



Generations of Play
50 Years of Playgroup Victoria



Collaborate, Connect, Inspire

Conference Sponsorship Opportunities



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Play and Community, a Lifeforce

At playgroup, we can readily see the positive impact that our sessions have, most profoundly on children and parents, but also on those in the wider community- volunteers, facilitators, local organisations. One connection often leads to another and opportunities for human growth, fulfillment and meaning is a byproduct of playgroup interactions.

Contribute to Another 50 Years

Playgroup Victoria Celebrates 50 Years- 2024 Conference

What?

The Playgroup Conference. This year's theme is *Generations of Play: 50 Years of Playgroup Victoria*. [To learn more about this year's theme, read our theme overview guide HERE.](#)

When?

20th - 21st November 2024

Where?

Novotel Preston - 215 Bell St Preston, Victoria

Who?

Playgroup Victoria welcomes educators, families, academics, authors, advocacy groups and all those with a link to the early years to gather for their 2024 conference. More specifically, attendees may include (but are not limited to):

- Local council members who work with playgroups
- Maternal and child health nurses and coordinators
- Students undertaking post graduate studies in child and family health
- Child and family health program coordinators
- Aboriginal health practitioners
- Academics who work in the early years field
- Playgroup facilitators and support workers
- Family violence prevention practitioners
- Family therapists
- Playgroup volunteers



Why?

- Connect and engage with a specific early years target audience
- Create further opportunities to collaborate with a wider network
- Engage with academics and researchers who build the credibility of playgroup and early childhood education
- Demonstrate your position and commitment to families, volunteers and all those working with or connected to playgroup and the early years
- Establish and rekindle relationships with like-minded clients and stakeholders
- Increase brand awareness amongst early years leaders and industry professionals
- Create opportunities for a wider audience to experience your brand offering
- Establish your position as a leading early years expert, brand or organisation
- Create opportunities for those working in specific areas of early childhood to share their knowledge and experience. For example, those working with children with disabilities or those working with multi-cultural families
- Build trust through partnering with community-based organisations and demonstrate your Corporate Social Responsibility (CSR)
- Knowledge sharing, collaboration and networking opportunities with other industry leaders and experts

How?

Once you have reviewed this prospectus, please contact Playgroup Victoria to discuss opportunities and we will work with you to ensure the success of your sponsorship at the Playgroup Victoria conference!

Read on to find out more about sponsorship packages and pricing options.



Sponsorship Package Options

	GOLD Package Major Sponsor	SILVER Package	BRONZE Package	Exhibitor
Exclusive sponsorship packages available	1	2	4	15
Investment	\$10,000	\$5,000	\$1,000	\$500
BRAND EXPOSURE				
Logo PLUS bio featured in the conference program	✓			
Logo placement in the conference program	✓	✓	✓	✓
Logo featured in all conference promotional material	✓			
Logo and bio displayed on conference registration website - this includes hyperlink to company website	✓	✓		
Logo featured in all conference email marketing	✓			
Logo featured on Playgroup Victoria's website homepage - this includes hyperlink to company website	✓			
Custom advertorial featured on Playgroup Victoria's blog (This includes a feature article tailored to your brand, up to 1,000 words, 6 images and max of two links of sponsors choice)	✓			
Q&A interview published on Playgroup Victoria's blog (This includes a short write up or Q&A style interview, 500 words max, up to 3 images and one link of sponsors choice)	✓	✓		
Social media promotion (Tiered options, see below for more detail)	✓	✓		
ADVERTISING AND PROMOTION				
Exclusive email marketing (This includes 1 x exclusive solus EDM + features in all conference email marketing)	✓			
Top feature in monthly newsletter (This includes x 1 top feature in a newsletter edition across the conference promotional period)	✓			
Mention in monthly newsletter (This includes x 1 mention in a newsletter edition across the conference promotional period)	✓	✓		
Exclusive social media promo (This includes: 3 x Instagram posts, 3 x Facebook posts 2 x LinkedIn post across the conference promotional period)	✓			
Basic social media promo (This includes: 1 x Instagram post, 1 x Facebook posts 1 x LinkedIn post across the conference promotional period)		✓		
EVENT INVOLVEMENT				
Acknowledgement by the conference Chair at the start of conference	✓	✓	✓	
Opportunity to present at the conference (This could include a keynote speech, a workshop, master class or panel discussion)	✓	✓		
Display of freestanding banners at conference (Tiered as per package)	3	2	1	1
Sponsorship branding on digital door signage (where applicable)	✓	✓		
Stall in exhibition area on day one of conference (This includes 1 x table and space for 1 x pull up banner and 2 of your staff members)	✓	✓	✓	✓
Logo and weblink displayed as sponsor/exhibitor in conference program	✓	✓	✓	✓
Opportunity to speak as part of the Playgroup Victoria AGM	✓			
NETWORKING OPPORTUNITIES				
Full access to delegate contact details (subject to delegate consent)	✓			
Exclusive access to networking events to connect with key stakeholders, attendees, or industry leaders	✓	✓	✓	✓
HOSPITALITY AND TICKETS				
Complimentary conference tickets (Tiered as per package)	4	3	2	
Complimentary Gala Dinner tickets (Tiered as per package)	4	3	2	
Accommodation at Novotel Preston (1 room - overnight during conference event time frame)	✓			

Other Ways to Contribute to the Playgroup Victoria Conference

GALA DINNER TICKET SPONSOR

Sponsor a selection of tickets for stakeholders who cannot afford to attend

GALA DINNER AWARDS SPONSOR

Contribute to prizes which celebrate and encourage the dedication to playgroup

REGIONAL CONFERENCE ATTENDEE SPONSOR

Sponsor regional playgroup affiliates to attend conference (including two-day ticket and accommodation)

MERCHANDISE FOR DELEGATES

Donate funds directly towards merchandise that will be available for all delegates

For further information about these options or to talk about customised sponsorship please contact our CEO Danny Schwarz directly - dschwarz@playgroup.org.au



Early Opportunities that Last a Lifetime

Ages 0-5 are a momentous period of development and lay the foundations for life. Early childhood development is intricately linked to bonding, connecting, talking, singing, play- what our whole philosophy is built upon. Playgroup is centred around play. It is a shared experience, first and foremost with the child and primary educator- the parent or carer. So many parents tell us that playgroup is more for them than for their children during this time- turns out, it is of mutual benefit and it extends from there. We love to make the playgroup experience intergenerational, bringing in other folds of the community because as we know- it takes a village to raise a child.

As a not-for-profit advocacy organisation, our whole purpose is to create more opportunities for people to be involved in playgroup and to support playgroups to start, burgeon, thrive. We work to reduce barriers and aim to make playgroup a universal platform that everyone can gain value from in different ways. We believe that playgroup should become part of the mainstream educational journey that everyone is a part of. We want playgroup to fill the void between birth and kindergarten- a time of crucial development. Playgroup helps children prepare for school and future learning.

Since the 1990s, Playgroup Victoria has held conferences, connecting professionals, researchers and all those working in the early years space. These conferences have helped to build the credibility of the early years and create a universal platform. Our conference endeavours to make playgroup not only a recognisable feature of Australian society and life, but also a necessary component of health and wellbeing during this period. Now more than ever we seek to bring the community together to increase knowledge, share insights and establish playgroup as a means for future growth and success.

If you feel that you align with our philosophies and values, we would love to connect with you about sponsorship opportunities.

If have any questions, would like to chat further or to be added to the sponsorship contact list, please contact our CEO Danny Schwarz - dschwarz@playgroup.org.au





Playgroup Victoria acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community and we pay our respect to them, their cultures and to the elders past and present.



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