



ROWING
Australia

Education & Coaching Conference

Australian Institute of Sport
3 - 5 December 2010

SPONSORSHIP OPPORTUNITIES



Introduction

Rowing Australia is pleased to present the 2010 Rowing Australia Education & Coaching Conference.

This year's Conference follows on the back of highly successful Coaches Conferences in 2004, 2006 and 2008, each extending the benchmark for future rowing conferences in Australia. In 2010, for the first time, we are broadening the content to target athletes, coaches and officials, diversifying and adding to the traditional attendance by coaches from school, club and elite rowing, and still providing valuable information to enhance all levels of competitive rowing. The trade exhibition and social events provide the perfect opportunity for networking with a dedicated and focused target market.

The high quality, high profile presenters, including an internationally renowned keynote speaker, attract a number of international delegates. We will be focusing on increasing this attendance through communication with national rowing federations currently operating and developing in the Asia-Pacific region.

The Conference

The Conference Organisers

Rowing Australia is a non-profit sporting organization, recognized by the Federation Internationale des Societies d'Aviron (FISA), the Australian Sports Commission (ASC) and the Australian Olympic Committee (AOC) as the only organization to conduct rowing activities in and on behalf of Australia. Rowing Australia is responsible for the development of rowing from a national perspective with particular focus on coach education, competition management and Australian representative teams.

The organisation and management of the 2010 Rowing Australia Education & Coaching Conference will be performed by a team of staff from Rowing Australia. The team brings a wealth of experience in major event management, education and technical rowing knowledge.



The Conference Presenters

Rowing Australia has engaged a range of high profile domestic and international presenters, to impart their knowledge and expertise to attendees.

With the topics being modeled on a number of key themes, the presentations will be delivered by coaches directly involved with the Australian Rowing Team, sports scientists from the Australian Institute of Sport and experts from across business and the wider sporting community.

The Conference Details



The 2010 Rowing Australia Education & Coaching Conference will be held from 3–5 December, 2010. The Australian Institute of Sport in Canberra will host the event, with organised social activities taking place both at the AIS and the National Rowing Centre of Excellence training facility.

As the premiere sports training facility in Australia, the AIS will provide the perfect setting for this year’s Conference.

The Indicative Program

The Conference program has been targeted to the three main groups forming the rowing community - athletes, coaches and officials – with the intention that the majority of sessions will interest and benefit all target groups.

Highlights of the indicative program include:

- Communication: Dealing with conflict
- Building a bullet-proof athlete from a S & C perspective
- Evolution of Coaching
- Coping with the needs of athletes
- 3 key elements of a perfect stroke
- Coach Mentoring
- Communication & Learning Styles
- Talent ID & Elite Development in Australian Rowing
- Beating the Self Beat Up: Overcoming mental hurdles
- Preparing an athlete outside the boat
- Coaching a Coxswain
- Coaching Generation ‘Y’
- Interactive Panel Discussion: *‘If I knew then what I know now....’*
- Current trends in Umpiring (delivered by Patrick Rombaut – Chair of FISA’s Umpires Commission)

The Conference will begin on Friday afternoon with the welcome and keynote address, followed by a full day of presentations on Saturday and Sunday. A number of breakout sessions have been planned on Saturday, providing the opportunity to run concurrent sessions with smaller groups and more interactive presentations.

The social program will include a cocktail and networking function on Friday evening, and drinks at the opening of the new NRCE building on Saturday evening. Delegates will have the opportunity to make their own dinner arrangements upon the completion of the cocktail functions.

Audience

The 2010 Rowing Australia Coaches Conference will target a wide variety of Australian rowing coaches, athletes and officials involved with elite, school and club rowing. As a result of the reputation established at all previous conferences, it is anticipated that an audience in excess of 200 will attend. The following is a demographical breakdown of the 2008 conference attendees:-

<i>Attendance</i>		<i>User Group</i>	
<i>State</i>	<i>Number</i>	<i>Type</i>	<i>Number</i>
ACT	20	School	89
NSW	60	Club	64
QLD	64	SIS / SAS *	13
SA	11	International	1
TAS	12	School and Club	15
VIC	44	Unknown	7
WA	16	Trade Exhibition Delegates	12
New Zealand	2	Total	232
Norway	1		
UK	1		
USA	1		
Total	232		

* State Institutes and Academies of Sport

Benefits to Your Organisation



Establishing a partnership with Rowing Australia for the 2010 Conference will prove mutually beneficial and provide extensive exposure to a captive target market.

The packages offered for your consideration detail a range of opportunities to increase brand awareness and provide direct marketing initiatives extending beyond delegates attending the conference.

The following is a snapshot of the exposure experienced by sponsors in 2008:-

Direct Marketing Exposure Sponsorship

<i>Type</i>	<i>Number</i>	<i>Type</i>	<i>Number</i>
Individuals	1400	Naming Rights	1
Schools	155	Minor	2
Clubs	60	Associate	1
International Federations	25	Trade Show	9

The above contacts were reached through direct mail, email and telemarketing initiatives. The contacts were derived from the current membership databases held by Rowing Australia.

As a result of increased accredited coaching numbers and strengthened relationships with members of international federations, exposure for the 2010 Conference will increase. This will provide for higher numbers of delegate registrations, sponsors and Trade Exhibitors.

Your support of a major initiative within the development of rowing in Australia will provide your organisation with the opportunity to promote a commitment to the development of one of Australia's most successful sports on a local, state, national and international basis.

Sponsorship Packages

MAJOR SPONSOR

\$10,000.00 (+ GST) — One Available

- Recognition and verbal acknowledgement of your organisation at appropriate times during the course of the Conference
- Naming rights to one breakout room
- Sponsorship acknowledgment in conjunction with two conference topics
- Logo on pre-marketing materials and all electronic materials
- Logo and active link on conference website
- Logo on the registration pack
- Logo on the conference program
- Logo on all topic introduction slides
- Logo on the conference multi media CD
- One banner in the conference room
- One banner in the foyer of the conference rooms
- Half slide advertisement on the conference break rotation slide show
- One banner in the cocktail function room
- Corporate profile printed in the conference program
- One exhibition booth (3m x 3m with power, lights and fascia sign)
- Company promotion material to be distributed with conference delegates pack
- Two complementary tickets to the conference and all activities

Sponsorship Packages

MINOR SPONSOR

\$5,000.00 (+ GST) — Two Available

- Recognition and verbal acknowledgement of your organisation at appropriate times during the course of the conference
- Sponsorship acknowledgment in conjunction with one conference topic
- Logo on pre-marketing materials and all electronic materials
- Logo and active link on conference website
- Logo on the conference program
- Logo on all topic introduction slides
- Logo on the conference multi media CD
- Quarter slide advertisement on the conference break rotation slide show
- Corporate profile printed in the conference program
- One exhibition booth (3m x 3m with power, lights and fascia sign)
- Company promotion material to be distributed with conference delegates pack
- Two complementary tickets to the conference and all activities

Sponsorship Packages

TRADE EXHIBITOR

\$1200.00 (+ GST) – 12 Available

The Trade Exhibition is an ideal avenue for suppliers of rowing-specific and general sporting goods to conduct direct sales as well as establish relationships for future business opportunities. With the conference delegation consisting of a number of Rowing Coordinators from a variety of high profile schools and clubs across Australia, the trade exhibitors will be exposed to a focused market with high buying power.



The Trade Exhibition will be conducted from 12.00 pm on Friday 3 December until the close of the conference on Sunday 5 December and will be located on the indoor synthetic training area, under the Conference Theatre. Catering points will be strategically positioned in order to encourage flow through the Trade Exhibition.

Exhibition booths at the Trade Exhibition include the following:

- 3 metre by 3 metre exhibition booth;
- 2 x Spotlights per booth
- 1 x 4 Amp power point per booth
- 1 x printed fascia sign with black text

In addition to the exhibition space, an exhibitor will be provided with the following benefits:

- Logo on the conference break rotation slide show
- Company promotion material to be distributed with conference delegates pack
- One complementary ticket to the conference and all activities

Contact Details

For further information regarding the 2010 Rowing Australia Education & Coaching Conference, including available sponsorship opportunities, please contact:

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