



**BLUEPRINT FOR A  
MARITIME NATION**

# **Sponsorship Prospectus**

**13-15 MAY 2024**

**BRISBANE**

# About MIAL



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## **Our work matters because our members do**

Maritime Industry Australia Ltd (MIAL) is the peak body for Australian maritime. We are at the centre of industry transformation; coordinating and unifying the industry and providing a cohesive voice for change. We represent our members' interests nationally and internationally, providing dedicated maritime expertise and advice. We also represent industry more broadly to promote a sustainable, competitive, and agile Australian maritime sector.



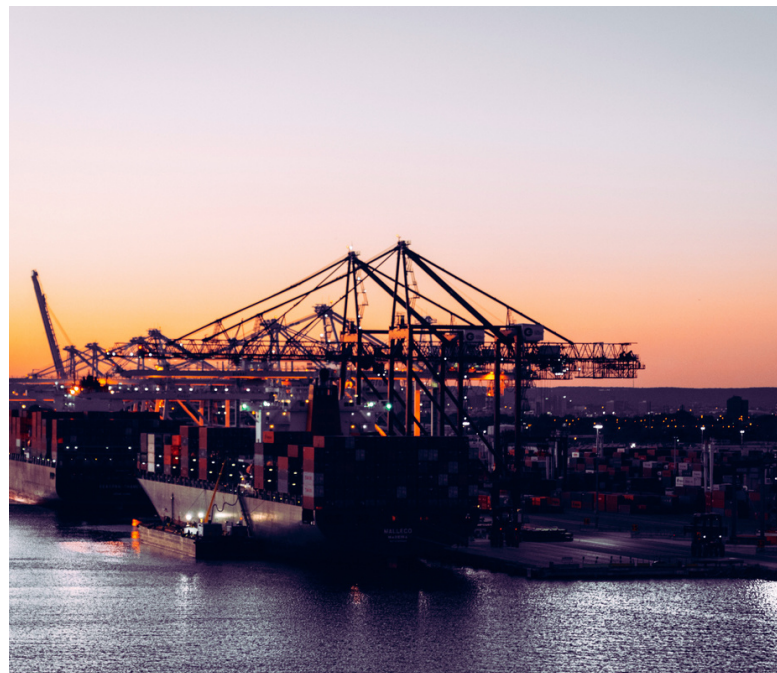
# Vision & Mission

## **MIAL's vision**

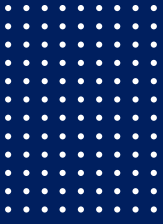
A prosperous Australia with strong, sovereign maritime capability - this is the vision that drives our work, our engagement, and how we invest our energy and resources. As an island-continent, with a rich maritime history, it is a no-brainer that maritime success is Australia's success.

## **Our mission for this conference**

This conference is about bringing together key players from industry and government to hear, learn, and share expertise and innovation. We envisage the conversations that take place at the event to gain momentum and focus as we enter a new era of sustainability united by the common purpose of protecting and strengthening the nation's strategic maritime capability.



# A flagship event



## Day 1 - National Maritime Capability and Resilience Conference

The first day of the conference is dedicated to the critical issues that will define Australia's maritime capability now and long into the future. Plenary sessions will explore vital topics, such as the Maritime Skills Crisis, Australia's Strategic Fleet, Maritime Tourism, and how innovation contributes to sustainability.



## Day 2 - 4th MIAL Maritime Decarbonisation Summit

The second day focuses on maritime decarbonisation. Plenary sessions will explore progress and developments in this fast-evolving space, as well as blueprints for how to achieve 2030 and 2050 emissions reductions. This is the place to be for organisations and individuals committed to making maritime decarbonisation a reality.



## Speakers who demand attention

Blueprint for a Maritime Nation will feature a packed program of expert international and Australian speakers. Our past summits attracted industry and government decision-makers, and brought together leading proponents of maritime research and new-fuel technologies: this conference aims to be even bigger and bolder, with a broader scope and workshops to yield novel ideas that address the issues and challenges we must overcome in order to realise a prosperous Australia with strong, sovereign maritime capability



# Collaborate for success

## Social features

Two exclusive social events will provide attendees with the space and time to foster their professional relationships and further explore the issues closest to them - forging connections that ignite the vital collaborations of the future.



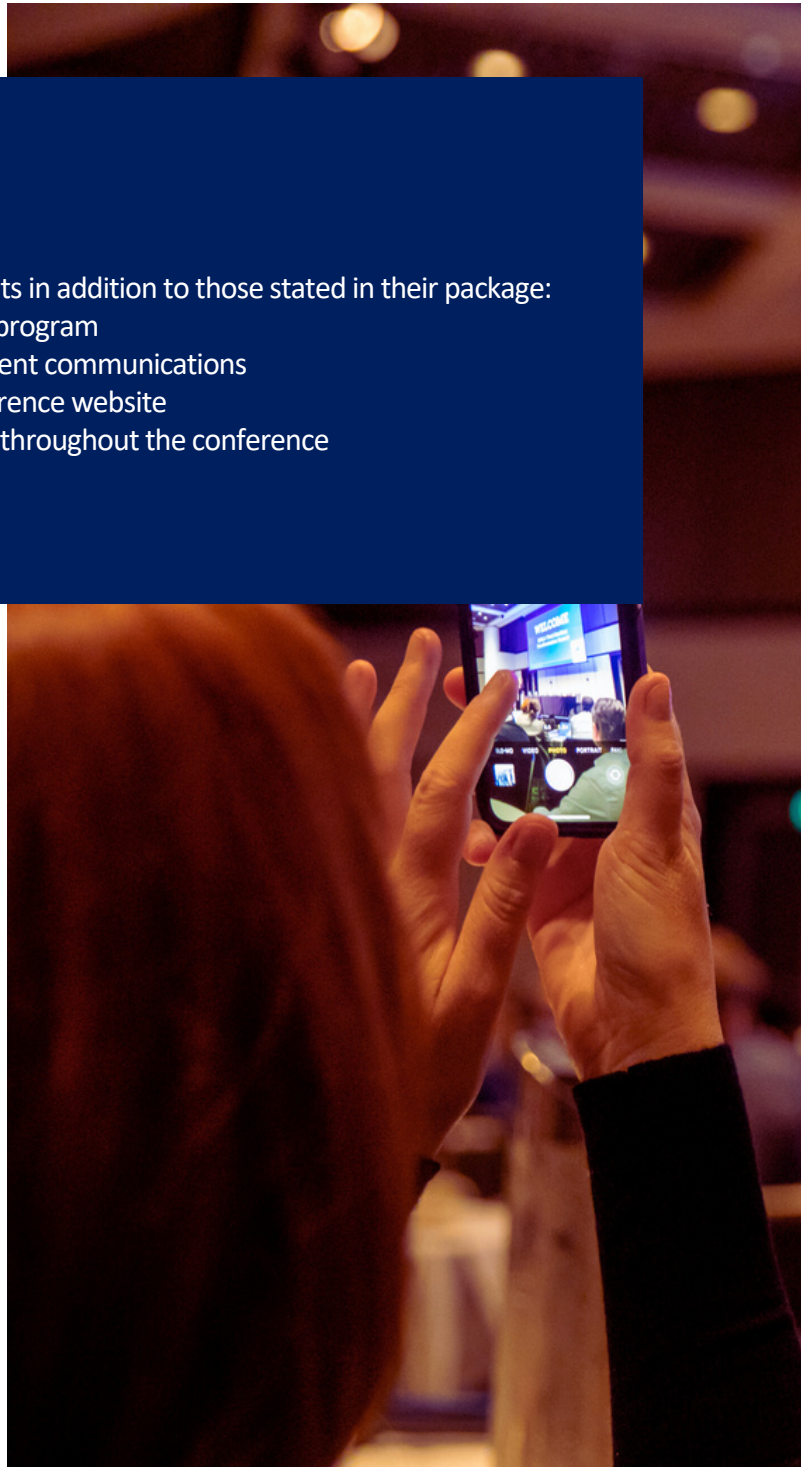
# Sponsor benefits

## Stand out, always

Each event sponsor will receive these benefits in addition to those stated in their package:

- Acknowledgement in the official event program
- Acknowledgement of sponsorship in event communications
- Logo and hyperlink on the official conference website
- Logo displayed on official event banner throughout the conference

MIAL is actively pursuing a venue that can provide unique and exciting opportunities to showcase our event sponsors beyond the norm. Attendees will know your brand, understand your commitment to the Australian maritime industry, and be able to access more on your work.





# Platinum Sponsor

## **Platinum Sponsorship Package \$20,000 (incl GST)**

2 of 3 opportunities available.

### **Benefits**

Platinum Sponsors will receive:

- an opportunity to address delegates for up to 3 minutes during Day 1 of the conference
- four full conference passes, which includes Welcome Drinks Reception and Gala Dinner
- 20% off additional passes
- acknowledgement as a Platinum Sponsor in the opening session on Day 1 and Day 2
- display of pull-up banner at conference venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on main screen before, in between, and after plenary sessions
- logo displayed on official conference banner produced for the event by MIAL
- logo listed as Platinum Sponsor in all relevant marketing communications, including to MIAL Members and on MIAL's LinkedIn page
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website



# Gala Dinner Sponsor

## Gala Dinner Sponsorship Package \$20,000 (incl GST)

1 opportunity available.

### Benefits

The Gala Dinner Sponsor will receive:

- an opportunity to address guests at the start of the gala dinner
- four full conference passes, which includes Welcome Drinks Reception and Gala Dinner
- 20% off additional passes
- acknowledgement as the Gala Dinner Sponsor in the opening session on Day 1
- display of pull-up banner at gala dinner venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on official conference banner produced for the event by MIAL
- logo listed adjacent to Platinum Sponsors in all relevant marketing communications, including to MIAL Members and on MIAL's LinkedIn page
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website



# Gold Sponsor

## Gold Sponsorship Package \$10,000 (incl GST)

4 of 5 opportunities available.

### Benefits

Gold Sponsors will receive:

- three full conference passes, which includes Welcome Drinks Reception and Gala Dinner
- 10% off additional passes
- acknowledgement as a Gold Sponsor in the opening session on Day 1 and Day 2
- display of pull-up banner at conference venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on official conference banner produced for the event by MIAL
- logo listed as Gold Sponsor in all relevant marketing communications, including to MIAL Members and on MIAL's LinkedIn page
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website



# Reception Sponsor

## **Welcome Drinks Reception Sponsorship Package**

**\$10,000 (incl GST)**

1 opportunity available.

### **Benefits**

The Welcome Drinks Reception Sponsor will receive:

- opportunity to address guests at the start of the welcome function
- two full conference passes, which includes Welcome Drinks Reception and Gala Dinner
- 10% off additional passes
- acknowledgement as the Reception Sponsor in the opening session on Day 1
- display of pull-up banner at reception venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on official conference banner produced for the event by MIAL
- logo listed as Reception Sponsor in all relevant marketing communications, including to MIAL Members and on MIAL's LinkedIn page
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website



# Lanyard Sponsor

## Lanyard Sponsorship Package \$10,000 (incl GST)

1 opportunity available.

### Benefits

The Lanyard Sponsor will receive:

- opportunity to display logo on lanyards worn by conference attendees (lanyards to be provided by sponsor)
- two full conference passes, which includes Welcome Drinks Reception and Gala Dinner
- 10% off additional passes
- acknowledgement as the Lanyard Sponsor in the opening session on Day 1
- display of pull-up banner at reception venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on official conference banner produced for the event by MIAL
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website

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# Silver Sponsor

## **Silver Sponsorship Package \$5,000 (incl GST)**

8 of 10 opportunities available.

### **Benefits**

Silver Sponsors will receive:

- one full conference pass, which includes Welcome Drinks Reception and Gala Dinner
- 10% off additional passes
- acknowledgement as a Silver Sponsor in the opening session on Day 1
- display of pull-up banner at reception venue (subject to venue approval - banner supplied by sponsor)
- logo displayed on official conference banner produced for the event by MIAL
- logo and profile (up to 300 words), plus a link to organisation website, included on the official MIAL conference website

# We're open to new ideas

If you would like to discuss a sponsorship opportunity not included in this proposal, we would welcome a conversation that focuses on the bespoke needs of your organisation. Our aim is to ensure event sponsors receive the maximum recognition for their investment, along with the opportunity to engage with key players in the maritime, technology, and government sectors.





# Ask us anything

## SPONSORSHIP QUERIES

Craig Scutt

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## GENERAL ENQUIRIES

Gemma Gooding

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