



SPONSORSHIP PROSPECTUS

ACEL National Middle Leadership Summit 2025

2 - 3 June 2025

RACV
Royal Pines Resort
Gold Coast

CONNECTING our MIDDLE LEADERS

ACEL 2025 MIDDLE LEADERSHIP SUMMIT
GOLD COAST 2-3 JUNE 2025



Australian Council for
Educational Leaders

WHY SPONSOR THE SUMMIT?

- ✓ Exposure at the inaugural national event for the largest segment of school leadership - Middle Leaders.
- ✓ Showcase your products, services and innovations to emerging leaders who will be using your products/services.
- ✓ Engage with potential clients
- ✓ Sponsorship packages deliver exposure not only to the Summit delegates but also thousands of ACEL members and contacts on our mailing lists.
- ✓ Be included in media and advertising campaign
- ✓ Enhance brand recognition in the industry

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies. Have any additional requirements or requests? Discuss with the team and we can curate a bespoke package to suit your needs and budget.

ABOUT ACEL

As Australia's peak professional organisation for educational leaders, ACEL knows what it means to lead in a time of complex change. ACEL is a forward-thinking, relevant and responsive agent of change and innovation in education in Australia.

ACEL is the independent voice of educational leaders across all sectors and all phases of learning. Our trusted voice is a result of a strong network of practitioners, policy makers and researchers who make up our membership and customer base.

influence
+
reach
+
showcase
+
network



SPONSORSHIP PACKAGES

All prices quoted in this document is excluding GST

Premium Sponsorship Opportunities

	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Complimentary registrations with access to all sessions and catering breaks.	3	2	2
Acknowledgement across all Summit promotions, including Summit website, marketing emails and social media	✓	✓	✓
Logo placement on Summit website with hyperlink to the Sponsor's website	✓	✓	✓
Organisation profile in Summit website	200 words	120 words	80 words
Trestle table display [1 x trestle with 2 x chairs] positioned in the main foyer, providing the opportunity for your representatives to connect with delegates and demonstrate your products/ services	✓	✓	✓
Dedicated digital banner on Summit website	✓	✓	
Profile included on sponsor page	100 words	80 words	60 words
Pre-Summit Electronic Direct Mail [EDM] advertisement to ACEL database	✓	✓	
Post-Summit Electronic Direct Mail [EDM] advertisement to ACEL database	✓		
Dedicated 30 sec video presentation to be played in between sessions	✓	✓	
Formal recognition from ACEL in Welcome Address	✓	✓	✓
Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned at prominent areas at the Summit	✓	✓	
Delegate list (subject to consent and privacy laws)	✓	✓	✓



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

WELCOME RECEPTION SPONSOR [EXCLUSIVE]

\$1,800

Sponsorship Benefits :

- 2 x complimentary registrations with access to all sessions and catering breaks
- Acknowledgement across all Summit promotions
- 60-word profile included on sponsor page on the Summit website
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned at the entrance to the Welcome Reception venue

LANYARD SPONSOR [EXCLUSIVE]

\$1,500

Sponsorship Benefits :

- 1 x complimentary registration with access to all sessions and catering breaks
- Sponsor logo on Summit lanyard [one-coloured print]
- Acknowledgement across all Summit promotions (remove including website, EDMs, sponsor banner, printed program)
- 60-word profile included on sponsor page on the Summit website

EXHIBITION OPTION 1

\$1,100

Benefits :

- 2 x full registrations
- Trestle Table Display
- 1 x trestle
- 2 x chairs
- 2 x complimentary full registrations including entry into sessions and catering

EXHIBITION OPTION 2

\$800

Benefits :

- 1 x full registration
- Trestle Table Display
- 1 x trestle
- 1 x chair
- 1 x complimentary full registrations including entry into sessions and catering

**Costs are excluding GST*



SPONSORSHIP BOOKING FORM



Please return with payment details.
 Payment can be made via credit card, EFT or cheque.
 If you wish to discuss payment options/negotiate a payment plan, please contact ACEL on 1800 680 559.

Title: _____ First Name: _____ Surname: _____
 Telephone: _____ Mobile: _____
 Position: _____ Organisation: _____
 Mailing Address: _____
 Town/City: _____ State: _____ Postcode: _____
 Email: _____

Accounts Contact

Name: _____
 Number: _____
 Email: _____

SPONSORSHIP	AMOUNT
<input type="checkbox"/> Gold	\$5,000
<input type="checkbox"/> Silver	\$3,500
<input type="checkbox"/> Bronze	\$2,500
<input type="checkbox"/> Welcome Reception Sponsor	\$1,800
<input type="checkbox"/> Lanyard Sponsor	\$1,500
<input type="checkbox"/> Exhibition Option 1	\$1,100
<input type="checkbox"/> Exhibition Option 2	\$800
TOTAL (exc. GST) \$ <input style="width: 100px;" type="text"/>	

Please make all cheques payable to:
AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS

Please tick here if you require an invoice so that payment can be made by EFT to ACEL's bank account.

Terms & Conditions:
 By completing this form you are accepting ACEL's Sponsorship Terms and Conditions available at the end of this document.
 Please ensure that yourself and the credit card holder read and understand these terms and conditions prior to purchase.

TAX INVOICE ABN 75 132 672 416
All rates are quoted in Australian Dollars

Payment Details

Master Card Card Number

Visa

Cheque CSV Expiry Date (MM/YY) /

Name on card _____ Signature _____

Contact

Australian Council for Educational Leaders:
 PO Box 876, Strawberry Hills, NSW 2012
 1800 680 559 | F 1800 680 561 | conference@acel.org.au



TERMS AND CONDITIONS

Australian Council for Educational Leaders (ACEL) Conference Sponsorship & Exhibition Terms & Conditions

ACCEPTANCE AND ALLOCATION

ACEL reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated to those organisations who apply first. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the conference organising committee and conference organiser, whose decision will be final.

ACEL Bookshop reserves the right to sell books and publications at ACEL events and national conferences. Thus, no other exhibition booth is permitted to sell books at ACEL events and conferences unless it is part of a sponsorship arrangement with ACEL.

APPLICATION AND PAYMENT

Complete the Booking Form and return it to ACEL together with a minimum deposit of 50% of the total payment due. On receipt of the form, a confirmation letter will be sent with a tax invoice/receipt for the deposit amount. Final payment of the remaining amount (if applicable) is due one month prior to the event. A tax invoice will be sent to you. Some flexibility with this final payment will be available given varying financial year payment requirements. If your payment is not received by the due date or as negotiated, the sponsorship will become available to other interested organisations. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a conference sponsor/exhibitor. You will be contacted to confirm your acceptance as a sponsor/exhibitor.

CANCELLATION POLICY

In the case of your cancellation of sponsorship and/or exhibition booth, notification in writing should be sent to ACEL. If the cancellation is received up to 3 months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received within 3 months, no refund is applicable.

CONSEQUENTIAL DAMAGE

ACEL will not be liable for any indirect or consequential damages arising out of a breach of this sponsor/exhibitor contract.

PUBLIC LIABILITY INSURANCE

Exhibitors must provide a certificate of Public Liability insurance to a minimum of A\$20 million to ACEL no later than 4 weeks prior to the conference date and ensure cover includes the conference dates.

DETAILED REQUIREMENTS AND DUE DATES

ACEL's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter prior to the event with relevant due dates. Logos will be requested in both a .jpg and .eps format (high resolution 300dpi). Should an alternative format be received, ACEL cannot be held responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by ACEL are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

EXCEPTIONAL CIRCUMSTANCES

ACEL reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor is informed at least one month before the planned conference. Reasonable endeavours will be used to remedy the impact of exceptional circumstances.

EXHIBITOR DISPLAY RULES

ACEL shall determine the hours during which the exhibition shall be conducted and as to the hours of access for exhibitors including variations of such times as shall be necessary. The exhibition booth is to be fully manned and operational and will not commence removal or change any of the areas, until after the exhibition closes. No advertising material, such as banners are allowed outside the designated booth area. Excessive noise that inconveniences other exhibitors or the conference will not be allowed. ACEL will be the sole judge as to whether there is an annoyance.

No obstruction of any form in the aisles and walkways is permitted. While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged. The exhibitor will acknowledge that ACEL will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.

RESPONSIBILITY

ACEL accepts no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event that result in delay, damage to property or injury.

SPONSORSHIP OPPORTUNITIES

Please refer to the sponsorship opportunities on the Sponsorship prospectus. Any variations to the description of each package must be agreed upon in writing with ACEL.

UNAVOIDABLE OCCURRENCES

In the event that the conference/exhibition is cancelled or delayed through no fault of ACEL or venue/s including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events the sponsor/exhibitor shall not be entitled to any refund or claim for any loss of damage.

VENUE/S

The sponsor/exhibitor and the servants, agents, contractors and invitees of the sponsor/exhibitor are also to observe the rules, regulations and procedures as prescribed by the venue/s.