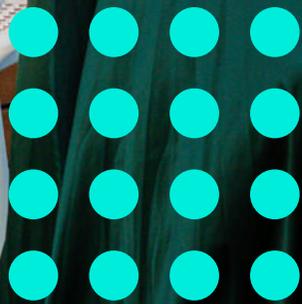


CBAA Conference

Gold Coast | 17-19 October 2024
Sponsorship Deck



About the CBAA Conference

The Community Broadcasting Association of Australia (CBAA) provides community radio stations with resources, support, and capability-focused solutions across all areas of their operation. Every week, over five million Australians tune in to 450+ community radio services.

The CBAA Conference is the largest annual gathering of community broadcasters and an unprecedented opportunity for sponsors to reach the community broadcasting sector, pitch new products or services, develop relationships, and increase brand visibility.



Why People Attend

Knowledge sharing and learning from industry experts.

Networking opportunities with broadcasters, volunteers, and stakeholders.

Professional development through workshops and sessions.

Inspiring keynote speakers who offer fresh industry perspectives.

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Celebrating excellence at the Community Radio Awards.

Engaging in community advocacy and social impact.

Recharging and reconnecting with the passion for community radio.

Our attendees include board members, station managers, broadcasters, technicians, presenters and other community broadcasting experts from radio stations across Australia.



Conference Sponsorship

As a CBAA Conference Sponsor you will get:

Logo Placement

Prominently displayed on conference materials such as banners, signage, event programs, and attendee badges.

Sponsored Sessions

At the start of one of our sessions during the conference, allowing you to showcase your brand's expertise, products, or services.

Exclusive Networking Events

Where you can connect with key industry professionals, potential clients, and decision-makers.

Exhibition Booth

For your brand to set up a booth or display to engage with attendees, demonstrate products, and generate leads.

Brand Recognition in Marketing Materials

In pre-conference marketing materials such as emails, social media posts, newsletters, and press releases.

Digital Advertising

Through targeted digital advertising campaigns, including EDMs, banner ads, sponsored content, or social media mentions related to the conference.

Speaking and/or Moderating Opportunities

At a conference session, positioning you as a sector thought leader and increasing your brand visibility.

Attendee Data

Enabling you to follow up with leads and arrange meetings.

Social Media Promotion

On the CBAA's official social media channels, exposing your brand to a wider audience, and increasing online visibility.

Branding on Conference Website

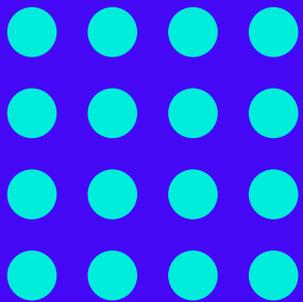
Plus a link to your website on the official conference website, driving traffic and increasing brand awareness.

PRICE: \$3,500 + GST



Custom Sponsorships

As a sponsor, let us help you go beyond traditional offerings to create unique encounters that leave a lasting impression. Get in touch to discuss a custom conference opportunity and pricing!



Exclusive Sponsorship of a Keynote Speaker:

Your brand will be prominently associated with a high-profile keynote speaker.

Branded Networking Lounge:

Have a dedicated branded space within the conference venue where attendees can network, relax, or recharge.

Sponsored Coffee Station:

Allow attendees to enjoy complimentary beverages or snacks while being exposed to your brand.

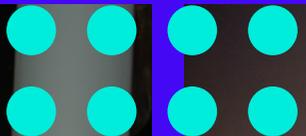
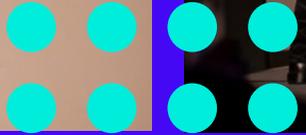
Product Showcase

Demonstrations:

Request a dedicated time slot or area to showcase your brand's products or services.

Experience:

Elevate the conference with a truly unique and engaging experience, such as an exclusive wine tasting or a captivating walking tour.



CBAA Award Sponsorships

The CBAA Community Broadcasting Awards celebrate excellence in the community radio sector, honouring broadcasters for their perseverance, prowess, and

By sponsoring one of the 25 award categories, you can support the best content, programming, community engagement, and innovation in the sector.

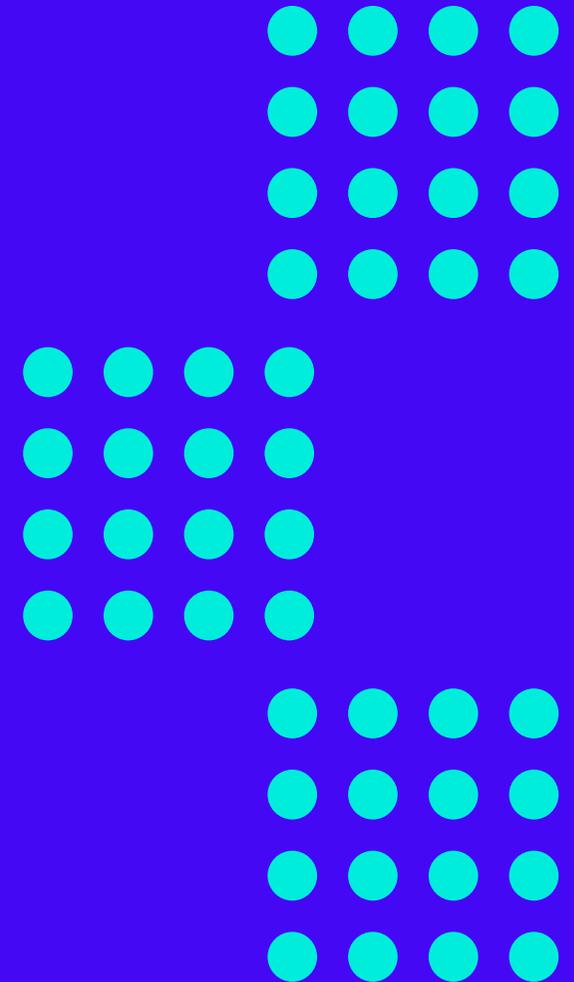
As a sponsor, you will receive a comprehensive digital and event marketing package, including email marketing, social media promotion, website, and award platform marketing. Your brand will be prominently placed within the chosen award category, and you will have the privilege of presenting the award at the prestigious Conference Gala Dinner.

Additionally, you will receive one ticket to attend the Gala Dinner, providing an opportunity to network and engage with industry professionals.

For more information about the specific awards and categories, please visit the following link:

[CBAA Awards Categories.](#)

PRICE: \$2,500 + GST



Enquiries

For further information or to book
a conference sponsorship
please contact:

Declan Kelly, Head of Development
Declan.Kelly@cbaa.org.au

See you on the Gold Coast!

