

Submarine Institute of Australia  
Centenary of Submarines - 1914 to 2014 and beyond

# Sponsorship Prospectus

YOUR CHANCE  
TO BE PART OF  
SOMETHING  
**BIG**



Incorporating

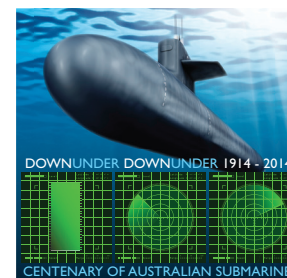
**Centenary of Submarines events to ANZAC Day 2015**

**Submarine Week – 7-14 November 2014**

**SIA Centenary of Submarines 7<sup>th</sup> Biennial Conference – 11-13 November 2014**

[www.submarineinstitute.com](http://www.submarineinstitute.com)

[www.aussubs100.com](http://www.aussubs100.com)



## Centenary of Submarines – Your chance to be part of something BIG

Since 1914 submarines have played an essential role in the defence of Australia. The importance of submarines and submariners to our national security has been overlooked in the past – but this year that will change!

So to mark the Centenary of Submarines in 2014 we pay tribute to submarines – and our submariners past and present – through an exciting year-long national program of activities and special events literally 100 years in the making.

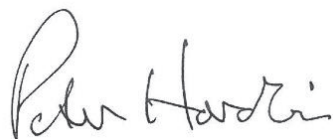
The Centenary of Submarines provides sponsors with many excellent opportunities to engage with key influencers and decision makers within Government and the defence industry in the lead-up to ANZAC Day 2015 – the ANZAC Centenary.

The Submarine Institute of Australia is the nation's premier organisation for the promotion of submarine matters and is dedicated to strengthening relationships between government and industry, and with submariners past and present.

With the Federal Government due to release its Defence White Paper early next year, and the all-important decision on the future direction of Australia's submarine capability eagerly anticipated, now is the time to get involved in SIA activities and align your corporate goals with the future of submarines in Australia.

We look forward to your support.

Best wishes



Peter Horobin

President

Submarine Institute of Australia



# Centenary of Submarines – Program of Events

## Centenary of Submarines events to ANZAC Day 2015

To celebrate a century since Australia became a submarine nation the SIA, in conjunction with the Submarine Association of Australia and the Royal Australian Navy, has established the Submarine Centenary Project. The Centenary of Submarines commemorates Australia's submarine history, marking important anniversaries and significant places with a range of events that will raise your profile among key influencers as well as the general community. See inside for more details.

## Submarine Week – 7-14 November 2014

Submarine Week is a week-long celebration of all things near and dear to the heart of a submariner. With the focus on Fremantle, the celebrations open with a Freedom of Entry Parade on Friday 7 November and culminate with the SIA Centenary conference. Events include the Submarine Association SUBCON, a Memorabilia Day, Remembrance Day service and other submarine-related events for national and international visitors. See inside for more details.

## SIA Centenary of Submarines 7<sup>th</sup> Biennial Conference – 11-13 November 2014

SIA provides a range of opportunities for companies that need to have their message heard by the most submarine-focussed audience in the country. Held in Fremantle during Submarine Week, the Conference is expected to attract more than 200 Australian and overseas delegates. Please note sponsorship packages, from \$1,000 up to \$35,000, usually sell out soon after they become available. See inside for more details.

*Please note all sponsorship packages in this prospectus include the Goods and Services Tax (GST). The Submarine Institute of Australia is an incorporated not-for-profit organisation.*

## Centenary of Submarines – Diamond Partner (one only)

**Option 1** – \$75,000 stand-alone support for all SIA Centenary of Submarine events

As the Centenary of Submarines cornerstone Diamond Partner you will receive:

- Right to use Centenary of Submarines logo on your marketing material.
- Your company logo included on the Centenary of Submarines website [www.aussubs100.com](http://www.aussubs100.com)
- Prominent logo and complimentary invite to all events associated with the Centenary of Submarines including Submarine Week and the AE2 Conference in Istanbul, Turkey in April 2015. See page 7 of this prospectus for a list of events.
- Prominent logo position throughout the SIA 7<sup>th</sup> Biennial Conference in the Centenary of Submarines.
- Conference literature includes your company's name and logo.
- Logo included on the SIA and Conference websites.
- Special acknowledgement at Conference Opening and Closing.
- 6 complimentary registrations at the Conference and all associated events (completion of complimentary on-line registration required).
- Complimentary full-page advertisement in the Conference Handbook
- Complimentary 'Banner' advertisement on SIA website Sponsors page.
- Complimentary SIA membership for up to 20 people (normal membership application criteria apply).

**Option 2** – \$90,000 sponsorship of all SIA Centenary of Submarines events and SIA Centenary of Submarines 7<sup>th</sup> Biennial Conference Gold Sponsorship valued at \$35,000. See Gold Sponsor benefits over.

## Centenary of Submarines 7<sup>th</sup> Biennial Conference – Gold (one only)

The Gold Sponsor of the 7<sup>th</sup> Biennial Conference in the Centenary of Submarines will enjoy the most prominent position – befitting its contribution – and wide exposure to senior decision-makers from Government and Industry.

- All conference literature includes your organisation's name and logo.
- Gold Sponsor logo included on the Conference website with a direct link to the Sponsor's site in a superior position to other (non-Gold) Sponsors. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Complimentary full page advertisement in the Conference Handbook and display of logo both on the front cover and inside.
- Special acknowledgement at Conference Opening and Closing.
- 5 complimentary registrations at the Conference (completion of complimentary on-line registration process is required).
- Complimentary tickets to the Conference reception and Dinner for ten people.
- Complimentary SIA membership for 7 people (normal membership application criteria apply).
- Corporate pull-up banner displayed and logo projected on screen at the Tribute to Science, Conference Reception, 2014 Centenary Conference venue and Dinner.
- DL or A4 size promotional merchandise in delegate bags.

## Centenary of Submarines 7<sup>th</sup> Biennial Conference – Additional Opportunities

In addition to the principal Gold sponsorship, we have added to the range of 'conference specific' sponsorship options. Additional opportunities include the 'Tribute to Science' to be presented in the afternoon of Tuesday 11 November. This session will cover the outstanding achievements of RANRL, DSTO and support by industry in the latter decades of the 20<sup>th</sup> Century.

The following sponsorship packages have been structured to ensure your company will be identified effectively to all delegates. Levels of exposure are related to choice of support.

Sponsorship Opportunity	Amount	
Centenary Conference 2014 Gold Sponsor	\$35,000	<b>SOLD</b>
Silver Sponsor (1 still available)	\$20,000	<b>1 SOLD</b>
Bronze Sponsor (multiple)	\$10,000	
Dinner Sponsor	\$10,000	<b>SOLD</b>
Tribute to Science Sponsor	\$10,000	
Conference Satchel accessories	\$8,000	<b>SOLD</b>
Dinner Wines Sponsor	\$6,000	<b>SOLD</b>
Reception Sponsor	\$6,000	<b>SOLD</b>
Conference Lanyard accessories	\$5,000	<b>SOLD</b>
Day 1 Sponsor	\$6,000	<b>SOLD</b>
Pre-Dinner Drinks Sponsor	\$4,000	
Luncheon Breaks (1 still available)	\$4,000	
Session Breaks (1 still available)	\$1,000	

For full details of sponsor benefits please visit our website at <http://www.submarineinstitute.com/sia-conferences/sponsorship-and-advertising.html>

## SIA Corporate Sponsorships – Additional Opportunities

In addition to the Centenary Diamond Partner, the SIA offers companies and individuals a range of sponsorship opportunities to get involved during the Centenary year.

There are three levels of annual sponsorship available depending on the size of the company. Sponsorships run from July-June each year to align with the Institute's financial/membership year.

Size of Benefactor	Emerald	Ruby	Opal
Corporate	\$25,000	\$11,000	\$4,500
Small-Medium Enterprise* / Individual	\$3,000	\$2,500	\$800

*\* Small-Medium Enterprises have less than 20 employees and/or turnover less than \$A5m annually*

Each level offers varying levels of exposure, conference registration and SIA membership for employees.

For more information visit <http://www.submarineinstitute.com/sponsors/>

## Centenary of Submarines – Calendar of Events

Below please find a list of events and activities supported by the Submarine Institute of Australia during the Centenary of Submarines, including Submarine Week. In addition to the overarching Centenary of Submarines Diamond Sponsor, smaller sponsorship and promotional opportunities are available for many of these events.

Centenary of Submarines		Submarine Week, Fremantle	
Centennial celebration of the arrival of AE1 and AE2 in Sydney. Major commercial exposure at preceding Reception.	24 May 2014	Freedom of Entry Parade Meet and Greet Function	7 Nov 2014
Commemoration of the 99 <sup>th</sup> anniversary of the loss of HMAS AE2.	30 April 2014	Submariners Gala Dinner	8 Nov 2014
Launch of Australia Post Centenary of Submarines stamp (in conjunction with the Centenary of Military Aviation in Australia).	5 Aug 2014	Fremantle Festival Parade Memorabilia Day	9 Nov 2014
Publication of 'Submarine: A Centenary of Submarines in Australia 1914-2014' Official Centenary magazine.	Publication September 2014	Remembrance Day Welcome Reception, SIA Conference	11 Nov 2014
Memorial Service marking the 100 <sup>th</sup> anniversary of the loss of AE1 – Garden Island Chapel, Sydney.	14 Sept 2014	SIA Centenary of Submarines 7 <sup>th</sup> Biennial Conference - Day 1 SIA Conference Dinner	12 Nov 2014
Launch of the second edition of 'Australian Submarines: A History' by Dr Michael White, QC	11 Nov 2014	SIA Centenary of Submarines 7 <sup>th</sup> Biennial Conference - Day 2	13 Nov 2014
AE2 Commemorative Foundation conference – Istanbul, Turkey.	20 April 2015		
Commemoration of the 100 <sup>th</sup> Anniversary of the penetration of the Dardanelles by HMAS AE2.	25 April 2015		



## Contact us

For sponsorship opportunities during the **Centenary of Submarines** including at the **SIA Centenary of Submarines 7<sup>th</sup> Biennial Conference** and to advertise in the **Conference Handbook** please contact:

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Submarine Institute of Australia

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To register for the **SIA Centenary of Submarines 7<sup>th</sup> Biennial Conference** please visit:  
<http://www.submarineinstitute.com/sia-conferences/registration.html>

For general enquiries regarding the **Submarine Institute of Australia** please contact:

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