

# Sponsorship Prospectus

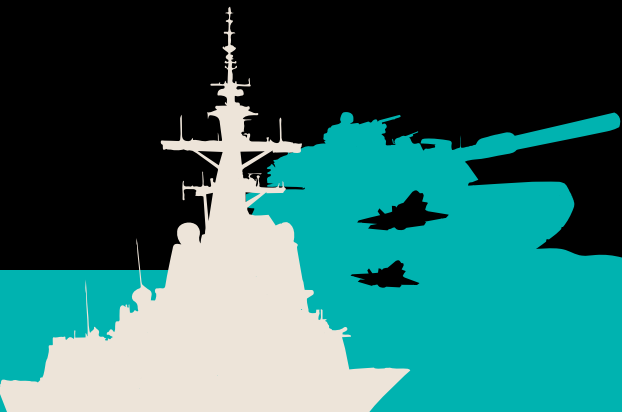
## Defence Industry Day

17 November 2022

Playford Civic Centre, Elizabeth SA



AIMPOINT RPL



# Defence Industry Day 2022

The City of Playford in collaboration with AimPoint will again be hosting the Defence Industry Day in 2022. Over 170 industry professionals attended the sold-out event in 2021.

The Defence Industry Day provides businesses with the opportunity to hear from, and network with, some of the world's largest defence firms, organisations responsible for developing the defence supply industry, and training providers.

Sponsoring the Defence Industry Day is your opportunity to connect with like-minded individuals and business professionals within the defence industry while also strengthening your brand awareness among attendees.



## This year, while our mission remains the same, we are committed to:

### Creating more networking opportunities

We have increased the time allocated to networking to ensure attendees can strengthen connections, improve skills and stay on top of what is happening within the industry.

### Opening up registration to more attendees

We have changed venue to the Playford Civic Centre, offering space for 250 attendees.

### Including panel sessions to our program

By including panel sessions, we can bring together a diverse group of experts who share a common interest, providing a platform for discussion and debate.



## Confirmed speakers

accenture

ASC



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EDINBURGH  
INDUSTRY ALLIANCE



DEFENCE  
INNOVATION  
HUB



Office of Defence  
Industry Support



SAAB



Industry Capability Network



Hanwha Defense Australia

LOCKHEED MARTIN

Australia



SOUTH AUSTRALIA  
THE DEFENCE STATE

babcock™

LEVETT  
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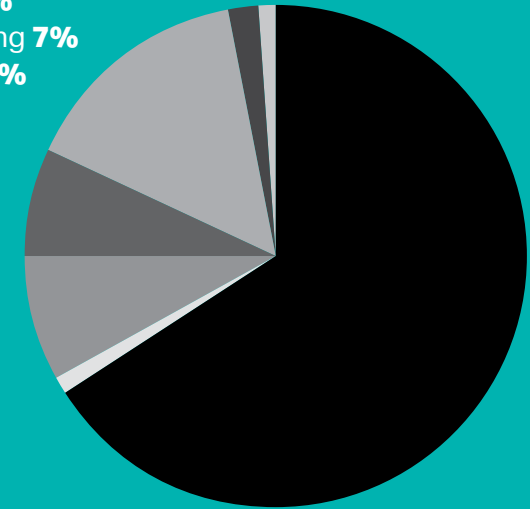
## Attendee profile

The Defence Industry Day 2022 will see a diverse audience of SMEs, large companies, Government departments, defence primes, not for profits and those working in training and education, who all work in sectors of the defence industry.

This business development opportunity is a great way to engage, to introduce yourself to prospective networks and to promote your organisation.

## 2021 Attendees

- Commercial property 1%
- Not for profit 2%
- Government 15%
- Education/Training 7%
- Defence Prime 8%
- Recruitment 1%
- SME 66%



Stretton  
Centre



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## Feedback from 2021

“

Great event – Lots of terrific speakers and the list of attendees was great. Really good networking.

“

I had a great time today and the showcase was platinum.

“

Quality attendees to network with. A well organised event!

“

It was a good event and one of the best networking opportunities we have had for many a long day.

“

Very informative and well organised day. Networking was key and hearing from global primes regarding future defence contracts and opportunities for SME's in Australia echoed the confidence by the defence sector in SA's capability to deliver on these projects going forward. Congratulations and looking forward to the next one.

“

Awesome speakers and very informative.

“

Thank you for an informative and successful day. The guest speakers, the food and drinks and all of hospitality staff were perfect.

“

It was a fantastic event and we had really great things to say. Hope you can get it off the ground next year – we'd love to continue our involvement with you guys in any Defence capacity.



## Sponsorship Benefits

- Sponsorship provides an outstanding opportunity for your organisation to position itself alongside a forward thinking and innovative Council
- Networking both formally and informally with key stakeholders
- An excellent opportunity to promote your product or service to target markets
- Insights into participant feedback survey
- Opportunity to tailor sponsorship packages that are mutually beneficial



## Platinum Sponsor \$8,000

- Listed as the Platinum Sponsor on event collateral including welcome sign, sponsor banner, screens during breaks, event webpage
- Opportunity to speak
- Full page advertisement in the event program (finished artwork to be supplied by sponsor)
- "Lunch courtesy of (sponsors name)" to be announced verbally and on screen
- Three VIP table complimentary tickets for your organisation.
- Your company logo and link on the event registration site
- Opportunity to distribute the organisation's collateral (provided by sponsor)
- Opportunity to network with key industry leaders

Secure this sponsorship opportunity



## Gold Sponsor \$5,000

- Listed as Gold Sponsor on all event collateral including welcome sign, sponsor banner, screens during breaks, event webpage
- Half page advertisement in the event program (finished artwork to be supplied by sponsor)
- "Drinks and canapes courtesy of (sponsors name)" to be announced verbally and on screen
- Two VIP table complimentary tickets for your organisation.
- Your company logo and link on the event registration site
- Opportunity to distribute organisations collateral (provided by sponsor)
- Opportunity to network with key industry leaders

Secure this sponsorship opportunity



## Silver Sponsor \$3,000

- Listed as Silver Sponsor on all event collateral including welcome sign, sponsor banner, screens during breaks, event webpage
- Quarter page advertisement in the event program (finished artwork to be supplied by sponsor)
- "Morning tea courtesy of (sponsors name)" to be announced verbally and on screen
- One VIP table complimentary ticket for your organisation.
- Your company logo and link on the event registration site
- Opportunity to distribute organisation's collateral (provided by sponsor)
- Opportunity to network with key industry leaders

Secure this sponsorship opportunity



## For more information

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