


SPONSORSHIP PROSPECTUS



FAMILY BUSINESS CONFERENCE 2025

ASIA-PACIFIC

WESTERN SYDNEY
20 MAY - 23 MAY 2025



Showcase your brand
to family businesses



FAMILY BUSINESS
ASSOCIATION

SHOWCASE YOUR BRAND TO FAMILY BUSINESSES

With high engagement and participation from members, the Family Business Conference: Asia-Pacific is a great opportunity for you to meet with people from businesses of all sizes, showcase your commitment to supporting family-owned businesses throughout Australia and New Zealand and create a lasting impact within the industry.

Family Business Conference: Asia-Pacific is the peak event in the family business sector, with family business members and family business advisors coming together to learn, network and embrace the opportunities presented.

Sponsoring this event gives you access to:

- a large audience of family business leaders and decision makers.
- family business operators and advisors.
- new business development opportunities.
- opportunities to be seen as a member of the family business community.
- allied industry operators with whom you can develop business relationships.

Please note: sponsorship opportunities will be allocated on a first in first served basis.

CONFERENCE DESTINATION

Family Business Association (FBA) is excited to welcome you to Western Sydney in 2025!

For the first time in FBAs 25 year history, we are bringing the Family Business Conference to the outer region of Sydney! The conference will be held at the Western Sydney Conference Centre and Pullman Sydney Penrith, a new venue equipped with state-of-the-art facilities.

Penrith is home to warm community spirit and a host of attractions. Just a short drive away, the Blue Mountains offer a spectacular escape with their dramatic scenery, world-renowned hiking trails, and charming villages.

Whether you choose to visit the iconic Three Sisters rock formation, take in the views from Scenic World, or indulge in the local cuisine and boutique shopping, the Blue Mountains provide a perfect post-conference retreat. With so much to see and do, making the most of your trip to Penrith and its neighbouring attractions will certainly enhance your conference experience.

BENEFITS OF SPONSORSHIP

The Family Business Conference: Asia-Pacific provides an excellent opportunity for your company to:

- gain face-to-face exposure to delegates.
- maintain a high profile within your target markets.
- network with industry delegates and evaluate market trends to generate new business opportunities.
- meet up informally with key decision makers.
- demonstrate your involvement, commitment and support of the family business sector.

THE CONFERENCE WILL INCLUDE

- Keynote addresses from high profile speakers and some big names in business.
- A program that includes keynote presentations and parallel sessions.
- A social event program to facilitate networking at an informal level for both incumbent family business owners and emerging generation participants and family business advisors.



YOU ARE INVITED

On behalf of Family Business Association, we extend an invitation to you and your business to participate in the Family Business Conference 2025, our premier event.

We invite you to consider the opportunities offered in this prospectus and present your business's offerings, showcase your achievements and to raise your profile to an international audience within the family business sector.

We are excited for Western Sydney to be chosen as the meeting place for the family business community to come together for the 25th year. The city's vibrant cultural and recreational activities, including the Nepean River and local art galleries, provide ample opportunities for relaxation and networking. Additionally, the nearby Blue Mountains offer stunning natural beauty and great post-conference activities.

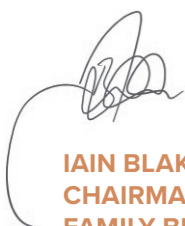
This prospectus outlines some of the ways that you can be part of this special event. With opportunities to be involved across various levels, we're sure you will be able to find a package that suits your needs. If you don't, or have some other ideas in mind, we would love to hear from you! Please don't hesitate to contact our Events & Partnership Manager at conference@familybusiness.org.au to discuss a bespoke sponsorship package.

We look forward to working together on our Family Business Conference: Asia-Pacific in Western Sydney.

Warm regards,



ANGUS KENNARD
BOARD CHAIR
FAMILY BUSINESS ASSOCIATION (AU)



IAIN BLAKELEY
CHAIRMAN
FAMILY BUSINESS ASSOCIATION (NZ)

ABOUT FAMILY BUSINESS ASSOCIATION

FAMILY BUSINESS ASSOCIATION (FBA) IS THE PEAK BODY FOR FAMILY BUSINESSES IN AUSTRALIA AND NEW ZEALAND.

FBA works strategically with all family business stakeholders to lead the delivery of unique & innovative services, creating professional pathways and connecting the family business community.

FBA's vision is to be the trusted partner providing invaluable resources and guidance for family businesses.

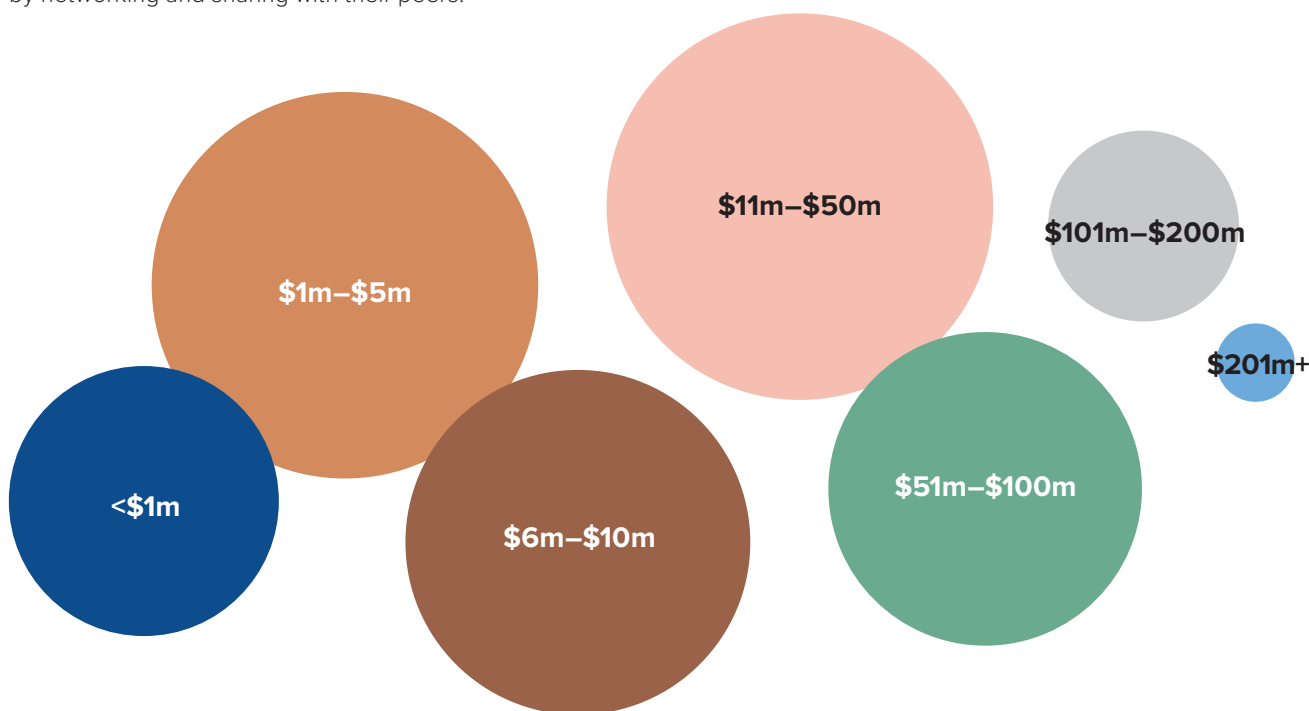
In addition to the above, we provide access to specialist family, business and technical services and generate opportunities for families in business to learn and grow by networking and sharing with their peers.

WHO YOU WILL TALK TO

Family businesses account for around 70 percent of all businesses in Australia and New Zealand, with an estimated overall wealth of \$4.3 trillion. Family businesses employ more than half of Australia's and New Zealand's workforce.

Members of FBA consist of family business owners and operators (75 percent) and professionals who advise family businesses (25 percent).

The following graph provides a breakdown of FBA's members by turnover.



SPONSORSHIP OPPORTUNITY

GOLD SPONSORSHIP

\$20,000 +GST

Limited to one (1) sponsorship opportunity

The Gold Conference Sponsor is the pre-eminent sponsor of the Family Business Conference 2025 and is uniquely placed to make the most of their sponsorship. You will benefit from a plenary speaking opportunity, and the opportunity to work with the Events & Partnership Manager to help maximize your company's conference profile.

There is one (1) Gold Sponsorship opportunity that will highlight your company to the family business sector like no other sponsorship category.

GOLD SPONSORSHIP BENEFITS INCLUDE:

- An opportunity for a senior representative from the sponsor company to address the delegates at the conference opening session – Day 1 or 2 (maximum 10 mins).
- An opportunity to send one (1) direct email message to the Family Business Conference 2025 delegates (pre **OR** post event).
- Full page advertisement in the printed conference delegate handbook (*Artwork supplied by sponsor*).
- One (1) Meeting Place space within the allocated area of the conference foyer area, with brief company profile (limit 100 words) and email link on the conference website.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- The opportunity for a direct 'push' notification message to be sent to delegates via the official Conference App during the conference event.

- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position within the conference plenary room (*Supplied by sponsor, maximum 2 banners*).
- Company logo to appear in the conference delegate handbook.
- The opportunity to provide a delegate gift to be included in conference satchels.

GOLD SPONSORSHIP

REGISTRATION INCLUSIONS:

- Two (2) full conference delegate registrations, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.
- Two (2) complimentary tickets to the Longest Lunch.
- Two (2) complimentary tickets to the Women in Family Business Breakfast event.

Package includes over \$6,000 of conference attendance registration options.

SPONSORSHIP OPPORTUNITY

SILVER SPONSORSHIP

\$15,000 +GST

Limited to two (2) sponsorship opportunities

There are two (2) Silver Sponsorship opportunities that will highlight your company to the family business sector.

SILVER SPONSORSHIP BENEFITS INCLUDE:

- An opportunity to send one (1) direct email message to the Family Business Conference 2025 delegates (pre **OR** post event).
- Half page advertisement in the printed conference delegate handbook (*Artwork supplied by sponsor*).
- One (1) Meeting Place space within the allocated area of the conference foyer area, with brief company profile (limit 100 words) and email link on the conference website.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- The opportunity for a direct 'push' notification message to be sent to delegates via the official Conference App during the conference event.
- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position within the conference plenary room (*Supplied by sponsor, maximum 2 banners*).
- Company logo to appear in the conference delegate handbook.
- The opportunity to provide a delegate gift to be included in conference satchels.

SILVER SPONSORSHIP REGISTRATION INCLUSIONS:

- Two (2) full conference delegate registrations, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.
- Two (2) complimentary tickets to the Longest Lunch.
- Two (2) complimentary tickets to the Women in Family Business Breakfast event.

Package includes over \$6,000 of conference attendance registration options.

SPONSORSHIP OPPORTUNITY

BRONZE SPONSORSHIP \$10,000 +GST

Limited to three (3) sponsorship opportunities

There are three (3) Bronze Sponsorship opportunities that will highlight your company to the family business sector.

BRONZE SPONSORSHIP BENEFITS INCLUDE:

- Half page advertisement in the printed conference delegate handbook (*Artwork supplied by sponsor*).
- One (1) Meeting Place space within the allocated area of the conference foyer area, with brief company profile (limit 100 words) and email link on the conference website.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position within the conference plenary room (*Supplied by sponsor, maximum 2 banners*).
- Company logo to appear in the conference delegate handbook.
- The opportunity to provide a delegate gift to be included in conference satchels.

BRONZE SPONSORSHIP REGISTRATION INCLUSIONS:

- One (1) full conference delegate registration, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.
- One (1) complimentary ticket to the Longest Lunch.
- One (1) complimentary ticket to the Women in Family Business Breakfast event.

Package includes over \$3,000 of conference attendance registration options.

SPONSORSHIP OPPORTUNITY

TABLE SPONSORSHIP OF THE WOMEN IN FAMILY BUSINESS BREAKFAST \$1,500 +GST

Limited to six (6) sponsorship opportunities

Don't miss the opportunity to sponsor a table and be part of an event that has the aim of supporting and empowering women.

There are six (6) sponsorship opportunities for companies to highlight their business to the family business sector.

SPONSORSHIP BENEFITS INCLUDE:

- Opportunity to sponsor a table at the Women in Family Business Breakfast. This will include table signage with your company logo.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- Acknowledgement of sponsorship during the Women in Family Business Breakfast, conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position at the breakfast event (*Banner supplied by sponsor, maximum 1 banner*).
- Company logo to appear on printed breakfast menus.
- Company logo to appear in the conference delegate handbook.

SPONSORSHIP TICKET INCLUSIONS:

- Eight (8) complimentary tickets to the Women in Family Business Breakfast, allocated on your sponsored table.

Package includes over \$550 of Women in Family Business Breakfast tickets.

SPONSORSHIP OPPORTUNITY

'THE MEETING PLACE' SPONSORSHIP \$4,000 +GST

Strictly limited availability

Be a part of 'The Meeting Place'! This informal space will run for the duration of the conference (Thursday 22 & Friday 23 May), providing you with access to over 400 family business stakeholders. Each Meeting Place exhibitor will be allocated a space that houses a high-top table, 2 high chairs and room for a company banner to be displayed (supplied by sponsor).

SPONSORSHIP BENEFITS INCLUDE:

- One (1) Meeting Place space within the allocated area of the conference foyer area, with brief company profile (limit 100 words) and email link on the conference website.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company logo to appear in the conference delegate handbook.
- The opportunity to provide a branded delegate gift to be included in conference satchels.

SPONSORSHIP REGISTRATION INCLUSIONS:

- One (1) full conference delegate registration, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.

Package includes over \$2,600 of conference attendance registration options.

**Please note, there will be no exhibition booths provided.*

SPONSORSHIP OPPORTUNITY

KEYNOTE SPEAKER GIFT SPONSORSHIP COST OF PRODUCT

Exclusive keynote speaker gift sponsor, with an opportunity to have your brand and/or key product displayed on the holding slide introducing our prestigious Keynote Speakers sessions.

SPONSORSHIP BENEFITS INCLUDE:

- Company logo to appear on the Keynote presentation holding slides, with the text “This session is proudly supported by...” at the beginning of the session.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position within the conference plenary room *(Supplied by sponsor, maximum 2 banners)*.
- Company logo to appear in the conference delegate handbook.

SPONSORSHIP REGISTRATION INCLUSIONS:

- One (1) full conference delegate registration, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.

For specific details on Keynote Speaker gift sponsorship, please contact Events and Partnership Manager, Danielle Ricato, on 0438 961 789 or conference@familybusiness.org.au

SPONSORSHIP OPPORTUNITY

PRINTING SPONSORSHIP COST OF PRODUCT

REQUIREMENT OF SPONSORSHIP:

- Produce and supply 32 page (approx.), double-sided, colour, matt finished delegate handbook (approx. 500 copies). Artwork provided by FBA.
- Produce and supply up to ten (10) pull up banners.

SPONSORSHIP BENEFITS INCLUDE:

- Half page advertisement in the printed conference delegate handbook (*Artwork supplied by sponsor*).
- One (1) Meeting Place space within the allocated area of the conference foyer area, with brief company profile (limit 100 words) and email link on the conference website.
- Company name and logo will appear on all event literature: the dedicated conference website, email marketing and conference sponsor feature in the Family Business Matters newsletter (with logo and links to your company website).
- Acknowledgement of sponsorship during the conference opening and closing sessions, and at appropriate times throughout the conference.
- Company banner will be displayed in a prominent position within the conference plenary room (*Supplied by sponsor, maximum 2 banners*).
- Company logo to appear in the conference delegate handbook.
- The opportunity to provide a delegate gift to be included in conference satchels.

SPONSORSHIP REGISTRATION INCLUSIONS:

- One (1) full conference delegate registration, inclusive of the Welcome Function, Family Business Site Visits, Family Business Excellence Awards Dinner and Farewell Drinks.

For specific details on Printing sponsorship, please contact Events and Partnership Manager, Danielle Ricato, on 0438 961 789 or conference@familybusiness.org.au



FAMILY BUSINESS CONFERENCE 2025

ASIA-PACIFIC

Sponsorship Package Confirmation Form

COMPANY NAME:	
CONTACT PERSON:	EMAIL:
ADDRESS:	
MOBILE:	PH:

Level of Sponsorship

Please nominate the level of sponsorship you wish to undertake (all amounts are exclusive of GST).

PLEASE TICK	SPONSORSHIP TYPE	INVESTMENT (+GST)
	GOLD SPONSORSHIP	\$20,000
	SILVER SPONSORSHIP	\$15,000
	BRONZE SPONSORSHIP	\$10,000
	WOMEN IN FAMILY BUSINESS TABLE SPONSORSHIP	\$1,500
	THE MEETING PLACE	\$4,000
	KEYNOTE SPEAKER GIFT SPONSORSHIP	COST OF PRODUCT
	PRINTING SPONSORSHIP	COST OF PRODUCT

To secure your selected sponsorship package, please complete and sign this document and return to Events and Partnership Manager, Danielle Ricato, via email (dricato@familybusiness.org.au) by the close of business 4 April 2025.

By signing this document, you are agreeing to adhere to the Terms and Conditions outlined on page 15.

NAME OF AUTHORISED SPONSOR REPRESENTATIVE

SIGNATURE

DATE

TERMS AND CONDITIONS

1. All prices listed in this Sponsorship Prospectus are in Australian Dollars, Goods and Services Tax (GST) at 10% will be added to the listed prices.
2. Completed Sponsorship Package Confirmation Form is required to allocate sponsorship and Meeting Place space.
3. The Meeting Place space will be allocated on a 'first come' basis.
4. Acceptance of sponsorship and exhibition offers is at the discretion of the Events and Partnership Manager.
5. Upon receipt of a completed Sponsorship Package Confirmation Form, the Events and Partnership Manager will forward acknowledgement of receipt, confirm entitlements in writing and issue a tax invoice.
6. The full payment amount is due 14 days from date of invoice. After this time, the sponsorship option will be available for sale to another company. No Exhibitor shall occupy allocated Meeting Place space until all monies owing are paid in full.
7. All amounts are payable in Australian dollars, by direct debit or credit card payment. Credit card payments will incur a surcharge of 1.93% for AMEX and a surcharge of 1.8% for VISA/MasterCard.
8. Cancellation Policy: In the event of a cancellation, the Sponsor/Exhibitor must submit the request in writing to the Events and Partnership Manager. A fee of 50% of total fees applies for cancellations prior to 4 April 2025. No refunds will be made for cancellations after this date.
9. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their sponsorship package or booked Meeting Place space.
10. The Events and Partnership Manager reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Events and Partnership Manager.
11. The Events and Partnership Manager reserves the right to change the Meeting Place floor layout if necessary.
12. The Events and Partnership Manager will specify conditions relating to the delivery of goods and displays, prior, during and after the exhibition.
13. FBA will accept no liability for loss or damage.
14. FBA agrees to promote the conference and exhibition to maximise participation.
15. FBA will not be liable and makes no guarantee of the number of visitors to the conference event or Meeting Place space. Equally FBA will not be accountable for the level of commercial activity generated.
16. The Exhibitor will not set up their Meeting Place space in such a manner as to obstruct or affect neighbouring Exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring Meeting Place spaces.
17. The Sponsor or Exhibitor will submit company logo and information requested, to the Events and Partnership Manager by no later than 4 April 2025. Exhibitors failing to do so will not be included in the conference printed delegate handbook or website.
18. In the event of force majeure, and the Family Business Conference: Asia-Pacific, May 2025 is unable to take place, all sponsorship payments will be refunded in full.

For further information, please email conference@familybusiness.org.au.

INITIAL

FAMILY BUSINESS CONFERENCE 2025

ASIA-PACIFIC

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Meeting Rooms
M9 to M11
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[FAMILYBUSINESSASSOCIATION.ORG](https://familybusinessassociation.org)

WESTERN SYDNEY 20 MAY - 23 MAY 2025



FAMILY BUSINESS
ASSOCIATION