

# ORANA OUTLOOK

FORUM  
17 NOVEMBER 2023

## SPONSORSHIP PROSPECTUS

AN INITIATIVE OF

**ORANA**

[WWW.ORANAOUTLOOK.COM.AU](http://WWW.ORANAOUTLOOK.COM.AU)

  
An Australian Government Initiative

 Regional  
Development  
Australia

# EVENT

ORANA OUTLOOK FORUM

**17 NOVEMBER 2023**

**8:30AM TO 2:00PM**

**LAZY RIVER ESTATE, DUBBO**



**Join industry and government leaders to gain insights and knowledge of the future growth, trends and investment across the Orana region.**

The Forum will present an overview of transport, agriculture, tourism, new energy, social and environmental issues, and a regional economic outlook, influencing our region now and into the coming years.

The 2023 Orana Outlook Forum is a unique opportunity to showcase your business, connect with key decision-makers, and gain valuable exposure in the region. Don't miss out on this chance to promote your company!

## Event Format

### WELCOME & INTRODUCTION

8.30AM - 10.00AM

---

### MAJOR PROJECTS & OUTLOOK

10.30AM - 12.30PM

---

### KEYNOTE SPEAKER

1.00PM - 2.00PM

# PARTNERSHIP OPPORTUNITY

## OUR MARKETING CAMPAIGN: YOUR BRAND EXPOSURE

Your branding will be in front of thousands of people, guaranteeing enhanced reputation, profile and awareness amongst your target market.

The **2023 Orana Outlook Forum** has an integrated marketing campaign being executed through the use of different marketing media, which includes:

### Conference Program

The conference program will include sponsor profiles, contact details and logos. The program will be available both online and to every attendee.

### Digital Marketing

The conference will use digital marketing techniques to reach the target market, including email marketing and social networking tools, including LinkedIn, Twitter and Facebook. A weekly newsletter will also be circulated, with sponsor logos embedded.

### Web

We've established a dedicated website for the **2023 Orana Outlook Forum**. Pages within the site will include a list of sponsors, conference program and an online registration facility.

### External Parties

We will be working directly with participating businesses and organisations, such as the Dubbo Chamber of Commerce, local government agencies and departments, education providers and more, to augment our marketing and promotional efforts.

### Press Releases

An extensive PR campaign is planned and will be disseminated via press releases to television, newspaper and radio; the press releases will announce the conference's progress and developments, as well as highlights to expect.

### Sponsor Branding

Sponsors will receive branding on the conference program, website, banner adverts and articles on the website and unprecedented branding at the conference.

### You

We will work closely with sponsors to discuss how we can help with your marketing and branding to ensure you reach the right audience.

## MAJOR PARTNER SPONSOR \$5,000 + GST | NAMING RIGHTS

- Targeted introductions on the day and post-event (if requested)
- Logo featured on event collateral, web page and holding slides
- 2 x complimentary tickets to the event
- Banner placement at the event
- Exhibition space at the event (if requested)
- Acknowledgment as Event Partner at the event
- Promotional material (supplied) included in attendee bags
- Opportunity to display a pull-up banner and distribute marketing collateral at the event
- Inclusion of a short message in the thank you email sent to attendees after the event
- Access to the attendee list (name, position title and company name only)

## MINOR PARTNER SPONSOR \$2,000 + GST | UNLIMITED OPPORTUNITIES

- Targeted introductions on the day and post-event (if requested)
- Promotion on all materials - pre, during and post-event including landing page and outbound marketing with click-through, social media
- Targeted break sponsor announcements
- 2 x complimentary tickets to event
- Banner placement at the event
- MC mentions
- Collateral on table - in event bags

## Partnership Advantages

As a partner of the RDA Orana, you will:

- Raise your business profile
- Be seen as an industry leader
- Engage with industry leaders, policy makers and more.

## Promote Your Company

Promote your company to key decision-makers. These leaders come prepared and focused on hearing about products and services that will help to meet their goals and run their business, and provide solutions to our communities.

# AGREEMENT

## BUSINESS DETAILS

COMPANY NAME

POSTAL ADDRESS

STREET ADDRESS

PHONE

MOBILE

EMAIL

## PARTNERSHIP LEVEL

- Major Sponsor (\$5,000 + GST)       Minor Sponsor (\$2,000 + GST)

## CANCELLATION POLICY

Cancellations will only be accepted before Friday, 3 November 2023, in writing and must be signed by the person whose signature appears on this form (or their nominee) and mailed or emailed to RDA Orana.

Please tick below to indicate you agree with the above terms and conditions:

- I have read the RDA Orana Cancellation Policy

SIGNATURE

DATE

## FOR FURTHER INFORMATION

Please contact our friendly staff with any questions you have.

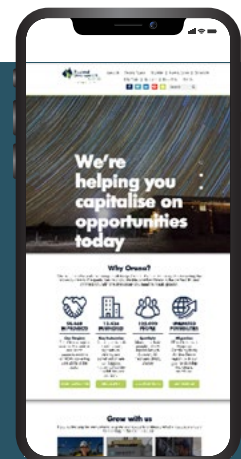
**PHONE:** (02) 6885 1488

**EMAIL:** admin@rdaorana.org.au

**WWW.RDAORANA.ORG.AU**



An Australian Government Initiative



# TERMS AND CONDITIONS

## Event Agreement

- Regional Development Australia (RDA) Orana proposes to conduct an Event to facilitate information sharing, business, and networking opportunities to stakeholders within the Orana region.
- The Sponsor wishes to sponsor the event.
- Upon written acceptance by the Sponsor (by way of the Application Form).

## 1 Sponsorship Fees

- The balance of the Sponsorship Fee is payable by the Sponsor to RDA Orana on completion of the Application Form.
- The terms of payment on the Application Form/Invoice may only be altered as agreed by RDA Orana.

## 2 Sponsor Intellectual Property

- The Sponsor must provide an image of their logo in the format of .jpeg or .png in a resolution of no less than 940 x 780 pixels along with other details as required (e.g. contact details, trademarks, etc.) to RDA Orana within ten(10) days of the sponsorship becoming confirmed.
- The Sponsor shall indemnify RDA Orana from and against all claims, liabilities, losses (including fines and penalties), damages, and reasonable costs arising from any claim, suit, or action (including legal costs and expenses) arising from reliance on information provided by the Sponsor for use by RDA Orana or for any breaches of third party intellectual property.

## 3 Sponsor Obligations

- The Sponsor must exercise the rights and pursue the opportunities granted under this agreement in a manner consistent with the good name, goodwill, reputation and image of RDA Orana and the Event and in compliance with all applicable laws, regulations and industry standards.
- The Sponsor must comply with any brand guidelines or other reasonable directions provided by RDA Orana when using RDA Orana's intellectual property.
- In order to limit costs, RDA Orana may in its sole discretion limit the number of colours used to print sponsor logos.
- All sponsorship materials must be submitted to RDA Orana as directed by RDA Orana.
- The Sponsor:
  - a. grants to RDA Orana non-exclusive royalty-free license to use any of the Sponsor's intellectual property provided to RDA Orana to promote and market the Event.
  - b. warrant that it owns, is licensed to use and/or is solely entitled to use the Sponsor's intellectual property in Australia.
  - c. indemnifies RDA Orana against any claims, demand, suits, loss or damages(including legal costs on a full indemnity basis)
  - d. to the extent that such actions arise out of a claim that use by RDA Orana of the Sponsor's intellectual property under this clause infringes any intellectual property rights of a third party.
  - e. warrants that any Sponsor content published, displayed,

broadcast, advertised, exhibited or otherwise promoted by the Sponsor:

- i. shall comply with any specifications stated by RDA Orana
- ii. is truthful and accurate in all respects with all applicable laws (including the provisions of the ACL and any relevant State or Territory Law)

## 4 Sponsorship Options

- Sponsors may apply for sponsorship of single or multiple Sponsorship Packages. Should the Sponsor be interested in sponsoring an arrangement that is not listed within the Prospectus then it may contact RDA Orana to discuss possible preferences.
- RDA Orana may offer alternative Sponsorship Packages under this clause in its absolute discretion.

## 5 Breach of Agreement

- Any breach of this agreement will result in RDA Orana taking whatever action it considers appropriate against the Sponsor including, but not limited to, prohibiting in whole or in part or rejecting the Sponsor, its servants, agents, contractors, or employees from participating in the Event.
- Failure by the Sponsor to comply with this agreement will result in damages including but not limited to the Sponsor forfeiting any and all payments made to RDA Orana.
- The Sponsor agrees to pay RDA Orana any expenses reasonably incurred by RDA Orana in enforcing its rights against the Sponsor under this agreement, including but not limited to legal expenses.

## 6 Assignment

- Sponsors agree to RDA Orana distributing promotional materials for the Event and regional or industry updates to their designated contact.
- The Sponsor agrees that their designated contact shall use all reasonable resources including but not limited to, social media, email to distribute promotional material to their networks on behalf of RDA Orana.

## 7 Cancellation and Refunds

- RDA Orana reserves the right to cancel the Event in the event it receives an insufficient number of registrations, or for any other reasonable grounds, as determined by RDA Orana.
- If the Event is cancelled in accordance with clause 7.1, subject to applicable laws, the maximum liability of RDA Orana is limited to a refund of any payments made under this agreement.
- If a Sponsor wishes to cancel a confirmed sponsorship, RDA Orana, without prejudice to any other rights under this agreement, shall agree to cancellation of confirmed sponsorship at the sponsors request if and only if all of the following conditions are met:
  - a. a request is received in writing by RDA Orana on or before 5.00pm on the cancellation date; and
  - b. the reason given for the request of cancellation is, in the opinion of RDA Orana, reasonable and well-founded as determined by RDA Orana acting in its sole discretion.

# TERMS AND CONDITIONS (CONTINUED)

- If conditions of clause 7.4 are met, RDA Orana shall retain the following monies by liquidated damages and not by way of penalty:
  - c. 50% of the sponsorship fee in relation to the confirmed sponsorship; if the cancellation request is received on or before the cancellation date; and
  - d. 100% of the sponsorship fee in relation to the confirmed sponsorship if notice of the cancellation is given after the cancellation date.

## 8 Confidentiality

- Neither party may disclose any confidential information of the other party without obtaining the prior written consent of the other party.
- A party may disclose any confidential information:
  - e. to its employees, officers, and agents on a need-to-know basis provided that they comply with the obligations of this clause.
  - f. if required to do so, to the extent that the disclosure is required by law; and
  - g. to any professional advisors, provided that they comply with the obligations of this clause.

## 9 Termination

- RDA Orana fully reserves its rights to immediately cancel, refuse and withdraw the Sponsor from the Event and any rights it may have under this agreement, without notice, where the Sponsor is in breach of this agreement, in which event the Sponsor will immediately withdraw from publication, display, broadcast, advertisement, exhibition or otherwise any Sponsor owned content in relation to the Event.

## 10 Force Majeure

- RDA Orana will not be liable to the Sponsor for any loss suffered, nor be in default under this agreement for any delay, failure or interruption resulting directly or indirectly from industrial action, blackouts, fire, war, terrorism, civil or military unrest, explosions, earthquakes, floods, labour disputes, acts of God or any other event or cause beyond the control of RDA Orana, or if the attendance at the Event is adversely impacted by any of the causes nominated by this clause. In all such circumstances, RDA Orana shall be entitled to retain all payments paid by the Sponsor.
- An event under clause 10.1 will not affect or prejudice the right of RDA Orana to pursue outstanding payments owed to RDA Orana by the sponsor.

## 11 Liability

- The Sponsor, to the fullest extent permissible under law, indemnifies and releases RDA Orana, its employees, contractors and agents from and relation to all actions, suits, proceedings, losses, claims, demands and costs which may be brought against RDA Orana, its employees, contractors and agents by any person, firm or entity for all damage, loss, injury (including death), costs or expenses caused directly or indirectly to or suffered by any person, firm or entity as a result of or arising out of any breach of this agreement or any actual or alleged default by the Sponsor of the agreement or resulting directly or indirectly from the Sponsor's sponsorship or participation in the Event.
- RDA Orana, to the fullest extent permissible under law, will

not in any circumstances be liable for any loss, damage or injury which may occur to the Sponsor, its employees, or any third party, or for any damage to property including damage to exhibits, plant, equipment, fixtures, fittings, display stock or other property whatsoever or for any loss of profits suffered however caused.

- RDA Orana, to the fullest extent permissible under law, will not be liable for any damage or loss to Sponsor's properties by fire, theft, accident, or any other cause or for any indirect or consequential damages arising from any breach of this agreement or otherwise relating to or arising from the sponsorship of the Event.

## 12 Intellectual Property

- The Sponsor shall indemnify RDA Orana from and against all claims, liabilities, losses (including fines and penalties), damages and reasonable costs arising from any claim, suit or action (including legal costs and expenses) arising from reliance on information provided by the Sponsor for use by RDA Orana or any breaches of third party intellectual property.

## 13 Variations

- No agreement as between the parties varying or amending this agreement shall have any force or effect unless it is committed to writing and signed by the parties.

## 14 Relationship

- The parties agree that nothing in this agreement shall constitute a partnership, agency, employer/employee relationship or joint venture arrangement between them.

## 15 Severability

- If any clause or part thereof in this agreement becomes invalid or is rendered unenforceable or prohibited then such clause(s), or part thereof, will be severable without invalidating or affecting the validity of the remainder of this agreement, which shall continue in full force and effect.

## 16 Survival on Termination

- All indemnities survive termination of this agreement.