

20th



NSW
NURSES &
MIDWIVES
ASSOCIATION



AUSTRALIAN
NURSING &
MIDWIFERY
FEDERATION
NSW BRANCH

ANNUAL CONFERENCE

6 – 8 AUGUST 2025

Winx Pavilion

Australian Turf Club, Royal Randwick

SPONSORSHIP PROSPECTUS





80th ANNUAL CONFERENCE

6 – 8 AUGUST 2025

Australian Turf Club, Royal Randwick

The NSW Nurses and Midwives' Association will hold its 80th Annual Conference 6 – 8 August 2025 at the Australian Turf Club, Royal Randwick, Winx Pavilion.

Sponsors will have the opportunity to exhibit over the first two days, 6 – 7 August 2025.

The conference is a meeting of nurses and midwives from across NSW. It is the annual forum which focusses on critical issues associated with the nursing and midwifery professions as well as the NSW health and aged care systems.

Participating as a sponsor at conference is a fantastic opportunity for your organisation to connect with influential nursing and midwifery leaders and decision-makers from across NSW. The sponsorship packages outlined offer various levels of exposure in the lead up to, and throughout conference.

Additionally, sponsors will have the chance to engage directly with attendees prior to conference commencement and during breaks (morning tea, lunch and afternoon tea) on Wednesday 6 and Thursday 7 August.

Sponsors will be positioned in the Winx Pavilion alongside catering to facilitate interaction between your representatives and conference attendees encouraging meaningful conversations and networking opportunities.



AS A SPONSOR AT THE NSWNMA ANNUAL CONFERENCE YOU WILL:



Engage face-to-face with up to 700 conference attendees



Boost your brand recognition with this highly targeted audience. By partnering with the NSWNMA your brand will build credibility and trust within the nursing and midwifery profession



Create awareness of your brand within the nursing and midwifery community



Launch new products and services directly to an audience who will benefit



Unlock new opportunities by collecting valuable leads from attendees



Enhance existing customer relationships



Demonstrate your commitment to and support of the nursing and midwifery profession, aligning your brand and values to those in attendance

PLATINUM SPONSOR

\$38,500 (inc. GST) • **One available**



As the exclusive Platinum Sponsor of the NSWNMA's 80th Annual Conference, your organisation will receive the highest level of exposure and recognition throughout conference, and an exclusive opportunity to directly align with the event.

Enjoy premium branding opportunities, the visibility of your brand to all delegates across multiple channels, opportunities to reach delegates pre-conference and during conference, plus a premium industry exhibition location.

YOU WILL RECEIVE:

- ✓ Exclusive sponsorship of the NSWNMA's 80th Annual Conference Dinner
- ✓ 15 minute sponsor address on Day 1 (theme and content to be discussed with the Association)
- ✓ Sponsor space at the Annual Conference with catering for four (4) representatives each day. Sponsor to bring (and set up) media wall and pull up banners to create sponsor event space
- ✓ Logo on the presentation screens during conference
- ✓ Logo on event signage during event (Conference Enquiries Desk; digital display screens at venue etc)
- ✓ Logo on all advertising leading up to the conference (including direct link to your organisation's website on all digital comms)
- ✓ Logo on NSWNMA Annual Conference website page
- ✓ Leaderboard banner ad on confirmed delegate eDM x 4
- ✓ Invitation for four (4) of your organisation's representatives to attend the Annual Conference Dinner to be held on Thursday 7 August 2025
- ✓ Recognition of your sponsorship during conference by the President and at the Annual Conference Dinner by the General Secretary
- ✓ Your logo placement on the Annual Conference Dinner menu
- ✓ Placement of flyer / branded gift on the Annual Conference Dinner tables (sponsor responsible for placement)
- ✓ Recognition of your sponsorship in the October 2025 issue of the NSWNMA publication, *The Lamp* (audited circulation 77,045)
- ✓ Four (4) x co-branded (NSWNMA conference logo and Platinum Sponsor logo) venue signage / branding opportunities: combination across 2 x Experiential LED cubes, flags and ground decals (tbc)
- ✓ Various co-branded (NSWNMA conference logo and all sponsor logo) venue signage / branding: 2 x Experiential LED cubes, flags and ground decals (tbc).

GOLD SPONSOR

\$22,000 (inc. GST) • **Four available**

As a Gold Sponsor of the NSWNMA's 80th Annual Conference, your organisation will receive a high level of exposure and recognition throughout conference.



YOU WILL RECEIVE:

- ✓ NSWNMA's 80th Annual Conference Networking Welcome Event, Lunch (Wednesday or Thursday) OR exclusive delegate bag sponsorship
- ✓ Sponsor space at Annual Conference with catering for four (4) representatives each day. Sponsor to bring (and set up) media wall and pull up banners to create sponsor event space
- ✓ Logo on the presentation screens during conference
- ✓ Logo on event signage during event (Conference Enquiries Desk; digital display screens at venue etc)
- ✓ Logo on all advertising leading up to the conference (including direct link to your organisation's website on all digital comms)
- ✓ Logo on NSWNMA Annual Conference website page
- ✓ Leaderboard banner ad on confirmed delegate eDM x 2
- ✓ Branded tent cards placed on catering stations for sponsored lunch (**Lunch Sponsorship only**)
- ✓ Logo will appear on the front of the delegate bag, along with the NSWNMA logo providing ongoing exposure and visibility long after conference (**exclusive delegate bag Sponsorship only**)
- ✓ Invitation for three (3) of your organisation's representatives to attend the Annual Conference Dinner to be held on Thursday 7 August 2025
- ✓ Recognition of your sponsorship during conference by the President
- ✓ Recognition of your sponsorship in the October 2025 issue of the NSWNMA publication, *The Lamp* (audited circulation 77,045)
- ✓ Two (2) x co-branded (NSWNMA conference logo and Gold Sponsor logo) venue signage / branding opportunities: combination across 2 x Experiential LED cubes, flags and ground decals (tbc)
- ✓ Various co-branded (NSWNMA conference logo and all sponsor logo) venue signage / branding: 2 x Experiential LED cubes, flags and ground decals (tbc).

SILVER SPONSOR

\$8,800 (inc. GST) • **Four available**



As a Silver Sponsor of the NSWNMA's 80th Annual Conference, your organisation will receive strong brand exposure and recognition throughout conference.



YOU WILL RECEIVE:

- ✓ Sponsorship of the NSWNMA's 80th Annual Conference Morning and Afternoon Tea on either Wednesday, Thursday or Friday OR interactive mosaic wall photobooth sponsorship
- ✓ Sponsor space at Annual Conference with catering for two (2) representatives each day. Sponsor to bring (and set up) media wall and pull up banners to create sponsor event space
- ✓ Logo on the presentation screens during conference
- ✓ Logo on event signage during event (Conference Enquiries Desk; digital display screens at venue etc)
- ✓ Logo on all advertising leading up to the conference (including direct link to your organisation's website on all digital comms)
- ✓ Logo on NSWNMA Annual Conference website page
- ✓ MREC ad on confirmed delegate eDM x 1
- ✓ Branded tent cards placed on catering stations for sponsored Morning and Afternoon Tea (**Morning & Afternoon Tea Sponsorship only**)
- ✓ Invitation for two (2) of your organisation's representatives to attend the Annual Conference Dinner to be held on Thursday 7 August 2025
- ✓ Recognition of your sponsorship during conference by the President
- ✓ Recognition of your sponsorship in the October 2025 issue of the NSWNMA publication, *The Lamp* (audited circulation 77,045)
- ✓ One (1) x co-branded (NSWNMA conference logo and Silver Sponsor logo) venue signage / branding opportunities: combination across 2 x Experiential LED cubes, flags and ground decals (tbc)
- ✓ Various co-branded (NSWNMA conference logo and all sponsor logo) venue signage / branding: 2 x Experiential LED cubes, flags and ground decals (tbc).

BRONZE SPONSOR

\$6,000 (inc. GST) • Various available



Further opportunities are available including one of the following:

- 5-Minute Massage sponsor
- Barista Coffee sponsor
- Fresh Juice Cart or Gelato Cart sponsor.

We will work with you to tailor a package to suit your organisation's needs.

YOU WILL RECEIVE:

- ✓ Sponsor space at Annual Conference with catering for two (2) representatives each day. Sponsor to bring (and set up) media wall and pull up banners to create sponsor event space
- ✓ Logo on the presentation screens during conference
- ✓ Logo on event signage during event (Conference Enquiries Desk; digital display screens at venue etc)
- ✓ Logo on all advertising leading up to the conference (including direct link to your organisation's website on all digital comms)
- ✓ Logo on NSWNMA Annual Conference website page
- ✓ Recognition of your sponsorship during conference by the President
- ✓ Opportunity for client to supply (additional cost) branded coffee cups (**Barista Coffee Sponsor**); branded Gelato Cups (**Gelato Cart Sponsor**); branded Juice cups (**Fresh Juice Cart sponsor**) for added brand exposure
- ✓ Recognition of your sponsorship in the October 2025 issue of the NSWNMA publication, *The Lamp* (audited circulation 77,045)
- ✓ Various co-branded (NSWNMA conference logo and all sponsor logo) venue signage / branding: 2 x Experiential LED cubes, flags and ground decals (tbc).

OVERVIEW

Sponsorship at a glance

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	1 available	4 available	4 available	Various available
Conference Dinner Sponsorship	✓			
Lunch Sponsorship (Wednesday OR Thursday Lunch)		✓		
Delegate Bag Sponsorship		✓		
Networking Welcome Event Sponsorship		✓		
Morning and Afternoon Tea Sponsorship (Wednesday, Thursday OR Friday)			✓	
Mosaic Wall Photobooth Sponsorship			✓	
Various Sponsorship / Branding Opportunities (e.g. 5-Minute Massage; Barista Coffee Cart; Fresh Juice Cart; Gelato Cart)				✓
Sponsor space (Wednesday 6 and Thursday 7 August)	✓	✓	✓	✓
Logo on promotion and emails in lead up to conference	✓	✓	✓	✓
Logo on event signage during event (Conference Enquiries Desk; digital display screens at venue etc)	✓	✓	✓	✓
Logo on presentation screens during conference	✓	✓	✓	✓
Logo on NSWNMA Annual Conference website page	✓	✓	✓	✓
Email advertising	x4	x2	x1	
Complimentary Dinner Invites	x4	x3	x2	
Recognition of Sponsorship in October issue <i>The Lamp</i>	✓	✓	✓	✓
Recognition of Sponsorship by GenSec (Dinner Sponsor) / President (all other)	✓	✓	✓	✓
Venue signage / branding: 2 x Experiential LED cubes, flags & ground decals (tbc) (NSWNMA Conference logo with exclusive branding of your organisation's logo – combination of various branding opportunities)	x4	x2	x1	
Venue signage / branding: 2 x Experiential LED cubes, flags & ground decals (tbc) (NSWNMA Conference logo with all sponsor logos)	✓	✓	✓	✓
PRICE (inc. GST)	\$38,500	\$22,000	\$8,800	\$6,000

SPONSORSHIP BOOKING FORM

Please print clearly

Company name

Postal address

Postcode

Contact name

Position Email

Phone () Mobile

SPONSORSHIP TYPES	COST (inc. GST)	Qty
Platinum Sponsor (1 available)	\$38,500	
Gold Sponsor (4 available)	\$22,000	
Silver Sponsor (4 available)	\$8,800	
Bronze Sponsor (various available)	\$6,000	
Delegate bag inserts	\$1,800	
TOTAL SPONSORSHIP	\$	

Booking Authorisation: I have read and agree to the Terms and Conditions outlined on page 10 of the 2025 NSWNMA Annual Conference Sponsorship prospectus.

NAME SIGNATURE DATE

PAYMENT DETAILS Please return this form by no later than 7 March 2025

PREFERRED METHOD OF PAYMENT:

Electronic Fund Transfer
ACCOUNT NAME NSW Nurses and Midwives' Association
BSB 062-017 ACCOUNT NO 00901824

Credit Card Mastercard Visa

Expiry Date /

I authorise the NSWNMA to debit my credit card for the amount of \$

Card no

Name on Card

Signature of Cardholder

PLEASE FORWARD THIS FORM TO:

Danielle Nicholson
Strategic Partnerships & Business Development Coordinator
NSW Nurses and Midwives' Association

EMAIL: exhibition@nswnma.asn.au

FAX: (02) 9662 1414

MAIL: 50 O'Dea Ave, Waterloo NSW 2017

MOBILE: 0429 269 750

Please send remittance advice for EFT payments to accounts@nswnma.asn.au

SPONSORSHIP SUMMARY SHEET



SCHEDULE

Royal Randwick Racecourse, Winx Pavilion

DAY 1: Wednesday 6 August 2025

SET UP: 7am – 815am (TBC)

EXHIBITION: 830am - 4pm (TBC)

DAY 2: Thursday 7 August 2025

8am – 4pm

PARKING: Parking costs are the responsibility of the Sponsor. Royal Randwick's multi-deck Ascot Street car park is available for a flat rate of \$10 per day (cashless payment only). The car park is accessed via Ascot Street off Doncaster Ave.

TERMS AND CONDITIONS

1. Payment

Payment in full must be made along with your application form. Once your full payment has been received, you will receive confirmation by email. Finals details (including logistics, bump in etc) will be emailed 4-6 weeks prior to conference.

2. Cancellation

Bookings cancelled between 1 – 30 April 2025 will be subject to a 50% cancellation fee.

Bookings cancelled between 1 May 2025 and the event date will be subject to a 100% cancellation fee.

The exception to the above cancellation terms is in the event that the event does not proceed in which case all fees will be fully refunded.

3. Sponsor Space Inclusions

Each space includes:

- (1) Sponsor space at Annual Conference
- (2) Furniture and Power: 1 x trestle table, 1 x black table cloth, 2 chairs and 1 x 4amp Power
- (3) Catering: full catering as outlined in the Sponsorship package inclusions
- (4) Free WiFi

Note: Sponsor to bring (and set up) media wall and pull up banners to create sponsor event space.

4. Sponsor Space Allocation and Containment within Space

Sponsor space allocation is at the discretion of the NSWNMA. All sponsors are to set up and contain products within the footprint of the allocated space.

5. Security and Public Liability

- (a) All products must be within clear line of sight of sponsor.
- (b) All sponsors have a responsibility to ensure, so far as is reasonably practicable, the health, safety and welfare of themselves and others.
- (c) The organiser shall not accept responsibility for any injury caused to any sponsor, their staff and/or agents or members of the public caused by the actions and/or negligence of a sponsor including any such injury caused by unsafe displays or items falling from the sponsor's allocated space.
- (d) The organiser shall not accept any responsibility for loss of, or damage to, equipment, stock or other material supplied and/or owned by any sponsor during the event.
- (e) The organiser strongly recommends that all sponsors, for their own protection, have adequate and appropriate insurance cover for all eventualities including those referred to in (b) and (c) above, and in particular Public Liability Insurance.