

Sponsorship Prospectus

The 20th International Conference on Cultural Economics

#ACEI2018

26-29 June, 2018

Melbourne, Australia



About the Association for Cultural Economics International (ACEI)

The ACEI is a scientific society of around 150 members – including academic scholars, government officials, foundation officials, managers of arts and cultural organizations and artists – who share an interest in furthering understanding of the economic aspects of the arts and culture in their own countries and throughout the world. It holds international conferences every two years, sponsors small conferences, workshops, and sessions concerned with cultural economics at meetings of other scientific societies. It also sponsors the *Journal of Cultural Economics* and other publications.

Cultural economics is the application of economic analysis to the creative and performing arts, the heritage and cultural industries, in both the public and private sectors. It is concerned with the economic organization of the cultural sector and with the behaviour of producers, consumers and governments in that sector. The subject includes a range of approaches, mainstream and radical, neoclassical, welfare economics, public policy and institutional economics and it also espouses interdisciplinary analysis connected to these topics.

Further information on the Association can be found at <http://culturaleconomics.org/>

The 20th International Conference on Cultural Economics #ACEI2018

Recent editions of this prestigious international conference have been held in Vienna, Copenhagen, Rotterdam, Chicago, Boston, Kyoto and Montreal. It is now being held in the Southern hemisphere for the first time.

Participants come from all areas concerned with the topic of cultural economics: academic researchers, officials from government and international associations concerned with supporting the arts and culture, administrators of cultural organizations such as orchestras, museums, theatres, etc., and even artists. The field is defined widely, and includes the traditional visual and performing arts, museums, publishing, copyright, and intellectual property, cinema and television, popular and recorded music, new digital media such as video games, the Internet, etc.

The geographical origin of participants is very wide—at the last conference held in Spain there were 242 delegates from over 40 different countries. The scientific program consists of hundreds of contributed and invited presentations covering all areas of the field, presented by the world's top experts. The program chair, ACEI President-Elect Alan Collins of the University of Portsmouth, is seeking to capitalise of the conference being hosted in Melbourne and inject local and regional perspectives from academic researchers, cultural institutions and organisations and various actors from across the cultural community, broadly defined. We are seeking the involvement and contributions in the conference of members of Melbourne's large and diverse cultural community.

Further information on the conference can be found at <https://sites.rmit.edu.au/acei2018/>

Why Sponsor ACEI2018

Sponsorship is important to the success of any conference but especially in the case of ACEI2018 where a key aim of the conference is to link academic research in the arts and culture with real world practice the support and involvement of key stakeholders and relevant organisations is crucial. Sponsorship enables us to 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. This is especially important given many of the international delegates who will be attending the conference will typically be facing higher travel costs than they usually do when the conference is held in the Northern hemisphere.

Sponsorship also sends a message of the connection between academic knowledge and applied practice. It demonstrates that the government (at all levels), arts organisations (including not for profits) and the business world appreciate the contribution that the Academy makes to understanding about arts and culture and their impact on society and the economy.

Different sponsors will have different capacities in terms of their ability to contribute. We identify three main ways sponsorship can be provided:

1. Direct financial contribution
2. In-kind contributions
3. Involvement including participant on appropriate discussion panels

Benefits of Sponsorship

We are seeking general sponsors for the conference as a whole, as well as for specific events such as the young researcher workshop, contributed and invited sessions, and for social events such as the welcome reception, conference banquet, coffee breaks, and cultural events that may be scheduled.

Appendix 1 contains a list of all the subjects for the contributed sessions from 2016's 19th International Conference. Sponsors are welcome to provide support for individual sessions that may correspond with their interests or activities.

Benefits of sponsorship include:

- All sponsors will be clearly identified on the conference website including organisational logo and links to launch organisational website
- Sponsors will also be identified and their organisational logo printed in the conference programme
- Sponsors for specific sessions or events will also be verbally recognized at sponsored sessions or events.

Most welcome would be financial contributions *or* in-kind contributions of goods or services that would help us enhance the quality of the conference experience for our delegates. The success of the conference depends on the quality of the scientific and social programs that will be offered to the delegates, both of which are directly linked to the available resources.

In addition to the hundreds of contributed papers to be presented in parallel sessions, it is important to the success of the conference to provide an interesting selection of plenary sessions featuring top

invited international experts. In general, travel and lodging expenses of the latter are covered by the conference. In addition, to attract important members of the local cultural community, we would like to be able to offer them free conference registration and/or participation at social events. The quality of the scientific program is thus directly related to available funding.

As for the social program, we plan to offer a social function for participants at the young researcher workshop, then for all conference delegates a welcome reception and conference dinner. These are important not only to the enjoyability of the entire conference experience for the delegates, but also play an important professional role in facilitating informal networking among conference participants and the local community including with organisations that may assist in hosting these events.

The quality of the venues we can select for these events, as well as the quantity and quality of refreshments and entertainment that can be provided, are also directly related to available funding and to in-kind contributions. Any support we can secure will be put to good use and will be valuable to the success of the conference and the visibility and reputation of its partners and sponsors.

Sponsorship Opportunities

Support may be provided in three main ways:

- Direct Financial Contributions
- In-kind Contributions
- Involvement in Conference Programme

The following packages we are offering are by no means limited and we welcome the opportunity to discuss further options or design a tailor-made sponsorship package suited to your organisational needs.

Also in recognising that many potential sponsors involved in arts and culture operate as not for profits, we are happy to work with you to look at how you may be involved to provide in-kind support or participate in relevant panels.

Direct Financial Contributions

Different levels of support to sponsor the entire conference are available. These include:

Gold Partner

Investment: \$5,000 plus GST

Benefits:

- Acknowledged on the conference website as gold partner with organisational logo prominently displayed on the conference website, including a link to organisational website
- Acknowledged as a gold partner in the conference programme with organisational logo prominently displayed in the conference programme
- Acknowledged as a gold partner sponsor at the opening of the conference
- Free registration for two for all conference events including all social events

Silver Partner

Investment: \$2,500 plus GST

Benefits:

- Acknowledged on the conference website as a silver partner with organisational logo displayed on the conference website
- Acknowledged as a silver partner in the conference programme with organisational logo displayed in the conference programme
- Two tickets to conference dinner or welcome reception

Bronze Sponsor

Investment: \$500 plus GST

Benefits:

- Acknowledged on the conference website as a bronze sponsor
- Acknowledged as a silver sponsor in the conference programme

Further sponsorship options to provide direct financial contributions include:

Young Researcher Workshop Sponsor

Investment: \$1,000 plus GST

Benefits:

- Acknowledged on the conference website as Young Researcher Workshop Sponsor with organisational logo displayed on the conference website
- Acknowledged as Young Researcher Workshop Sponsor in the conference programme with organisational logo displayed in the conference programme
- Acknowledged verbally as sponsor of the Young Researchers Workshop during the workshop
- Acknowledged as sponsor of the Young Researcher Workshop when best paper by a young researcher is awarded

Sponsor of Indigenous Dance Troup at Conference Dinner

Investment: \$1,100 plus GST

Benefits include:

- Acknowledged on the conference website as Sponsor of the Indigenous Dance Troup with organisational logo displayed on the conference website
- Acknowledged as Sponsor of the Indigenous Dance Troup in the conference programme with organisational logo displayed in the conference programme
- Acknowledged verbally as Sponsor of the Indigenous Dance Troup prior to commencement of the performance at the conference dinner

Welcome Reception Sponsor

Investment: \$500 plus GST

Benefits include:

- Acknowledged on the conference website as Welcome Reception Sponsor
- Acknowledged as Welcome Reception Sponsor in the conference programme
- Acknowledged verbally as Welcome Reception Sponsor at the Welcome Reception

Conference Dinner Sponsor

Investment: \$750 plus GST

Benefits include:

- Acknowledged on the conference website as Conference Dinner Sponsor
- Acknowledged as Conference Dinner Sponsor in the conference programme
- Acknowledged verbally as Conference Dinner Sponsor at the Conference Dinner

Promotional Material

Investment: \$500 plus GST

Benefits include:

- Opportunity to reach delegates directly by providing brochures or samples promoting your product/ services to all delegates.

Note: These must be approved by the Local Organising Committee. Promotional materials may take the form of a flyer / brochure or a sample.

In-kind Contributions

It is possible to make a valued contribution to the conference that can take the form of in-kind support. In-kind contributions will also be formally acknowledged including on the conference website and in the conference programme.

In-kind support could take the form of providing direct benefits to delegates. For example:

- free or subsidised entry to exhibitions, shows, events, etc.
- discount coupons on food and beverage purchases
- discounts on accommodation
- providing tours for interested delegates

In-kind support could also take the form of providing access to venues or spaces associated with hosting social events and catering. For example:

- an arts organisation or cultural institution may provide free or subsidised access to a suitable ambient space to host the conference welcome function or conference dinner
- a business may provide subsidised wine and drinks to promote their brand and have access to space to set up a trade space at the conference to promote their brand
- subsidising conference materials (e.g. the provision of a conference bag or printing of conference materials)

We are aware that the ways to provide in-kind support are not limited to the examples provided. We are happy to discuss further in-kind sponsorship options that can be tailored accordingly.

Involvement in Conference Programme

Given the conference aims to link academic research with what occurs in the real world we value the input of industry, government, arts and cultural organisations and artists in terms of the contributions that can be made to enriching the conference programme. In addition to parallel streams themed around topical areas of interest, the conference programme benefits from representation by arts and culture stakeholders on different panels that are held. Some of the confirmed panels for ACEI2018 include:

- The Value of Art
- Repatriation of Cultural Artefacts and Ancestral Remains
- Creative Cities and Culture-led Development

If your organisation may be able to contribute to a panel discussion please let us know so we discuss this further.

Contact for Sponsorship Enquiries

For further information about sponsorship opportunities please contact Dr. Bronwyn Coate.

Dr. Bronwyn Coate

School of Economics, Finance and Marketing

RMIT University

Building 80, Level 11

445 Swanston Street, Melbourne, VIC 3000 Australia

Ph: + 613 9925 1309

Email: bronwyn.coate@rmit.edu.au

Application for Sponsorship

Application is as simple as:

1. Select the sponsorship option(s) you wish to be involved in
2. Enter your organisation details
3. Email this completed form to bronwyn.coate@rmit.edu.au

1. Select the sponsorship option(s) you wish to be involved in

	Sponsorship options (please tick)	Total \$AUD (excluding GST)
	Gold Partner	\$5,000
	Silver Partner	\$2,500
	Bronze Sponsor	\$500
	Young Researcher Workshop Sponsor	\$1,000
	Sponsor of Indigenous Dance Troup	\$1,100
	Welcome Reception Sponsor	\$500
	Conference Dinner Sponsor	\$750
	Promotional Material	\$500

If YOUR organisation wishes to participate in this exciting opportunity to be involved in shaping ACEI2018 please complete and return this sheet to Dr. Bronwyn Coate at bronwyn.coate@rmit.edu.au or contact Bronwyn on 03 9925 1309 to discuss.

Contact:

Organisation / Company:

Postal Address:

State: Telephone:

Email: