



LPBD

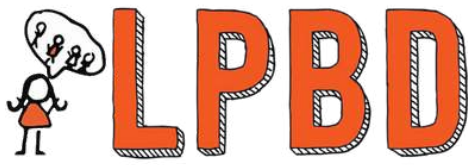
Little people, Big dreams



Partnership Prospectus

Little People, Big Dreams Conference 2024

Saturday, 12 October 2024 | DoubleTree by Hilton Esplanade, Darwin



Little people, Big dreams



child
Australia



In partnership with
**NORTHERN
TERRITORY
GOVERNMENT**

Child Australia, in partnership with the Northern Territory Government, is proud to present the Little People, Big Dreams Conference in 2024. This is the largest professional development opportunity for those working in the early education sector, with presentations and workshops from experts in the field of childhood care and development.

Little People, Big Dreams will be held at the DoubleTree by Hilton Esplanade Darwin on Saturday, 12 October 2024. Set next to Darwin Entertainment Centre and with beautiful ocean views, the hotel is only a 15 minute drive from Darwin International Airport and offers easy access to Stuart Highway. The hotel is within walking distance of the city centre, major business and government offices and historic attractions like the War Memorial and Parliament House.

Child Australia is pleased to present opportunities for your organisation to join decision makers in the early childhood education and care sector including thought leaders, approved providers, health professionals, policy makers and educators from the Northern Territory and around Australia. Sponsorship of Little People, Big Dreams provides the opportunity for your organisation to align itself with the significant importance of children's learning and development.

The conference attracts delegates located within both metropolitan NT and remote communities, as well as those living in regional WA and Queensland. The conference is highly regarded by those working in the industry and early years professionals look forward to and return year after year.

We look forward to you advancing your presence within the childhood learning and development sector... because together we can truly enrich the lives of children in Australia.

Tina Holtom

Chief Executive Officer - Child Australia

THE EARLY CHILDHOOD EDUCATION & CARE SECTOR AT A GLANCE



216,619

Staff employed in the ECEC sector in 2021



92% female

Males most strongly represented in Vacation & OSHC Services



84%

Have an ECEC related qualification (11.9% with a Bachelor degree and above)



23,248

Early Learning Services, Family Day Care, OSHC and Schools with Primary Education in Australia



1,281,653

Children attend a child care service*. An increase of around 13,000 compared to 2016.

Taken from the 2021 Early Childhood Education & Care National Workforce Census.

*Number of children attending during the Census reference week

LITTLE PEOPLE, BIG DREAMS CONFERENCE

EVENT FAST FACTS



WHEN

Saturday, 12 October 2024



ATTENDEES

400 Expected



REGISTRATION

Opens 1 May



DELEGATE PROFILE

- Early Childhood Leaders
- Early Childhood Educators
- Early Childhood Teachers
- System Leaders in the Early Learning Sector
- Researchers and Academics
- Therapists/Counsellors
- Service Providers (Community, NFP & For Profit)
- Tertiary Educators
- University & TAFE Students
- Policy Makers
- Government Agencies



Building Relationships with Early Childhood Decision Makers

The Little People, Big Dreams Conference provides an excellent opportunity for organisations to build and maintain relationships with an audience passionate about childhood education and development. As conference organisers, Child Australia are excited to work with sponsors to **customise a package that meets your business goals and objectives**, please see below some suggestions for sponsorship opportunities to get the process started.

PARTNERSHIP OPPORTUNITIES ✨

🕒 KEYNOTE SESSION SPONSOR - \$6,000

Sponsorship of one of the Keynote Presentations throughout the day.

🕒 BREAKOUT ROOM SPONSOR - FROM \$4,000

Your organisation can sponsor one of the rooms

🕒 SUNDOWNER SPONSOR - \$5,000

Your organisation can sponsor the sundowner network event incl opportunity for an activation.

🕒 MUNCH & MEET MOMENTS SPONSOR - \$2,500

Your organisation can sponsor the lunch provided to delegates as part of their conference registration, with opportunities for activation and promotion within the space.

🕒 PHOTOBOOTH SPONSOR - \$4,500

The opportunity to sponsor the photobooth including branding on the photo print outs and promotion of the activation.

🕒 SATCHEL BAG SPONSOR - \$3,500

Conference delegates receive a satchel with inserts, your organisation can have exclusivity on branding alongside Child Australia.

🕒 SATCHEL INSERTS - FROM \$500

Your organisation can provide branded inserts to be included in the delegate satchels provided at the conference.

🕒 EXHIBITOR - \$900

Opportunity for your organisation to host an exhibition booth within the Market Place Exhibition running concurrently during break times with the conference program.

Building Relationships with Early Childhood Decision Makers

Exhibitor Opportunities ✨

The Market Place provides excellent opportunities to network with delegates and showcase your brand, products and services. The exhibition will run concurrently during break times with the conference program.

Inclusions

- 1 x exhibition space (includes 1.5m trestle table, skirting and two chairs)
- 1 x complimentary full day conference registration
- Acknowledgement as exhibition host in digital advertising
- Acknowledgement as exhibition host on website with appropriate links
- Acknowledgement as exhibition host in pocket program
- Access to delegate email list following the conference

Additional Sponsorship Opportunities ✨

- Lanyard / Name Badge Sponsorship
- Delegate or presenter Gifts
- Satchel inserts
- Program Advertisement
- Activations
- In-kind opportunities

Benefits You Will Receive

By sponsoring the Little People, Big Dreams (LPBD) Conference you will also receive:

- Acknowledgement of sponsorship on LPBD website
- Acknowledgement of sponsorship in the LPBD Pocket Program
- Access to delegate database (minimum spend of \$900)
- Acknowledgement of sponsorship in marketing initiatives

We'd love to hear from you!

Thank you for taking the time to consider your involvement in the 2024 Little People, Big Dreams Conference.

If you would like to discuss any of these opportunities in further detail and create a tailored sponsorship proposal please contact:

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We look forward to working with you and welcoming you to Darwin for the 2024 Little People, Big Dreams Conference!

