



FOR SPONSORSHIP OPPORTUNITIES:

Contact ALABC CEO, Marcelo Salas

CEO@ALABC.COM.AU | 0412 643 343

| 1300 0 ALABC |

# SPONSORSHIP OPPORTUNITIES 2021

## STRATEGIC PARTNERS



## PREMIUM PARTNERS



## PATRON MEMBERS



The Australia-Latin America Business Council (ALABC) is an independent not-for-profit organisation, that has been supporting businesses to forge links between Australia and Latin American countries since 1989. Our broad memberships cover a range of industries including resources, mining, agriculture, manufacturing, education, transport & logistics, tourism, finance and professional consulting services.

Our 800+ members have access to up-to-date information and resources to help them build stronger networks and knowledge of the business environment, to expand and build their presence and influence in Australia and Latin America. We would greatly value the opportunity to partner with your company to give practical support to those who see Latin America as an area of choice for future growth.

- More than 140 member organisations comprising over 800 individual members
- More than 4000 contacts in our database
- 3500+ contacts and followers via social media channels
- 27 events in 2019 with over 1000+ attendees

## Types of Events



### • Ambassador Series

#### Boardroom Luncheons:

\$500 - \$1,500 + GST

Maximum 25 attendees

This is a unique opportunity for members and guests of ALABC to engage directly with the Latin American Heads of Mission in an intimate boardroom discussion. These events guarantee attendees to talk one on one with the guest of honour Ambassador and can ask questions relating to doing trade with their country.

### • Educational Industry Webinars:

REFER TO PRICE LIST ON PAGE 3

Maximum 500 attendees

ALABC encourages our member companies to partner with us to host informative and educational conferences in specialised sectors. This allows for growth in business networking connections as well as creating opportunities for business collaboration across multiple industries.

### • ALABC Annual Lunches / Dinners:

REFER TO PRICE LIST ON PAGE 4

PERTH, BRISBANE, MELBOURNE & SYDNEY

ALABC's Annual business luncheons/dinners allow for a large number of members and industry professionals to network and celebrate achievements and connections made between Australia and Latin America.

## Webinar Sponsorship Opportunities

Minimum contribution: \$500 per webinar.  
Maximum contribution: \$1,500 per webinar.

**CALENDAR OF  
EVENTS >>**

### Increase your visibility among the Australia-Latin America Business Community!

In wake of the pandemic, many of our events were moved online and even after we have made the transition, we think virtual events are here to stay. We have made important investments in technological platforms to help our members remain informed and engaged with the region. We can now give brand visibility to our sponsors in our webinars as we are upgrading our website and we have launched an app for members, to facilitate interactions within the Australia-Latin America business community.



### Why Sponsor an ALABC webinar:

Since April 2020, We have delivered 30 successful business webinars, with more than 100 attendees per event. We have covered topics ranging from the Social Unrest in Chile to the Cobre Panama project. We have had the chance to engage our audience directly with Ministers, Ambassadors and senior key industry decision makers all over the Latin American region.

### BENEFITS:

- Display your company logo, link and newsworthy information (50 word message) about your company in the digital flyers pre and post-events (minimum two promotional emails). We can promote sponsors weeks prior to the event and re-share content from the event long after it concludes.
- Verbal acknowledgement of the sponsor at start and conclusion of the webinar.
- Acknowledge our sponsors in our monthly newsletter (5,000 recipients), website and social media, with links to your website.
- Sponsor logo, name, message and web address on the holding slides prepared by ALABC.
- 1-2 minute welcome at the beginning of the webinar spoken by a sponsor company representative.
- We share all the data we collect from registrants and perform a summary report for our sponsors. (contains contact details only of those individuals who allow their contact information to be shared).
- Display your corporate video before or after the webinar (2-3 minutes).
- Perform online surveys during the event.
- Customisation of the event landing page with offers from sponsors.
- Include your logo in the recording of the event.
- Tailored webinars can be organised to suit our sponsor requirements.

Get in touch for rates and availability. We will work with you to select the appropriate webinar to sponsor. Please check our [events page](#) for an overview.

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## Annual Business Dinners

### GOLD SPONSOR

**\$6,500 + GST**

- Exclusive "Gold" Sponsor status.
- Seating at the head table for one company representative.
- Opportunity to make an address at the event.
- Company logo displayed on all event marketing materials.
- Complimentary corporate table for 10 people, in premium position for maximum exposure.
- Opportunity to have up to two (2) corporate self standing banners or one media wall at the event.
- Opportunity to provide all guests with any branded merchandise.
- Acknowledgment of support in program and vote of thanks.
- Full company profile in the ALABC newsletter.
- Access to the list of companies that attend the event.



### SILVER SPONSOR

**\$3,500 + GST**

- Preferential seating at the VIP table.
- Company logo displayed on all event marketing materials.
- Four (4) complimentary tickets with preferential seating.
- Opportunity to display one (1) corporate self-standing banner at the event.
- Opportunity to distribute branded merchandise to guests.
- Full company profile in the ALABC newsletter.
- Acknowledgment of support and vote of thanks during the dinner.
- Access to the list of companies that attend the event.



### BRONZE SPONSOR

**\$2,000 + GST**

- Your logo displayed on all event marketing materials.
- Two (2) complimentary tickets to the event.
- Acknowledgement of support in dinner program.



### TAILORED SPONSORSHIP

- We value your specific sponsorship request and are committed to working with you to create a personalised package to meet your promotional objectives.
- Please contact us further to discuss how to collaborate with us and access great promotional opportunities during 2021.



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# Events & Activities

**[CLICK HERE TO SEE A LIST OF OUR UPCOMING EVENTS TO SPONSOR](#)**



Australia-Latin America Business Council  
**Championing Business Growth across the Pacific**

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