



Adelaide
Sustainability
Association

**Sponsorship Prospectus
2016**

About us

The Adelaide Sustainability Association (ASA) is a new university student club which seeks to empower its members and associates with knowledge, skills and experience in sustainability. We see sustainability as the mutual achievement of economic, social and environmental objectives.

The mission of the ASA is to make a valuable contribution to achieving the sustainability goals of the University of Adelaide, the Adelaide City Council and the South Australian Government.

Working with industry, government and academic partners, the ASA seeks to provide a range of professional development opportunities for our members including the Young Sustainability Leaders Program, Sustainability Mentoring and Industry Night.

In providing these opportunities to empower University of Adelaide staff and students, the ASA is proud to be making an influence towards an exciting, sustainable future.

Message from the President

Welcome to the Adelaide Sustainability Association, it gives me great pleasure to present to you the exciting partnership opportunities possible for 2016 and beyond. As a new student-driven, multi-disciplinary University club, I believe the ASA will provide a catalyst for the 'leaders of tomorrow' to mature and flourish in response to the challenges of the coming decades.

Our mission is advanced by harnessing interdisciplinary collaboration and intergenerational exchange to achieve real life sustainability goals. Empowering young and passionate students to work towards sustainability objectives will stimulate their implementation of such agendas throughout their careers, which I trust will prove valuable.

Mentored by patron The Hon. Robert Hill, former Adelaide University Chancellor and Australian Senator, the ASA will work with industry and government to provide its members with invaluable knowledge and experience.

I believe the true value of your involvement is in building long-lasting relationships with the next generation of young professionals who are passionate about sustainability. In exchange for your support, we will build on this passion by providing you with distinctive engagement, capacity building and promotional opportunities.

It gives me great pleasure to commend to you the opportunity to become a founding sponsor of the Adelaide Sustainability Association and share in its work alongside a group who – through optimism – are not overwhelmed by the challenges we face, but are inspired by the opportunities they present.



Daniel Conley
ASA President
(Final Year Civil and Structural Engineering Student)



Events

Young Sustainability Leaders (YSL) Seminar Series:

The Young Sustainability Leaders (YSL) program consists of a series of 6 professional development seminars delivered throughout the academic year by leading experts in sustainability. Speakers will provide a broad overview of sustainability across a wide variety of industries and academic fields. The program endeavours to inform students of the importance of sustainable development and how their future careers can make a lasting positive contribution to a sustainable future.

YSL seminar events will also provide a valuable opportunity for sponsor involvement and exposure by presenting at the event (event lead sponsor) and participating in panel discussions. Seminar events are scheduled for 90 mins and will be structured as follows:

- Event Lead Sponsor Presentation (15 mins)
- Keynote Speaker (45 mins)
- Panel Discussion (30 mins)

The panel discussion after the keynote address will see our sponsors along with academics and industry representatives participate in a moderated Q&A session.

Sustainability Mentoring – ‘Meet and Greet’

Sustainability Mentoring will focus on bridging the gap between university and industry. In union with sponsors and industry leaders, the mentoring program will focus on pairing university students with suited industry mentors. The ASA aims to have representatives from all industry sectors involved in the program to meet multi-discipline demand. The mentoring initiative provides a unique forum for industry representatives to connect with the next wave of graduating professionals promoting inter-generational exchange. The mentoring program will also provide a prime opportunity for businesses to gain exposure through student’s involvement within the organisation.

The Mentoring ‘Meet and Greet’ will provide students a networking event to be paired with an appropriate mentor. Students and mentors will then be encouraged to maintain communication and connection throughout the year and will be encouraged to attend following ASA events.

Industry Night:

The ASA will host a multi-disciplinary industry night for members which will provide the perfect opportunity for students to meet and network with prospective mentors and employers. Organisations will have the chance to present their latest innovative projects encompassing sustainability as well as discuss the opportunities available in their respective industries and professions.



Event Calendar

Uni Academic Week	Week Starting	Event
O'Week	22 nd Feb	O'Week Stall
Week 2, Sem 1	7 th Mar	ASA Launch
Week 3, Sem 1	14 th Mar	YSL Seminar 1
Week 6, Sem 1	4 th Apr	YSL Seminar 2
Week 8, Sem 1	2 nd May	Mentoring 'Meet and Greet'
Week 9, Sem 1	9 th May	YSL Seminar 3
Week 2, Sem 2	1 st Aug	YSL Seminar 4
Week 5, Sem 2	22 nd Aug	YSL Seminar 5
Week 7, Sem 2	5 th Sept	Industry Night
Week 9, Sem 2	3 rd Oct	YSL Seminar 6

*Exact event day during scheduled week TBC and is subject to change on availability of speaker.

Proposed Budget

Expert Speaker: (Young Sustainability Leaders Program)	6 x \$2,000.00	\$12,000.00
<ul style="list-style-type: none"> - Travel (flights, taxi etc.) - Accommodation - Honorarium 		
Events:	7 x \$1,500.00	\$10,500.00
<ul style="list-style-type: none"> - Promotional material (graphic design, printing etc.) - Venue, equipment hire and catering - Video recording and production 		
Website:		\$1,500.00
<ul style="list-style-type: none"> - Design - Maintenance - Hosting 		
Promotional Material:		\$2,000.00
<ul style="list-style-type: none"> - Flyers and banners - T-shirts - Other promotional material 		
Travel Bursaries	2 x \$1,000.00	\$2,000.00
<ul style="list-style-type: none"> - Student/member travel costs 		
Total Budget		\$28,000.00



Sponsorship Opportunities

Partner Sponsorship

Sponsorship of the ASA is a unique opportunity to support the strengthening of sustainability graduate attributes across all disciplines, whilst promoting your organisation as sustainability focused. Sponsorship is offered to all organisations, with a tiered structure as outlined below to allow all sized organisations to partner with the ASA:

<i>Large Enterprise:</i>	\$3,500.00 – target 4
<i>Medium Enterprise and Government:</i>	\$2,000.00 – target 4
<i>Small Enterprise and NGOs:</i>	\$800.00 – target 6

We are pleased to offer our sponsors with:

1. Logo on all official ASA printed materials (*including event promotional flyers, brochures, posters etc.*)
2. Logo on all electronic platforms (*including social media pages*)
3. Organisation profile on ASA website highlighting your sustainability credentials
4. Promotional opportunities across ASA social media pages
5. Promotion at events including display of your organisation's banner and promotional material
6. Acknowledgement of sponsorship on media platforms at events (*including on event video*)
7. Opportunity to provide representative on Industry Q&A panel at selected Young Sustainability Leaders seminar events
8. Use of ASA logo (*as approved by the ASA*)
9. Exposure to enthusiastic students through our mentoring program and industry night
10. VIP seating at all ASA official events
11. Exposure to partnering university clubs

Event Lead Sponsor (6 Available) – Additional \$1500 per event

On top of sponsorship as outlined above, sponsors can secure lead sponsor status at an official ASA Young Sustainability Leaders program seminar event. Event lead sponsors will receive:

1. Highest profile at an event, including larger logo on promotional material and prominent banner placement
2. 15 minute presentation at YSL seminar event, which is included in event video
3. Promotional material on seats
4. VIP seating priority at ASA events

Sponsorship may also be used to leverage support for grant applications.

Contact Us

Email: sustainability@auu.org.au

Ph: 0447 477 750 (Daniel, ASA President)

