



ANZMAC 2017

Marketing for Impact

2-6 December 2017 | Melbourne, Australia

Sponsorship Prospectus



in
partnership
with



ANZMAC 2017

Welcome

On behalf of the organising committee, we welcome you to join ANZMAC in 2017. ANZMAC 2017 will be hosted by RMIT University's School of Economics, Finance and Marketing, in collaboration with the School of Media and Communication, the School of Fashion and Textiles, and the Graduate School of Business and Law. The Conference will be held on December 4-6, 2017 at the RMIT Melbourne City Campus, Australia. The Conference will be preceded by a Doctoral Colloquium on December 2-3, 2017.

We are excited to host the 2017 ANZMAC conference and to help start a conversation around how our academic community can demonstrate impact and have a positive influence.

About ANZMAC

The Australian and New Zealand Marketing Academy was founded in 1998 to provide a network for educators and practitioners interested in marketing theory and research. The annual conference enables interaction and sharing of the latest research in marketing. It is a leading source of marketing information, knowledge and research development among marketing academics and practitioners from Australia, New Zealand and beyond.

ANZMAC 2017: 'Marketing for Impact'

Research with impact – reality or rhetoric? More than ever marketing academics are challenged to demonstrate the impact of their research, and one of the biggest challenges comes from the lag effects. Marketing consequences can take a very long time between theory antecedents and outcomes. However, despite the lag, on a daily basis we are asked to explain 'so what'? So... what value does our work contribute to society and the people we serve from consumers through to corporations and governments?

ANZMAC 2017 encourages scholars to submit research that emphasises the 'so what' in their research and demonstrates a clear understanding of the influence that their research has on business and society. ANZMAC 2017 will provide a forum where scholars engage in a robust conversation on the impact of their research and of marketing in general.

Doctoral Colloquium: Building Bridges and Co-creating Value

The ANZMAC Doctoral Colloquium is a great opportunity for students at all stages of their doctoral research to help students improve the efficiency and quality of their studies.

Consistent with the overall theme of ANZMAC 2017, the objective of the Doctoral Colloquium is to refocus students attention from an individual to a more systemic perspective, where doctoral students understand their roles and possibilities for co-creation of value. The new academic environment demands that Doctoral students possess not just deep disciplinary knowledge but a keen ability to operate effectively across disciplinary, social and cultural boundaries. To help them achieve this goal, we will focus on three principles: connections, scholarship and impact.

Keynote Speakers

The organising committee is pleased to introduce three prominent Marketing academics as invited speakers for ANZMAC 2017.



Professor Darren Dahl is the Fred H. Siller Professor in Applied Marketing Research, at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behaviour, and understanding the role of self-conscious emotions in consumption. Darren has published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, and *Journal of Consumer Psychology*. He is currently the chief editor of the *Journal of Consumer Research* and serves on the editorial board of the *Journal of Marketing Research*, *Journal of Marketing*, and the *Journal of Consumer Psychology*.



Professor Eileen Fischer is a Professor of Marketing and the Max and Anne Tanenbaum Chair of Entrepreneurship and Family Enterprise at the Schulich School of Business at York University. Her work has been published in *Journal of Consumer Research*; *Journal of Retailing*; *Journal of Business Venturing*; *Journal of International Business*; *Entrepreneurship: Theory and Practice*; *Consumption, Markets and Culture*; *Research Policy* and a range of other outlets. She currently serves as one of four co-editors of the *Journal of Consumer Research*. She is also an editorial board member for a range of consumer and entrepreneurship research journals.



Professor Linda Price is a Professor of Marketing, Department Chair, and Soldwedel Family Faculty Fellow, at the University of Arizona. She was president of the Association for Consumer Research as well as serving on the American Marketing Association Academic Council, the Consumer Culture Theory Board and as Vice President of the Advisory Board for the *Journal of Consumer Research*. Linda's theory and research is published in leading marketing and social science journals including *Journal of Marketing*, *Journal of the Academy of Marketing Science* and *Journal of Consumer Research*, and combines qualitative and quantitative methodologies to examine consumer identity and adaptation, social influence and network interactions, and how consumers' emotions and imaginations enrich, distinguish and give agency to their lives.

Sponsoring ANZMAC 2017

Sponsorship is critical to the success of the conference. It helps defray the cost of attracting high quality speakers and enables registration costs to be kept to a level which encourages the participation from a broad range of academics and practitioners. It also sends a message of the connection between academic knowledge and applied practice and demonstrates that the government and business worlds appreciate the contribution that the Academy makes.

As sponsors of the ANZMAC 2017 you have the opportunity to raise the profile of your company and expand your networks. Some benefits include:

- » Unique branding opportunities before, during and after the event
- » Direct contact with over 400 delegates comprising of marketing researchers, academics and practitioners from Australia, New Zealand and around the world (including Europe, Asia and the United States).
- » Targeted marketing opportunities through display space and events

A comprehensive communications plan has been developed to promote the conference and maximise sponsor exposure.

We have prepared a range of alternative ways that you can support and benefit from this conference. The following packages we are offering are by no means limited and we welcome the opportunity to discuss the options or design a tailor-made sponsorship package suited to your corporate requirements.

Conference Tracks

1. Consumer Behaviour
2. Consumer Culture Theory
3. Digital Marketing and Social Media
4. Industrial Marketing
5. Innovation and Design
6. International Marketing
7. Macromarketing and Marketing and Public Policy
8. Marketing Communications
9. Marketing Education
10. Marketing Theory and Research
11. Retailing and Distribution
12. Services Marketing
13. Social Marketing
14. Sports and Leisure Marketing
15. Strategic Marketing and Branding

Sponsorship Opportunities

Major Packages

	Platinum Sponsor \$15,000 + GST	Gold Sponsor \$9 000 + GST	Silver Sponsor \$6000 + GST	Bronze Sponsor \$4000 + GST
Sponsorship of Keynote speaker (including logo on title slide and opportunity to display banner in plenary room)	✓			
Tickets to VIP dinner with Keynote speaker(s)	6			
Exhibition space	✓	✓		
Acknowledged by chair (including logo) in presentation	✓ at opening	✓ at opening	✓	✓
Acknowledged as sponsor in conference program	✓	✓	✓	✓
Company name, logo and link on conference website	✓	✓	✓	✓
Company logo on electronic version of proceedings	✓	✓	✓	✓
Full conference registration including welcome reception and gala dinner	4	4	3	2
Registrations for the Doctoral Colloquium	2	1		
Opportunity to provide promotional material to delegates	2 pages	2 pages	1 page	

Additional sponsorship opportunities

Doctoral Colloquium: \$6000 + GST

Benefits include: Acknowledgement as sponsor (electronic, hard copy where relevant), company name, logo, and link on conference website, recognition throughout Doctoral Colloquium, two tickets to attend Doctoral Colloquium, two additional tickets to the Doctoral Colloquium dinner, option to distribute materials to Doctoral Colloquium participants, acknowledgement as sponsor of the Doctoral Colloquium Best Paper when awarded and on certificate.

Track Sponsor: \$2000 + GST

Benefits include: Acknowledgement by track chair, inclusion of logo on title slides at start of session, company logo in conference programme and on conference website, acknowledgement as sponsor of Best Track Paper, and the opportunity to place company banners and marketing materials in the session rooms.

Welcome Reception: \$3000 + GST

Benefits include: Opportunity to display signage at the function venue, acknowledgement as sponsor in conference programme (hard and electronic versions), company name, logo, and link on conference website, four tickets to attend the welcome reception, opportunity to provide brochure or branded gift to each delegate. Note: these must be approved by the committee. The sponsor is responsible for the purchase of any branded gift or printing costs.

Gala Dinner: \$5000 + GST

Benefits include: Display of the company logo on dinner menu, acknowledgement at the dinner, acknowledgement as sponsor in conference programme (hard and electronic versions), company name, logo, and link on conference website, four tickets to the gala dinner, opportunity to provide each dinner guest with a branded gift. Note: these must be approved by the committee. The sponsor is responsible for the purchase of any branded gift.

Sponsored Sessions: \$3000 per session + GST

Benefits include: Inclusion in the program of individually designed session, for example “How To” write a book and “How To” run an online study. The branded (including sponsor’s name) sessions will be promoted within the conference website printed schedule. This allows you to share your expertise and engage with delegates. Topic to be approved by the organising committee.

Display Space for Trade Exhibition: \$3500 + GST

Benefits include: Display space in one of the delegate interaction areas (e.g., where refreshments are served), inclusion in sponsor ‘passport’ maximising interaction with delegates, acknowledgement as exhibitor in conference programme, company name and logo on conference website and electronic proceedings, two full registrations to conference including social events, opportunity to provide brochure or sample to delegates. Contact details and cost for furniture and equipment are available upon request. Display space will be allocated at a later date when all the exhibition applications have been received. Display material will be at sponsor’s own cost (we can suggest local preferred suppliers).

Writing Pads/Pens: \$1500 + GST

Benefits include: Opportunity to reach delegates directly by supplying delegates with pads or pens. Note: these must be approved by the committee. The sponsor is responsible for the purchase and printing.

Promotional Material: \$500 + GST

Benefits include: Opportunity to reach delegates directly by providing brochures or samples promoting your product/service to all delegates. Note: these must be approved by the committee. Promotional materials may take the form of a flyer/ brochure (up to A4 double sided) or a sample.

ANZMAC 2017 Sponsorship Application Form

Contact Details

Organisation: _____

Contact Person: _____

Postal Address: _____

Telephone: _____

Email: _____

Sponsorship type (please tick)	Cost(+GST)	Terms and Conditions
<input type="checkbox"/> Platinum Sponsor	\$ 15 000	1. To secure your sponsorship, please complete, sign and return of this Sponsorship Agreement Form to anzmac@rmit.edu.au . Verbal bookings are not accepted.
<input type="checkbox"/> Gold Sponsor	\$ 9 000	
<input type="checkbox"/> Silver Sponsor	\$ 6 000	
<input type="checkbox"/> Bronze Sponsor	\$ 4 000	
<input type="checkbox"/> Track Sponsor Track: _____	\$ 2 000 (per track)	
<input type="checkbox"/> Display Space for Trade Exhibitor	\$ 3 500	2. Multiple sponsors may be accepted into different sponsorship categories.
<input type="checkbox"/> Welcome Reception	\$ 3 000	
<input type="checkbox"/> Gala Dinner	\$ 5 000	3. All costs associated with advertising, display space, printing, branded gifts (and any costs incurred with sponsorship) are to be covered by the sponsor. If in doubt please contact Dr Linda Robinson to discuss.
<input type="checkbox"/> Sponsored Sessions	\$ 3 000 (per session)	
<input type="checkbox"/> Doctoral Colloquium	\$ 6 000	4. Payment for sponsorship is required before any entitlements can be delivered.
<input type="checkbox"/> Writing Pads/Pens	\$ 1 500	
<input type="checkbox"/> Promotional Material	\$ 500	

DECLARATION

I have read the Sponsorship Prospectus and agree to the 'Sponsorship Conditions' outlined on this form. I declare that I am authorised to make this commitment on behalf of my organisation.

Name: _____

Signature: _____

Date: _____

To maximise your exposure as an ANZMAC Conference sponsor please include the below information in your email with this completed form:

- » Corporate Logo - EPS and high resolution JPG
- » Corporate Profile - your company's hyperlink

To secure your sponsorship, please return this completed form to anzmac@rmit.edu.au

For more information

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