

# IGNITE CONFERENCE 19

## Sponsorship Prospectus



# Invitation to Partner



Ignite Conference brings together a unique audience of teenagers, young adults, youth leaders, teachers, priest, religious, ministries and organisations.

We invite your organisation to come alongside us and contribute to this national event. Your partnership will provide you with face to face exposure and direct access to thousands of people, ready to engage with your organisation.

**Kym Keady**

**Director**  
Ignite Youth





# Why Partner With Us

## 2019 Projection

# 3000

Projected registrations for  
Sydney and Brisbane combined.

## 2018 Brisbane Demographics\*

# 696

High Schoolers

# 319

Young Adults 18-25

# 460

Adults 25+

# 120

Kids Prep-Primary

\*Ignite Conference has only been held in Brisbane prior to 2019

# Location

In 2018, delegates attended from every state and mainland territory.



Queensland

910



NSW

457



Victoria

127



South  
Australia

13



Western  
Australia

36



Northern  
Territory

11



Tasmania

20



ACT

12



Overseas

9

# Promotion

**94%** of delegates visited the Vocations and Ministries Expo (89% visited multiple times)

Rallies broadcasted **worldwide** through Media Partners

Conference app downloaded onto nearly **1300 devices** with over **20,700 interactions**

**79%** of delegates used the conference app

Social Media reach of **20,000+**

(sample insights from Facebook & Instagram over a month)

More than **4000** print materials posted to every Diocese in Australia

Email campaign sent to over **8000** people



Ignite Conference offers young people a beautiful encounter with Jesus Christ through Eucharist, keynote addresses and the mingling of like-minded Christians. This is a powerful witness in a world which is looking for meaning and purpose. Ignite Conference provides this for young people. Ignite can help young people to renew their call to God through the power of God's Word proclaimed and fantastic music. Ultimately, Ignite helps young people to ask the question: "Where am I going?"

## Fr Stanley Orji

Director

Vocation Brisbane



New in 2019

# Two Locations

For the first time in its 19 year history, Ignite Conference is expanding to a second location in **Sydney**. This is a response to an invitation and a calling. We are thoroughly excited to respond with a second conference. The structure of the conference will replicate the Brisbane schedule and will be run the weekend following.



**BNE**



**SYD**

# Previous Partners

## Platinum Sponsors



## Other Sponsors

Holy Spirit Seminary Brisbane  
Brisbane Catholic Education  
Proclaim Lismore  
Acts 2 College  
Catholic Church Insurance  
Campion College

Sisters of St Paul de Chartres  
Servi Store  
Christian Supplies  
Missionary Oblates of Mary Immaculate  
Franciscan Friars

## Exhibitors

40 Days for Life  
Capuchin Franciscan Friars  
Real Talk  
Cherish Life  
CSYMA  
YMT  
Alpha Australia  
Missionaries of God's Love

Courage Brisbane  
Carmelites  
Men Alive  
Equipes Notre Dame  
Franciscan Immaculatae Sisters  
Canossian Daughters of Charity  
University of Notre Dame  
Dominican Sisters of St Cecilia

Catholic Mission  
Sisters of Nazareth  
Augustinian Volunteers  
40fied  
Sisters of the Immaculata  
Freedom Publishing Books  
Magi Pilgrimages  
and more...

## Media Partners

THE CATHOLIC LEADER



"I have attended the Ignite Conference in 2017 and 2018 together with staff from Sydney Catholic Schools. On both occasions I found the event to be highly inspirational, with many wonderful speakers, powerful music, devout liturgies and a deep devotion to the Eucharist at the centre. There are also many stalls on display offering a range of Catholic materials and vocation options. I would have no hesitation attending again and again.

## **Robert Haddad**

**Head, New Evangelisation**  
Sydney Catholic Schools

Ignite Conference is one of the best Catholic youth conferences Australia has to offer. The conference invites young people to encounter the love of God in a life changing way. I recommend it to any young person hands down

## **Fr Chris Eaton**

Missionaries of God's Love

"Ignite Conference provides us with a unique opportunity for us to further form our students and build on the work we do throughout the year. For many, Ignite is the start of their re- or pre-evangelisation. The growth in participation from Lismore is now a result of our students inviting each other to conference."

## **Matt De Dassel**

**School Evangelisation Consultant**  
Lismore Catholic Education

# Platinum Sponsorship



Platinum Sponsors are ministries and organisations who partner with Ignite Conference in a special way, investing in the Conference and maximising their profile. Platinum Sponsors are required to sponsor both conferences.

Because of their significant investment, Platinum Sponsors acquire all Sponsorship and Booster items as well as the following exclusive Platinum Sponsor additions.

## Platinum Benefits

\$ **20,000**  
SYD and BNE

- Logo placement on conference flyers and posters  
In 2019 we will be posting promotional material out to over 4000 locations in every diocese in Australia & New Zealand.\*
- Logo placement on conference drink bottle
- Logo placement on conference delegate bag  
Drink bottles and bags are given to every delegate of the conference (excluding Kids registrations). Both items are reusable, so your branding will continue beyond Ignite Conference 2019.
- Video featuring your organisation in main rally as part of the 'New Again' video series
- Two additional registrations (four in total)

\*Flyers and Posters go to print 8th March 2019

2 ways to partner with us

# Exhibitor

\$750  
per location

Exhibitors contribute to the cost of their involvement in Ignite Conference. An Exhibitor at the conference is given:

- A single **stall** in the Vocations & Ministries Expo
- Two full **registrations** to the conference

Exhibitors can upgrade to become a Sponsor, making an additional investment in the success of Ignite Conference and accessing additional strategies to maximise engagement with Ignite Conference delegates.



# Sponsor

\$1000  
per location

Sponsorship in 2019 is a more flexible option. A sponsorship starts with a flat rate that invests in the success of the conference and enables your organisation to access additional strategies to maximise engagement with Ignite Conference delegates.

## **Sponsorship Investment:**

- A single **stall** in the expo
- Two full **registrations** to the conference
- **Logo** on the landing page of the website
- **Logo and bio** on the conference app with external link
- **Still image/logo placement** on screens before and after selected rallies
- Access to the **Special Guests Lounge**

# Sponsorship Boosters

In 2019, you have the opportunity to add additional boosters to your base sponsorship. These boosters allow you to tailor your partnership with Ignite Conference and maximise your exposure and engagement. Our sponsorship team can advise you on combining strategies together to deliver customised outcomes.

## Promotion & Online

Website visits **22,000** between April and September 2018, Email campaign sent to over **8000** people, Social Media reach of **20,000+**, Conference App downloaded onto nearly **1300** devices with over **20,700** interactions

## Delegate Items

Items to brand include:

Disposable coffee cups, pens, stickers, sunglasses, gifts Supply amount 1700. Sponsors order and supply items at their own cost. Preference is given to earliest request.

## Main Rallies

For many, the main auditorium sessions of Conference are the primary draw card, where people have the strongest experiences and walk away changed.

## Spaces and Locations

There are a number of locations throughout the conference that can be branded. This could be permanent space or one of our pop up locations such as Keynote Sessions. We can work with your team to help create these spaces as dynamic and experiential.

Connect with a massive online audience in the lead up to the conference.

- \$750 ■ Logo placement on website landing page with link
- \$1000 ■ Featured social media post focusing on your organisation
- \$500 ■ Advertisement in conference app via push notification
- \$100 ■ Sponsored post in conference app news feed with link



Supply a brochure in the conference bag or a branded item for the conference.

- \$200 ■ Flyer/item insertion in conference delegate bag
- \$200 ■ Branded item for the Conference



Rallies are the huge high-impact sessions with everyone gathered in the main auditorium.

- \$1000 ■ Video featuring your organisation in main rally as part of the 'New Again' video series.\*
- \$1000 ■ Your organisation highlighted and featured in a customised pre-rally segment.\*

\* Limited spaces



Connect with your audience face to face in a unique space.

- \$1000 ■ Brand and host the 'Festival Stage' during break times
- \$800 ■ Branding of Special Guests Room or Coffee Shop or other spaces on request
- \$300 ■ Branding of a keynote session with flyers, banner placement and 3 minute sharing from your representative
- \$400 ■ Double the stall size in the exhibition area
- \$225 ■ Additional registration for your representative





Got questions? **Contact Us**

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