$10,000 + GST

**Gold Sponsor**  
\$4,500 + GST

**Silver Sponsor**  
\$3,000 + GST

### Networking event sponsorship

**Welcome Drinks**  
\$10,000 + GST

**Gala Dinner**  
\$10,000 + GST

### Surprise and delight sponsorship opportunities

**Transport Sponsor**  
\$6,000 + GST

**Coffee Cart**  
\$4,500 + GST

**Branded Collateral**  
\$3,000 + GST

### Additional discounted Sponsor tickets

**Additional Conference ticket/s**  
\$500 + GST

**Additional Gala Dinner (only) ticket/s**  
\$200 + GST