

SPONSOR PROSPECTUS





EXECUTIVE SUMMARY

- The 10th biannual ACSP (Association of Catholic School Principals, NSW and ACT) Conference will be held at Rydges Resort, Hunter Valley from May 21 to May 23, 2025.
- This premier event is dedicated to advancing the professional development of principals within the Catholic education sector. The conference will take place over 3 full days, featuring an enriched program designed to foster strategic thinking, leadership skills and collaborative opportunities.
- The conference will commence with an elegant cocktail reception, setting the stage for three days of keynote sessions, masterclasses and networking opportunities, inclusive of an outdoor Hunter Harvest dinner in the beautiful Hunter Valley.
- With an anticipated attendance of around 400 decisionmakers from primary and secondary Catholic schools. the conference will offer an unparalleled platform for professional growth and strategic engagement.
- For our sponsors, the conference will provide a unique and valuable opportunity to connect with influential leaders in the Catholic education sector and an exclusive opportunity to present your product or service directly to the leaders of Catholic primary and secondary schools in NSW and the ACT.
- We offer a variety of sponsorship packages that are thoughtfully crafted to maximise benefits ensuring sponsors receive more than just brand exposure. Sponsors will be a part of an integrated marketing campaign in the lead up to the event, have access to conference delegates during meal breaks throughout the conference and some will have a display space allocated within the venue.





WHO IS ACSP?

The Association of Catholic School Principals in NSW (ACSP) exists to promote Catholic education through the strong voice of Catholic school principals.

It is a dynamic organisation, representing 552 Catholic principal members across 11 dioceses, as they lead their communities.

ACSP confers, negotiates and liaises with all levels of government and other industry organisations and is the key representative for its members.





Leading with Hope spiring Faith Communities



CONFERENCE DESCRIPTION

The aim of the **ACSP conference** is to provide all principals in the Catholic education sector in NSW, with a professional development opportunity in a relaxed, informal environment.

Following the extremely successful conferences in Wollongong (2023), Sydney (2019), Hunter Valley (2017), Dubbo (2015), Sydney (2012), Wollongong (2005), Manly (2002), Tamworth (2000) and Parramatta (1998), the ACSP Conference will be returning to the Hunter Valley to hold this years' conference in May 2025.

The theme of our conference this year is "Living Waters" and given water is life-giving it gives us hope, it sustains us. Water always finds a pathway around any obstacle and shows it can navigate around anything, building resilience and gathering at the well or fountain at baptism helps to build faith communities. Water is necessary for life; we thrive, flourish and grow. Water is life giving; as Principals we are called and Jesus himself referred to "Living water". Without the faith, hope and integrity of each contributing factor, without the many parts there

wouldn't be a body. Each diocese is a part of the one body, the church. We are in a relationship, we are stewards of our small tributary but we are important to the life and sustainability of the river, we breathe life into the river so it can flow to the sea and impact the universal church.

The conference attracts high-quality speakers who deal with topics such as leadership, learning, well-being and teaching.

The ACSP conference also incorporates an exclusive exhibition which provides sponsorship partners, delegates and other exhibitors the opportunity to learn about and display new products, technologies, services and methods.

The 2025 conference will be held at **Rydges**, **Hunter Valley**, **from May 21 to May 23**, **2025**. The conference will commence with an elegant cocktail reception, setting the stage for three days of keynote sessions, masterclasses and networking opportunities, inclusive of an outdoor Hunter Harvest dinner in the beautiful Hunter Valley.





BENEFITS TO SPONSORSHIP

- Business Advantage by supporting ACSP you will be regarded by the conference attendees as a good corporate citizen who understands the importance of and supports Catholic education.
- Efficient Lead Generation the conference will provide you with an opportunity to leverage your brand and acquire new customers. There will be great opportunity for you to expand your current customer base.
- Brand Visibility and Exposure you will have the opportunity to receive exposure through a database, email campaign, registration forms, signage and the official website. Depending on your level of investment, your business will be included in conference advertising and we will ensure you have a strong brand association with the event.
- Targeted Marketing and Business Connections

 you will have the opportunity to network with
 your target market in a friendly atmosphere
 and make connections for future sales and
 collaboration.
- Access to Principals/Education decision makers

 normally once every 2 years the Catholic
 principals from all over NSW and ACT gather
 under one roof. This is your opportunity to
 access these key decision makers from school
 communities across the state responsible for
 combined budgets in excess of \$2.7 billion per
 annum (source: Catholic Schools NSW)
- Integrated Marketing Campaign ACSP is not just looking for a sponsor to provide dollars; we are looking to fully integrate our marketing campaigns with our partners. We will work with you to fully maximize your partnership with our conference to provide a "win-win" relationship that will benefit both parties.





THE CATHOLIC CHURCH IN NSW



11 Dioceses



431 Parishes



585 Catholic Schools



Central Schools



200,000 Families



8 Special Schools



16,882 Teachers



255,397 Students



36 Catholic Children Welfare Agencies*

*Dealing with ageing and disability, children and youth, family services, workplace education and training, non-English speaking services, social policy and research.

Attendees Include:

- Catholic High School Principals
- Catholic Primary School Principals
- Catholic Independent School Principals
- Diocesan Directors
- · Senior Educational Leaders
- Church Leaders
- Bishops

SPONSORSHIP

Your support of the conference will not only benefit our Association but also your organisation. ACSP believes that sponsors should be offered every possible facility to promote their product and services. Our conference maximises the exhibition and networking opportunities enabling sponsors to meet with Principals and other educators from throughout NSW and the ACT (even some from interstate).



PARTNERSHIP OPPORTUNITIES	PLATINUM \$44,000	GOLD \$20,000	SILVER \$12,500	BRONZE \$7,500	DINNER \$10,000	COCKTAIL \$9,000	EXHIBITOR \$5,000	KEYNOTE SPEAKER SPONSOR \$8,000	MASTERCLASS SESSION SPONSOR \$5,000	RE-CHARGE AREA SPONSOR \$8,000	REFRESHMENT SPONSOR \$5,000	LANYARD \$4,500	CONFERENCE SCHOLARSHIP SPONSOR \$4,000
Number available	1	3	4	8	1	1	LIMITED	LIMITED	LIMITED	1	1	1	LIMITED
On-Site													
Industry Exclusivity	•												
First rights to Platinum sponsorship of the 2027 ACSP Conference	•												
Prominent signage displayed at entrance to the plenary room	•												
Coffee corner x 2 branded stations within the exhibition area	•												
Exhibitor registration (access to exhibition hall and full catering)	6	4	2	2	2	2	2						
Complimentary tickets to the conference dinner	6	4	2	2	2		2	2	2	2			2
Complimentary tickets to the cocktail reception	6	4	2	2		2							
Opportunity to provide signage in plenary room	•	•	•					•					
Exclusive lectern signage during session								•	•				
Opportunity to provide signage in Masterclass room									•				
Opportunity to provide signage in panel room													•
Digital display of logo in panel session													•
Naming rights to dinner function & signage					•								
Naming rights to cocktail function & signage						•							
Exhibition booth 3m x 2m	•	•	•	•	•	•	•						
Optimal placement of exhibition booths	•	•	•										
Signage placement in re-charge area										•			
Branded re-usable water bottles (placed on tables or registration desk)											•		



PARTNERSHIP OPPORTUNITIES	PLATINUM \$44,000	GOLD \$20,000	SILVER \$12,500	BRONZE \$7,500	DINNER \$10,000	SOLD COCKTAIL \$9,000	EXHIBITOR \$5,000	KEYNOTE SPEAKER SPONSOR \$8,000	MASTERCLASS SESSION SPONSOR \$5,000	RE-CHARGE AREA SPONSOR \$8,000	REFRESHMENT SPONSOR \$5,000	LANYARD \$4,500	CONFERENCE SCHOLARSHIP SPONSOR \$4,000
Number available	1	3	4	8	1	1	LIMITED	LIMITED	LIMITED	1	1	1	LIMITED
During Event													
Composite logo recognition with the official 2025 ACSP Conference logo	•												
Acknowledgement by Director of Schools during opening of the conference	•												
Exclusive opportunity to provide a welcome address to delegates (5-10mins)	•												
Exclusive opportunity to provide a 2nd address to delegates on Day 2	•												
Promotional video to be played in plenary room (maximum 2mins)	•	•											
Opportunity to provide artwork/logo featuring on the conference slide reel	•	•	•										
Photograph opportunity with scholarship recipient													•
Inclusion in the exhibition "passport" competition	•	•	•	•	•	•	•						
Co-branding with ACSP on conference delegate lanyard												•	
Digital													
Logo placement on the home page of the conference app, rotating carousel	•	•											
Promotion of your logo on all marketing material (app and all communications)	•	•	•	•	•	•		•		•			
Inclusion of your logo on the conference website	•	•	•	•	•	•	•	•	•	•	•	•	•
Inclusion of your logo, bio and website link on conference app	•	•	•	•	•	•	•	•	•	•	•	•	•
List of conference attendees (subject to permission)	•	•	•	•	•	•	•	•	•	•	•	•	•
Opportunity to provide a digital advertorial for the conference app	•	•	•	•	•	•	Upgrade available	•	Upgrade available	•	Upgrade available	Upgrade available	e Upgrade available
Opportunity to provide an advertorial video URL link for the conference app	•	•	•	•	•	•	Upgrade available	•	Upgrade available	•	Upgrade available	Upgrade available	e Upgrade available

PLATINUM LEVEL SPONSORSHIP

\$44,000 + GST

This level of sponsorship is exclusive with only $\underline{\text{one}}$ Platinum level sponsorship available

ON-SITE

- Industry exclusivity
- First rights to Platinum sponsorship of the 2027 ACSP Conference
- Prominent signage display at entrance to the plenary room
- Coffee Corner x 2 branded stations within the exhibition area
- Exhibitor registration (access to exhibition hall and full catering) x 6
- Six complimentary tickets to the cocktail reception and conference dinner
- Opportunity to provide signage displayed in the plenary room
- One 3m x 2m exhibition booth with optimal placement

DURING EVENT

- Composite logo recognition with the official 2025 ACSP Conference logo
- Acknowledgement by the Director of Schools during the opening of the conference
- Exclusive opportunity to provide a welcome address to the delegates on Day 1 (5-10 min)
- Exclusive opportunity for a 2nd address to delegates on Day 2
- Opportunity to provide a promotional video to be played in the plenary room (maximum length of 2min)
- Opportunity to provide artwork/logo (16:9) that will feature on conference slide reel
- Inclusion in the exhibition "passport" competition



- Logo placement on the home page of the conference app (rotation with Gold sponsors)
- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

GOLD LEVEL SPONSORSHIP

\$20,000 + GST

Only three sponsorship opportunities available

ON-SITE

- Exhibitor registration (access to exhibition hall and full catering) x 4
- Four complimentary tickets to the cocktail reception and conference dinner
- Opportunity to provide signage in the plenary room
- One 3m x 2m exhibition booth with optimal placement

DURING EVENT

- Opportunity to provide a promotional video to be played in the plenary room (maximum length of 2min)
- Opportunity to provide artwork/logo (16:9) that will feature on conference slide reel
- Inclusion in the exhibition "passport" competition

- Logo placement on the home page of the conference app (Rotation with all Gold sponsors and the Platinum sponsor)
- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app



SILVER LEVEL SPONSORSHIP

\$12,500 + GST

Only four opportunities available

ON-SITE

- Exhibitor registration (access to exhibition hall and full catering) x 2
- Two complimentary tickets to the cocktail reception and conference dinner
- Opportunity to provide signage in the plenary room
- One 3m x 2m exhibition booth with optimal placement

DURING EVENT

- Opportunity to provide artwork/logo (16:9) that will feature on conference slide reel
- Inclusion in the exhibition "passport" competition

DIGITAL

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

BRONZE LEVEL SPONSORSHIP

\$7,500 + GST

Only eight opportunities available



ON-SITE

- Exhibitor registration (access to exhibition hall and full catering) x 2
- Two complimentary tickets to the cocktail reception and conference dinner
- One 3m x 2m exhibition booth

DURING EVENT

Inclusion in the exhibition "passport" competition

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

DINNER SPONSOR

\$10,000 + GST

Only one opportunity available

SOLD

ON-SITE

- Naming rights to dinner function & signage
- Exhibitor registration (access to exhibition hall and full catering) x 2
- Two complimentary tickets to the conference dinner
- One 3m x 2m exhibition booth

DURING EVENT

Inclusion in the exhibition "passport" competition

DIGITAL

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

COCKTAIL SPONSOR

\$9,000 + GST

Only one opportunity available

SOLD

ON-SITE

- Naming rights to cocktail function & signage
- Exhibitor registration (access to exhibition hall and full catering) x 2
- Two complimentary tickets to the cocktail reception
- One 3m x 2m exhibition booth

DURING EVENT

Inclusion in the exhibition "passport" competition

DIGITAL

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

KEYNOTE SPEAKER SESSION SPONSOR

\$8,000 + GST

Limited opportunities available

ON-SITE

- Two complimentary tickets to the conference dinner
- Opportunity to provide signage in the plenary room during the session
- Exclusive lectern signage during session

DURING EVENT

Noted as session sponsor in introduction of keynote speaker

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

MASTERCLASS SESSION SPONSOR

\$5,000 + GST

Limited opportunities available

ON-SITE

- Two complimentary tickets to the conference dinner
- Opportunity to provide signage in the Masterclass room
- Exclusive lectern signage during session

DURING EVENT

Noted as session sponsor in introduction of speaker

DIGITAL

- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)

UPGRADE AVAILABLE

- Digital advertorial on the conference app, and/or
- Digital advertorial via a URL video link on the conference app
- Additional investment \$2,500 + GST

RECHARGE AREA SPONSOR

\$8,000 + GST

Only one opportunity available

ON-SITE

- Branded signage in the re-charge area
- The area will be set up with mobile phone charging stations, power points and small ottoman chair sets for delegates
- Two complimentary tickets to the conference dinner

DIGITAL

- Promotion of your logo on conference marketing material including the app and all communications
- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)
- Opportunity to provide a digital advertorial for the conference app
- Opportunity to provide an advertorial video URL link for the conference app

REFRESHMENT SPONSOR

\$5,000 + GST

Only one opportunity available

ON-SITE

- Branded, reusable water bottle to be supplied by the sponsor to all delegates
- Design to be approved by ACSP prior to production
- Bottle will be handed to delegates at registration desk

DIGITAL

- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)

UPGRADE AVAILABLE

- Digital advertorial on the conference app, and/or
- Digital advertorial via a URL video link on the conference app
- Additional investment \$2,500 + GST

LANYARD SPONSOR

\$4,500 + GST

Only one opportunity available

DURING EVENT

 Co-branding with ACSP on conference delegate lanyard

DIGITAL

- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)

UPGRADE AVAILABLE

- Digital advertorial on the conference app, and/or
- Digital advertorial via a URL video link on the conference app
- Additional investment \$2,500 + GST

CONFERENCE SCHOLARSHIP SPONSOR

\$4,000 + GST

Limited opportunities available

ON-SITE

- Two complimentary tickets to the conference dinner
- Digital display of logo in panel session

DURING EVENT

 Photo opportunity with the scholarship recipient

DIGITAL

- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)

UPGRADE AVAILABLE

- Digital advertorial on the conference app, and/or
- Digital advertorial via a URL video link on the conference app
- Additional investment \$2,500 + GST

Conference scholarships will be offered to talented educators with leadership potential who are not yet serving as a primary or secondary school principal.

SUPPORT FUTURE LEADERS

As a Conference Scholarship sponsor, you will play a crucial role in **inspiring young** professionals to consider future senior leadership roles.

Your sponsorship will provide one emerging leader with a full, three-day conference registration, three nights of accommodation, travel assistance and tickets to our welcome cocktail and conference dinner events

Additionally, scholarship recipients will have the opportunity to actively participate in the conference through panel sessions focused on leadership, where they can share their experiences and aspirations.

By sponsoring a scholarship recipient, you're not just supporting a talented educator - you're aligning your brand with innovation, leadership, and the future of education. Your investment will have a lasting impact, both on the individual you support and on your organisation's reputation as a leader in fostering educational excellence.

EXHIBITOR PACKAGE

\$5,000 + GST

Limited opportunities available

ON-SITE

- Exhibitor registration (access to the exhibition hall and full catering) x 2
- Two complimentary tickets to the conference dinner
- One 3m x 2m exhibition booth

DURING EVENT

Inclusion in the exhibition "passport" competition

DIGITAL

- Inclusion of your logo on the conference website
- Inclusion of your logo, business bio and link to your website on the conference app
- List of conference attendees (subject to permission)

UPGRADE AVAILABLE

- Digital advertorial on the conference app, and/or
- Digital advertorial via a URL video link on the conference app
- Additional investment \$2,500 + GST

EXHIBITION BOOTH INCLUSIONS

The traditional booth package is comprised of wall panelling, fascia, sign, lighting and power. Extras including furniture are available at the exhibitor's cost through the exhibition company.

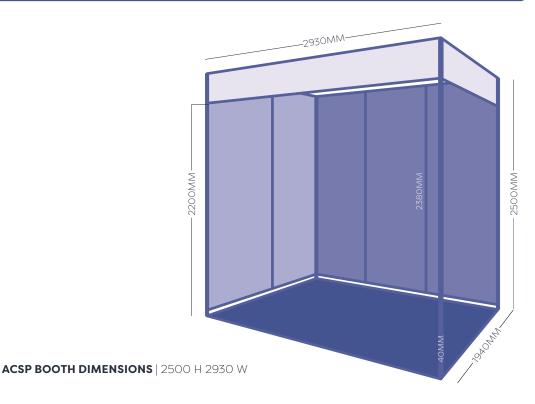
Size: 3m wide x 2m deep booth **Wall Panelling:** White melamine

Fascia: Matt anodized aluminium frame with insert and 2.2m clearance underneath

Fascia Sign: 1 x white fascia sign with black lettering on all open sides

Lighting: 2 x spotlights

Power: 1 x 5amp power point





TERMS & CONDITIONS:

Acceptance:

All sponsorships are subject to the approval of ACSP, which reserves the right to
reject any sponsorship or place restrictions on any material that will be accepted.
All sponsors acknowledge that there may be competitors who also sponsor the
2025 ACSP Conference with the exception of the platinum category which will have
industry exclusivity.

Booking:

- Sponsorship/exhibition packages will be available for purchase online.
- Sponsorship/exhibition packages will not be held without:
 - a completed online booking
 - a public liability insurance certificate to a minimum coverage of \$10 million
 - payment of the sponsorship or exhibition fee within payment terms

Payment Conditions:

- All prices are in AUD and exclude GST
- The full payment (100%) must be received within 14 days of the invoice date for the sponsorship or exhibition package to be secured.
- No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship and/or exhibition package.

Sponsorship Artwork:

Logos are to be provided in EPS format.

- PNG or JPEG are not acceptable.
- Primary logo CMYK colour. If your brand logo is available in both landscape and portrait formats, please supply both.
- Secondary logo 1 x black (mono) and 1 x white (reverse)
- Brand quidelines are welcome to be provided

On-Site

- Your submitted sponsor or exhibition online form does not automatically constitute
 an attendee registration. All inclusions are listed within this document and on
 the online booking form per sponsorship category. Should you wish to attend the
 conference if your selected category does not include a registration then you are
 welcome to register as an attendee once registrations open in early October via
 www.acsp.catholic.edu.au/2025-conference
- If you have an exhibition booth as part of your sponsorship or exhibitor package, then your booth is required to be staffed for the full three days by at least one staff member.
- ACSP and Bluejuice Events reserves the right to ask exhibitors and sponsors to remove any display items that are deemed unacceptable.
- Advertising materials and banners are only to be displayed in your designated area in accordance with your sponsorship or exhibitor package.
- ACSP and Bluejuice Events reserves the right to rearrange the floor plan and/or relocate booths without notice.

Cancellation of Sponsorship:

Cancellation of sponsorship is available subject to the following conditions:

- Written notice must be submitted to info@bluejuiceevents.com.au is required.
- Cancellations made prior to Friday, February 7, 2025, will incur a 50% cancellation fee.
- Any cancellations made on or after Friday, February 7, 2025, will not be accepted and will incur a 100% cancellation fee.
- Should a sponsor cancel after any materials have been prepared by ACSP, the sponsorship inclusions applicable on materials distributed, presented, or displayed at the event or on any media platforms at any time may proceed and there may be additional fees retained, subject to individual assessment by ACSP.
- All independent costs incurred by the sponsor or exhibitor remain the responsibility of the sponsor or exhibitor if cancellation is made.

Cancellation/postponement of the 2025 ACSP Conference

- ACSP reserves the right to make alterations to the conference speakers, program, catering and timing.
- If ACSP cancels or is required to postpone the conference for any reason beyond the reasonable control of ACSP, then all sponsors and exhibitors will be contacted and either a full refund will be made, or the sponsorship package will be secured for the amended dates.

Indemnity

• It is the responsibility of the sponsor to ensure that all materials provided are accurate, bona-fide, non-defamatory and comply with the law, including but not limited to, the Trade Practices Act 1974. Sponsor materials are accepted for publication on the condition that the sponsor indemnifies ACSP, Waples Marketing Group and Bluejuice Events and its employees, contractors and agents against all actions, claims, loss, damages and cost resulting from anything published on behalf of the sponsor as supplied by them, their agent or staff.

Notice

If you have any questions regarding sponsorship, please contact Bluejuice Events at info@bluejuiceevents.com.au

By submitting this form, you agree to the terms and conditions for sponsorship as outlined in this document.

Thank you for your support.



