



REGIONS
RISING

NATIONAL SUMMIT

2024

the new

FRONTIER



**REGIONAL
AUSTRALIA**
INSTITUTE

**PARTNERSHIP AND TRADE
EXHIBITION OPPORTUNITIES**

14-15 August 2024

National Convention Centre
Canberra, ACT



about

THE RAI

ESTABLISHED IN 2011, THE REGIONAL AUSTRALIA INSTITUTE IS THE NATION'S FIRST AND ONLY INDEPENDENT THINK TANK DEDICATED TO EMPOWERING OUR REGIONS TO THRIVE.

With the benefit of more than a decade of research into the most fundamental parts of regional living, in 2022 the RAI developed a 10-year framework to guide regional Australia's growth. The Regionalisation Ambition 2032 – A Framework to Rebalance the Nation charts 20 goals across five pillars: Population; Jobs & Skills; Liveability; Productivity & Innovation; Sustainability & Resilience. At the heart of the plan is a target to increase regional Australia's population to 11 million by 2032 – up from 9.4 million today.

The work of the Institute is made possible through research partnerships with Federal and State governments, philanthropic funding and our members. Our members include Australia's leading businesses with influence and impact in regional Australia and grass roots organisations including local government associations and economic development organisations. The RAI exists to provide decision-makers at all levels of government, industry and community the information they need to ensure the best outcomes for regional Australia.

ACKNOWLEDGEMENT OF COUNTRY

The Regional Australia Institute acknowledges all Traditional Custodians across this vast land.

We respect Elders past and present and are grateful for the enrichment such living cultures bring to our lives.





summit

DETAILS

REGIONAL AUSTRALIA IS ON THE CUSP OF LARGE-SCALE INVESTMENT - FROM MINING, THE RENEWABLE ENERGY SECTOR, AND AGRICULTURE.

The appeal of regional living is here to stay for thousands of metro movers, requiring new thinking and action on how the services, housing and skills landscape will develop to meet this ongoing demand across the country. As we transition to Net Zero by 2050, regional Australia will be at the frontline of this change.

A new frontier in regional Australia is ready to explore.



Regions Rising – The New Frontier is a solutions-focussed, nation building event bringing together thought leaders across all sectors of government, industry, academia and most importantly regional communities.

In 2024, for the first time, *Regions Rising – The New Frontier* will welcome a range of exhibitors in the new expanded layout, a transformed program with breakout sessions hosted by our valued partners, and an unrivalled line-up of speakers focused on solutions to support the growth, the growing pains and the opportunities of regional Australia.



who

ATTENDS

THE REGIONS RISING NATIONAL SUMMIT ATTRACTS A DIVERSE AUDIENCE INCLUDING:

- Federal and State Ministers and their Department leads
- Policy makers from across government corporate and community
- Regionally-focussed peak bodies
- University and academia
- Private sector and industry
- Local government and regional economic development organisations
- Community and the not-for-profit organisations
- Community civic leaders
- National, regional and local media
- Members of the general public with specific interest in economic and community development in regional Australia.



A NEW FRONTIER IN REGIONAL AUSTRALIA IS READY TO EXPLORE





our program

AND SPEAKERS

The Regions Rising National Summit program will feature engaging keynote addresses from our nation's politicians, inspiring thought leaders and changemakers. A series of panels and breakout sessions will address the key pillars of our Framework to 'Rebalance the Nation', telling the stories of our regions' challenges and success stories and provide guests with a wealth of knowledge to help drive change in their communities and businesses.



INDUSTRY EXPERTS



CHANGE MAKERS



PARLIAMENTARIANS



REGIONAL LEADERS





national series

SPONSOR

\$125,000 + GST (PER ANNUM)

THIS OPPORTUNITY IS BEST SUITED TO AN ORGANISATION DEEPLY COMMITTED TO A MORE PROSPEROUS, MORE EQUITABLE FUTURE FOR REGIONAL AUSTRALIA AND TO RAI'S GOAL TO 'REBALANCE THE NATION'.

THE NATIONAL SERIES PARTNERSHIP IS THE CHANCE TO PUT YOUR ORGANISATION'S LEADERS ON STAGE AT FORUMS THAT SHAPE THE NATION'S REGIONAL AGENDA.

IT IS YOUR CHANCE TO ALIGN YOUR BRAND WITH RAI'S COMMITMENT TO ELEVATE DISCUSSION AND DEBATE ON REGIONAL AUSTRALIA. THIS IS A TWO-YEAR PARTNERSHIP.

NATIONAL SERIES PARTNERS ARE LIMITED TO THREE (3) POSITIONS - THIS OFFERING IS THE THIRD POSITION WITH THE OTHER TWO HELD BY ELDERS LTD. AND NBN CO.

OUR NATIONAL SERIES PARTNERS ARE AT THE HEART OF THE RAI'S RESEARCH-LED, EVIDENCE-BASED NATIONAL CONVERSATION ON THE FUNDAMENTAL PARTS OF REGIONAL LIVING: POPULATION; JOBS & SKILLS; LIVEABILITY; PRODUCTIVITY & INNOVATION; SUSTAINABILITY & RESILIENCE.

(ONE (1) AVAILABLE - FOR TWO YEARS)



BENEFITS INCLUDE:

- One of three partners, recognised as the lead sponsor on Regions Rising two-day National Summit (2024 & 2025) in Canberra and six state-based one-day events (2024 & 2025)
- A 20-minute keynote CEO address or otherwise appropriate keynote speaker at eight events over 24 months
- The option to moderate one or more sessions at each event
- The opportunity to welcome the invited (federal or state) Minister
- Sponsorship acknowledgment in all Regions Rising promotional materials – print and digital
- A full-page sponsor advertisement in the Summit Program and premier sponsor placement on the virtual platform
- Opportunity to provide up to two (2) corporate promotional items at the event for inclusion in the participant satchel
- Exclusive networking opportunities with RAI members and key stakeholders as appropriate
- Two (2) VIP seats at each event
- One (1) corporate table of eight (8) seats at all events including the Summit Dinner
- 25% discount on additional tickets purchased for other staff attending
- Input into program curation and focus
- Brand awareness and profiling opportunities with RAI's target market of federal and state politicians, senior representations from business, government, academia, peak bodies and community organisations
- Two-year commitment valued at \$125k + GST per annum

*THE ABOVE SHOULD BE VIEWED AS A GUIDE ONLY, THE RAI WORKS WITH OUR PARTNERS TO CREATE BESPOKE PACKAGES TO SUIT OUR SPONSORS' OBJECTIVES. WE'D LOVE TO HEAR YOUR GOOD IDEAS FOR HOW WE CAN WORK TOGETHER!





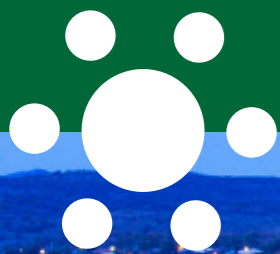
platinum

PARTNER

\$50,000 + GST

AS A PLATINUM PARTNER, YOUR ORGANISATION'S PROFILE WILL BE FRONT AND CENTRE OF THE REGIONS RISING NATIONAL SUMMIT 2024. YOU WILL JOIN RAI'S TWO NATIONAL SERIES PARTNERS AS THE LEAD SPONSORS OF SUMMIT 2024. THE RAI WILL COLLABORATE WITH YOU TO TAILOR A BESPOKE SPONSORSHIP PACKAGE THAT REFLECTS YOUR OBJECTIVES AND ENSURES YOUR COMMITMENT TO REGIONAL AUSTRALIA IS RECOGNISED.

(ONE (1) AVAILABLE)



BENEFITS INCLUDE:

TRADE DISPLAY:

- One exhibition space (3m x 6m) in a prime position in the exhibition area

PROGRAM:

- A 15-minute keynote speaker opportunity for a representative from your organisation (session to be programmed in discussion with the conference team)

REGISTRATION AND TICKETS:

- One (1) corporate table of eight (8) full Summit registrations
- Two (2) VIP seats for both days of the Summit (full registration)
- Opportunity to purchase additional full conference registrations at a 25% discount

AT THE SUMMIT:

- Verbal acknowledgment by the MC during the Summit opening session each day
- Display of two (2) banners in the main conference room
- Opportunity to showcase a two min video reel ahead of the keynote address

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs with a dedicated EDM sent to RAI members on signing

PRINTED PROGRAM:

- A full-page sponsor advertisement in the Summit Program (printed)





major

DINNER PARTNER

\$30,000 + GST

THE MAJOR REGIONS RISING 2024 DINNER PARTNER SPONSORSHIP IS AN OPPORTUNITY NOT TO BE MISSED. HOSTED IN A FEDERAL PARLIAMENT SITTING WEEK, THIS YEAR'S SUMMIT DINNER, WILL INCLUDE A LINE-UP OF MINISTERS AND MEMBERS OF PARLIAMENT IN AN AUDIENCE OF 400 PEOPLE.

(ONE (1) AVAILABLE)



BENEFITS INCLUDE

TRADE DISPLAY:

- One exhibition space (3m x 6m) in the exhibition area

PROGRAM:

- Exclusive naming rights of the National Summit Dinner
- A five-minute keynote speaking opportunity for a representative from your organisation at the Dinner

REGISTRATION AND TICKETS:

- One (1) corporate table of eight (8) full Summit registrations
- Two (2) Summit Dinner tables (16 tickets)
- Two (2) VIP seats for the Dinner
- Opportunity to purchase additional full conference registrations and/or dinner tickets at a 25% discount

AT THE SUMMIT:

- Verbal acknowledgment by the MC during the Summit Dinner
- Display of two (2) banners in a prominent location for the Summit Dinner

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A full-page sponsor advertisement in the Summit Program (printed)

minor

DINNER PARTNER

\$15,000 + GST

THE MINOR REGIONS RISING 2024 DINNER PARTNER SPONSORSHIP IS AN OPPORTUNITY NOT TO BE MISSED. HOSTED IN A FEDERAL PARLIAMENT SITTING WEEK, THIS YEAR'S SUMMIT DINNER, WILL INCLUDE A LINE-UP OF MINISTERS AND MPS IN AN AUDIENCE OF 400 PEOPLE.

(ONE (1) AVAILABLE)



BENEFITS INCLUDE

TRADE DISPLAY:

- One exhibition space (3m x 3m) in the exhibition area

PROGRAM:

- A one-minute speaking opportunity for a representative from your organisation at the Dinner to provide a vote of thanks to the dinner speaker

REGISTRATION AND TICKETS:

- One (1) Summit Dinner table (8 tickets)
- Four (4) full Summit registrations
- Opportunity to purchase additional full conference registrations and/or dinner tickets at a 20% discount

AT THE SUMMIT:

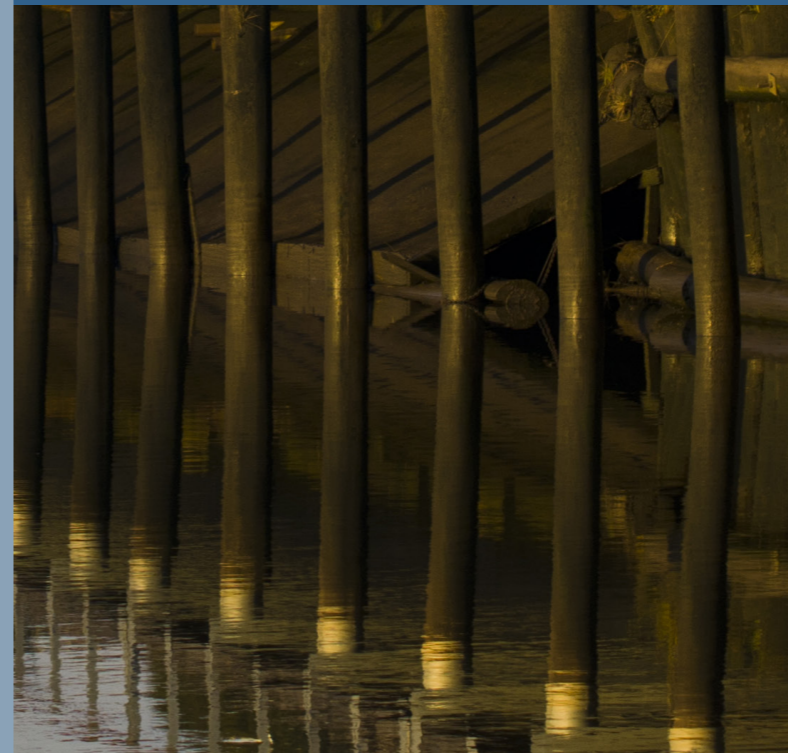
- Verbal acknowledgment by the MC during the Summit Dinner
- Display of one (1) banner for the Summit Dinner

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A quarter-page sponsor advertisement in the Summit Program (printed)





national summit

GOLD SPONSOR

\$25,000 + GST

NATIONAL SUMMIT GOLD SPONSORSHIP IS IDEAL FOR ORGANISATIONS WITH A PARTICULAR PRIORITY ISSUE OR THEME AND WHO SEEK TO ALIGN THEIR BRAND WITH THE RAI'S GOAL TO 'REBALANCE THE NATION'. WORK WITH THE RAI TO CURATE A PANEL SESSION THAT EXTENDS YOUR BUSINESS OBJECTIVES.

(FOUR (4) AVAILABLE)



BENEFITS INCLUDE

TRADE DISPLAY:

- One exhibition space (3m x 6m) in a prime position in the exhibition area

PROGRAM:

- Opportunity to facilitate the associated session panel
- Logo to be featured on the holding slide for the session

REGISTRATION AND TICKETS:

- Six (6) full Summit registrations
- Two (2) VIP seats for both days of the Summit (full registration)
- Opportunity to purchase additional full conference registrations at a 25% discount

AT THE SUMMIT:

- Verbal acknowledgment by the MC during the Summit opening session each day

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A half-page sponsor advertisement in the Summit Program (printed)

national summit

SILVER SPONSOR

\$15,000 + GST

OPTIONS ARE SUBJECT TO AVAILABILITY AND WILL BE PROVIDED ON A FIRST-IN FIRST-SERVE BASIS. SILVER SPONSORSHIP IS A FANTASTIC OPTION TO SUPPORT THE REGIONS RISING NATIONAL SUMMIT'S INVALUABLE NETWORKING OPPORTUNITIES. COLLABORATE WITH THE RAI ON INNOVATIVE WAYS TO GET THE MOST OUT OF YOUR CONVERSATION WITH SUMMIT DELEGATES.

EXCLUSIVE NAMING RIGHTS FOR ONE (1) OF THE NATIONAL SUMMIT NETWORKING AND/OR PARTICIPANT EXPERIENCE OFFERINGS (EXCLUDING THE SUMMIT DINNER).

(TWO (2) AVAILABLE)



BENEFITS INCLUDE

TRADE DISPLAY:

- One exhibition space (3m x 3m) in the exhibition area

PROGRAM:

- Exclusive naming-rights of the associated lunch session

REGISTRATION AND TICKETS:

- Four (4) full Summit registrations
- Opportunity to purchase additional full conference registrations at a 20% discount

AT THE SUMMIT:

- Verbal acknowledgment by the MC leading into the associated lunch break
- Display of two (2) banners in the catering area for the associated lunch break
- Opportunity to showcase a two min video reel in the main auditorium during the lunch break

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A quarter-page sponsor advertisement in the Summit Program (printed)



national summit

BRONZE SPONSOR

\$8,000 + GST

OUR BRONZE SPONSORS POWER THE FEATURES THAT ENSURE DELEGATES REMAIN CAFFEINATED, NOURISHED, AND CONNECTED. THESE OPPORTUNITIES ARE HIGH PROFILE AND HIGH IMPACT AND GREAT BANG FOR BUCK. BRONZE SPONSORSHIPS ARE TYPICALLY THE FIRST TO BE SECURED EARLY, SO DON'T DELAY.

EXCLUSIVE NAMING RIGHTS FOR ONE (1) OF THE NATIONAL SUMMIT PARTICIPANT EXPERIENCE OFFERINGS (DESCRIBED BELOW).

(FIVE (5) AVAILABLE)



BENEFITS INCLUDE

PROGRAM:

- Exclusive naming-rights of the associated lanyard / coffee car / morning and afternoon tea

REGISTRATION AND TICKETS:

- Two (2) full Summit registrations

AT THE SUMMIT:

- Verbal acknowledgment by the MC each day

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A listing in the Summit Program (printed)

EXCLUSIVE

LANYARD SPONSOR (EXCLUSIVE):

- As the National Summit Lanyard Sponsor your organisation will have exclusive naming rights on the delegate lanyard. Your corporate logo will be included on the lanyard name badge.

COFFEE CART SPONSOR (TWO (2) AVAILABLE):

- Located in high traffic areas in the heart of the Summit catering and networking space, Bronze sponsors have the opportunity to secure exclusive coffee cart naming rights over both days of the Summit. The coffee cups will be branded with the Sponsor's corporate logo and there is an opportunity to feature one (1) pull up promotional banner next to the coffee cart.

MORNING AND AFTERNOON TEA BREAK SPONSOR (TWO (2) AVAILABLE):

- As the morning or afternoon tea break Sponsor your organisation will have exclusive naming rights for either the morning or afternoon tea sessions over the two days of the Summit. Sponsors will be acknowledged by the MC prior to the breaks and can display one (1) promotional banner in the morning/afternoon tea space.





national summit

EXHIBITION PARTNER

\$5,000 + GST

THE NATIONAL SUMMIT WILL FEATURE A DYNAMIC AND INNOVATIVE EXHIBITION AREA WHICH DELEGATES WILL ACCESS AHEAD OF ENTERING THE MAIN CONFERENCE ROOM. CATERING BREAKS WILL BE SERVED IN THE EXHIBITION AREA ENSURING A CAPTIVE AUDIENCE THROUGHOUT THE DAY. THE EXHIBITION AREA IS AN OPPORTUNITY TO DISPLAY, PROMOTE AND SHOWCASE YOUR SERVICES, PRODUCTS, EQUIPMENT AND INNOVATIONS.

(TEN (10) AVAILABLE)



BENEFITS INCLUDE

PROGRAM:

- One exhibition space (3m x 3m) in the exhibition area (larger spaces are available on request and at an additional cost)
- Exhibition space includes a back wall, fascia signage, table and two (2) x chairs, two (2) x spotlights, one (1) x 4 amp power and double outlet

REGISTRATION AND TICKETS:

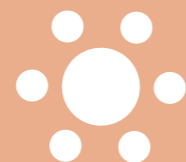
- Two (2) full Summit registrations

DIGITAL MARKETING:

- Logo placement on digital assets related to the National Summit (including the Summit webpage)
- Acknowledgement and tagging on the RAI's social media platforms
- Acknowledgement in all National Summit EDMs

PRINTED PROGRAM:

- A listing in the Summit Program (printed)





sponsor

OVERVIEW

	exhibitor PARTNER \$5,000 + GST (ten available)	bronze PARTNER \$8,000 + GST (five available)	silver PARTNER \$15,000 + GST (two available)	gold PARTNER \$25,000 + GST (four available)	minor DINNER \$15,000 + GST (one available)	major DINNER \$30,000 + GST (one available)	platinum PARTNER \$50,000 + GST (one available)
<i>trade display</i>							
EXHIBITION STAND	✓ 3m x 3m		✓ 3m x 3m	✓ 3m x 6m	✓ 3m x 3m	✓ 3m x 6m	✓ 3m x 6m
<i>program</i>							
EXCLUSIVE NAMING RIGHTS		✓ Coffee car or morning & afternoon tea	✓ The associated lunch session			✓ The Dinner	
SPEAKING OPPORTUNITY					✓ 1 min vote of thanks to dinner speaker	✓ 5 min keynote	✓ 15 min keynote
OPPORTUNITY TO FACILITATE PANEL SESSION				✓ Logo to be featured on the holding slide for the session			
<i>registration and tickets</i>							
FULL CONFERENCE REGISTRATION (INCLUDES 2 X CONFERENCE DAYS & DINNER)	✓ Two (2)	✓ Two (2)	✓ Four (4)	✓ Six (6)	✓ Four (4)	✓ Eight (8)	✓ Eight (8)
DINNER TICKETS					✓ 8 tickets	✓ 16 tickets	
ADDITIONAL CONFERENCE & DINNER TICKETS			✓ 20% discount	✓ 25% discount	✓ 20% discount	✓ 25% discount	✓ 25% discount
VIP SEATS				✓ 2 x seats		✓ 2 x seats (dinner)	✓ 2 x seats
<i>in-person summit</i>							
VERBAL ACKNOWLEDGMENT BY THE MC		✓	✓ Leading into the lunch break	✓ Opening sessions each day	✓ Dinner	✓ Dinner	✓ Opening sessions each day
DISPLAY OF BANNERS			✓ 2 in the catering area		✓ 1 for the Dinner	✓ 2 in prominent positioning for Dinner	✓ 2 in the main conference room
VIDEO REEL			✓ A 2 min video reel in the main auditorium during lunch				✓ A 2 min video reel ahead of the keynote address
<i>digital marketing</i>							
LOGO PLACEMENT ON DIGITAL ASSETS RELATED TO THE NATIONAL SUMMIT	✓	✓	✓	✓	✓	✓	✓
ACKNOWLEDGEMENT AND @ ON THE RAI'S SOCIAL MEDIA PLATFORMS	✓	✓	✓	✓	✓	✓	✓
ACKNOWLEDGEMENT IN NATIONAL SUMMIT EDMS	✓	✓	✓	✓	✓	✓	✓ A dedicated EDM sent to RAI Members
<i>printed program</i>							
ADVERTISEMENT IN THE SUMMIT PROGRAM	✓ Listing	✓ Listing	✓ Quarter page	✓ Half page	✓ Quarter Page	✓ Full Page	✓ Full Page



terms &

CONDITIONS



By purchasing a sponsorship package for the Regions Rising National Summit, you are agreeing to the full terms and conditions of the sponsorship. Sponsorship packages will be allocated in order of receipt of the application form and 50% deposit. Full payment must be received by 31 July 2024. All deposits are non-refundable.

Cancellations must be made in writing and forwarded to Laureta.Wallace@regionalaustralia.org.au.

For cancellation requests received prior to 30 June 2024, organisations will be held liable for 50% of the total sponsorship and/or exhibition commitment.

For cancellation requests received after this time, organisations will be held accountable for the full balance of their sponsorship.

The Organisers (RAI) and the Venue accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means.

Neither do we accept liability for any equipment, software or other goods of whatever form brought to the Summit. It is recommended that all valuable items are locked down or removed when the booth is unoccupied. All sponsors are responsible for obtaining insurance for their equipment in transit to and from the conference and at the conference venue.

The Organisers reserve the right to alter the floor plan at their discretion.

Exhibits and/or displays must not be dismantled either partially or in total before the closing time on the last day of the exhibition.

The Organisers reserve the right to change the venue and duration if exceptional circumstances demand at their discretion. The Sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The Sponsor must take out adequate insurance in respect of all claims.



CONTACT

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Belinda King
Events Manager
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e: Belinda.King@regionalaustralia.org.au

BOOKING FORM

Title: _____ First Name: _____ Last Name: _____
 Organisation: _____ Position: _____
 Postal address: _____ State: _____ Postcode: _____
 Phone: _____ Email: _____

Sponsorship Booking

- Platinum Partner \$50,000 + GST Gold Sponsor \$25,000 + GST Silver Sponsor \$15,000 + GST
 Bronze Sponsor \$8,000 + GST Exhibition Partner \$8,000 + GST
 Major Dinner Partner \$ 30,000 + GST Minor Dinner Partner \$15,000 + GST

Payment Summary

50% deposit is required at the time of booking. The balance of payment is due by 31 July 2024

Total amount to be invoiced: \$

Please send completed form with payment to: membership@regionalaustralia.org.au

Payment Details

- I agree to the Terms and Conditions
 I wish to pay by Electronic Funds Transfer. An invoice will be sent for processing and bank details will be included on the tax invoice

Bank Details - BSB: 012-964 Account Number: 266000251 Account Name: Regional Australia Institute

- I wish to pay by credit card and authorise the amount of \$_____ to be charged to my credit card.

Please Charge my: MasterCard Visa

Card Number: _____ Exp Date: / _____

Card Holder Name: _____

Card Holder Signature: _____



REGIONAL AUSTRALIA INSTITUTE



Become an RAI MEMBER



By becoming a member of the RAI you join a cohort of leading organisations committed to elevating regional Australia.

Regional Australia Institute members enjoy all-year around access to RAI's research, insights and thought leadership; discounted tickets to Regions Rising events; preferential access to the RAI's executive education program and much more.

Our membership options are designed to suit the needs of the diverse partners, that shape our regions.

**Find out more about
RAI membership**



**REGIONAL
AUSTRALIA
INSTITUTE**