



**Southern
Cross
University**

National Centre For
Naturopathic Medicine

Sponsorship Prospectus

Natural Products Futures Forum

17-18 October 2024
Ballina

Welcome to the Natural Products Futures Forum

As part of our work, the National Centre for Naturopathic Medicine at Southern Cross University is developing a breadth of activities to better understand the needs of the Australian natural products sector and develop a future-looking agenda for the sector. One of these activities is hosting of the annual Natural Products Futures Forum, which will bring 200 national and international thought leaders from industry, academia, government and other key stakeholder groups.

The Natural Products Futures Forum is a strategic event for natural product research and development featuring two days of networking, social events, and talks by international thought-leaders. Issues around natural drug research and development, manufacturing standards, regulation, and policy will be addressed.

This event builds upon Southern Cross University's proud legacy in advancing the natural products sector, drawing on the success of past roundtable events such as the Herbal Medicine into the New Millennium, Natural Futures, and Australian Herbal Medicines Industry Feasibility Study.

The forum aims to convene thought leaders and key stakeholders in a roundtable format to address current and future challenges, opportunities, and priority areas in natural health products production, practice, and policy.

Insights from this roundtable will contribute to establishing a national platform and developing white papers on policy issues and priorities. These resources will support advocacy efforts to foster Australia's high-quality, sustainable natural products sector.



About the National Centre for Naturopathic Medicine

Our mission is to contribute meaningful solutions to healthcare needs through naturopathic education, research, and advocacy, in communities throughout Australia and worldwide.

We view patients' health through a naturopathic prism, focusing on advancing naturopathic research, education, and the profession itself. Education, Research, and Advocacy form the core pillars of our center, with equal importance placed on each.

Our goal is to promote a strong culture that integrates holistic principles and evidence-based science into all aspects of healthcare education and practice. From researching pain relief for cancer patients to collaborating with government agencies on self-care policy development, we strive to empower patients and enhance health outcomes by facilitating access to the best integrative and conventional therapies.

Through our initiatives, we are committed to contributing meaningful solutions to local and global healthcare needs.



Our priorities

From patients to the population

To create an elevated standard of health care to achieve better health outcomes for all

Profession and practice

To prepare and support a naturopathic, integrative and lifestyle medicine workforce with competency and capability

Profile and prominence

To build credibility, respect and recognition for naturopathic, integrative and lifestyle medicine professions

Our programs of research

To conduct innovative and rigorous research that provides translational, real-world outcomes

Extend your reach

Your participation at the two-day forum will connect you with up to 200 delegates including leaders from industry, academia and government, to raise your organisation's profile and build your relationship with key natural product sector decision makers.

Benefits of sponsoring:

- Engage with leaders from industry, academia and government, to raise your organisation's profile and build your relationship with key natural product sector decision makers who are dedicated to learning more about current and evolving issues in the natural products sector.
- Showcase your expertise and capabilities to educate the sector.
- Meet and interact with prominent speakers during sessions and networking events.
- Catered networking opportunities to build and reinforce strategic relationships.
- Energising, well-designed venue with space to network.
- A cost-effective way to reinforce your organisation's brand and raise its profile through marketing opportunities including visibility on forum marketing material and communication.

Our commitment to you:

- Ongoing point of contact with the event organisers.
- Clear and timely information regarding your sponsorship and prompt response to your queries.
- Promotion of your organisation during the 2-day forum.



Sponsorship Opportunities

	Gold Sponsor \$5,000	Sunset Networking Function \$4,000	Catering Sponsor \$3,000	Barista Station \$2,500				
Sponsorship Inclusions	Gold Sponsor	Sunset Networking Sponsor	Catering Sponsor	Coffee Cart Sponsor	Pen & Notebook Sponsor	Lanyard / Name Tag Sponsor	Forum Satchel Insert Sponsor	Program Advertising
EDM sponsorship announcement	✓	✓	✓					
Speaker inclusion in program	✓							
Banner display in main auditorium	✓							
Banner display in networking space		✓						
Banner display in catering area			✓					
Banner display in Barista Station				✓				
Exclusive branding of coffee cart				✓				
Exclusive branding of biodegradable coffee cups				✓				
Exclusive branding of stationery provided to all event delegates	✓				✓			
Logo on all promotional material	✓							
Program - logo on inside cover	✓							
Program - logo displayed within program		✓	✓	✓	✓	✓		
Program - full page advertisement	✓							✓
Program - half page advertisement		✓	✓					✓
Program - back cover advertisement	✓							✓
Logo on Forum holding slides	✓	✓	✓	✓	✓	✓		
Recognition by MC during open and closing of event	✓	✓	✓					
Promotional brochure/product in delegate satchel	✓	✓	✓	✓			✓	
Social media post acknowledging sponsorship on NCNM channels	✓	✓	✓					
Company logo on delegate lanyard						✓		

Gold Sponsorship: Lead the Event \$5,000

Strengthen your brand with national and international industry, academia, government and other key stakeholder groups within the natural products sector.

Gold sponsorship includes:

- EDM sponsorship announcement including acknowledgement in monthly NCNM newsletter (reaching approximately 2,000 subscribers)
- Logo featured on all promotional material
- Forum Program – logo displayed inside front cover
- Forum Program – full page advertisement
- Logo displayed on transition slides displayed on screens during forum breaks
- Recognition by MC during forum opening and closing
- Opportunity to propose a speaker for inclusion in the program – subject to pre-approval by forum organising committee. Note: the speaker is responsible for any speaker related fees.
- Promotional brochure/product in delegate satchel (partner supplied and approved by NCNM)
- Prominent and additional banner in the main auditorium area (partner supplied)
- Social media post acknowledging sponsorship on NCNM channels



Extend your reach to leaders within the natural products industry as one of our major partners.

Sunset Networking sponsorship \$4,000

Sponsorship of the networking function provides the opportunity to host the exclusive evening social event including catering and entertainment.

- Forum Program – logo displayed within Forum program
- Forum Program – half page advertisement
- Promotional brochure/product in delegate satchel (partner supplied and approved by NCNM)
- Opportunity to place banner and/or marketing collateral in the networking event space (partner supplied)
- Logo displayed on transition slides displayed on screens during forum breaks
- Recognition by MC during conference opening and closing
- Social media post acknowledging sponsorship on NCNM channels
- Sponsorship acknowledgement in the monthly NCNM newsletter (reaching approx. 2,000 subscribers)



Sponsorship of the networking function provides the opportunity to host the exclusive evening social event including catering and entertainment.

Catering sponsor \$3,000

Take the opportunity of being one of our catering sponsors over the 2-day Forum at the Ballina RSL. Sponsorship includes:

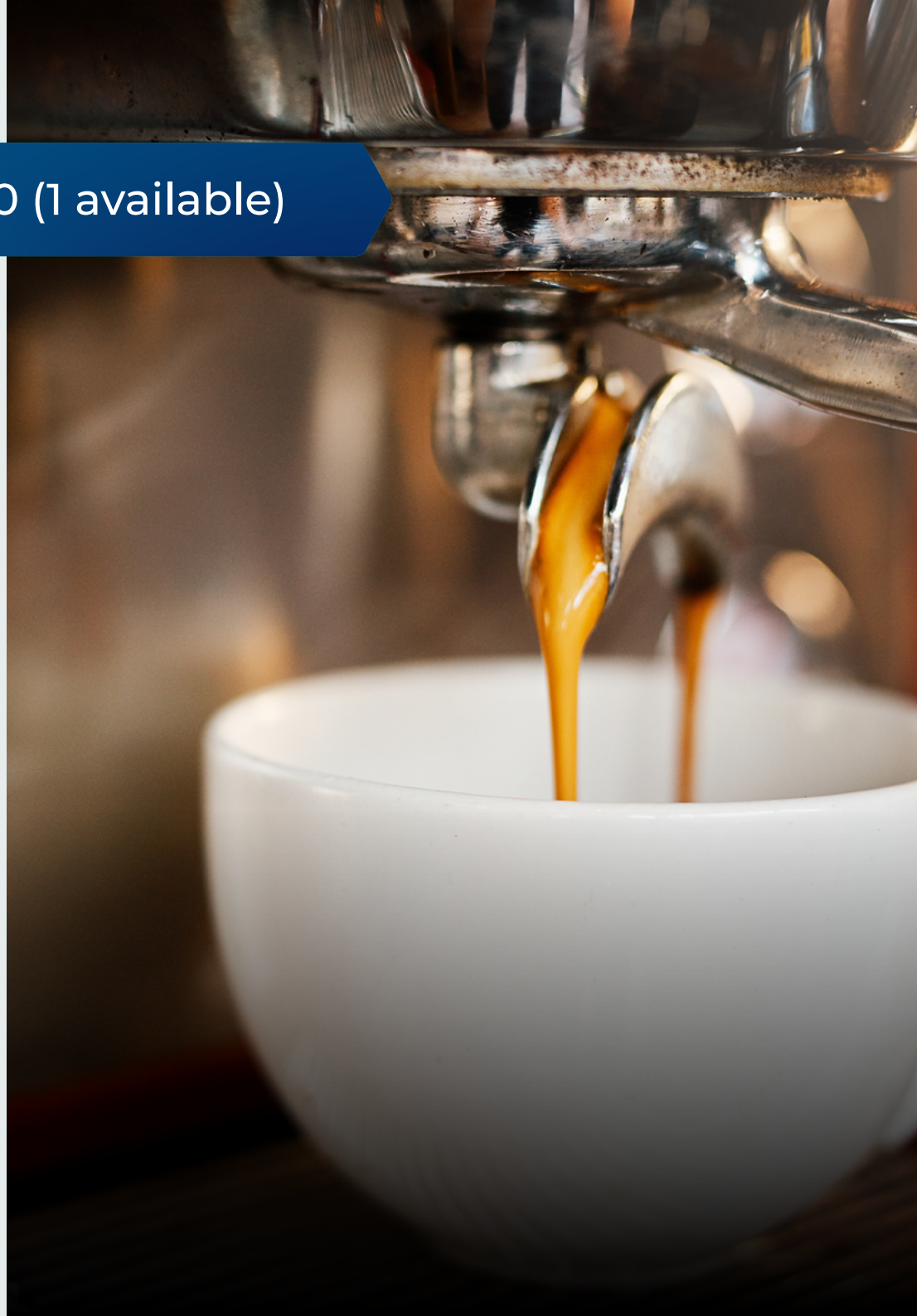
- Forum Program – logo displayed within Forum program
- Forum Program – half page advertisement
- Promotional brochure/product in delegate satchel (partner supplied and approved by NCNM)
- Freestanding banner positioned within the catering area (partner supplied)
- Logo displayed on transition slides displayed on screens during forum breaks
- Recognition by MC during conference opening and closing
- Social media post acknowledging sponsorship on NCNM channels
- Sponsorship acknowledgement in the monthly NCNM newsletter (reaching approx. 2,000 subscribers)



The Barista Station sponsorship \$2,500 (1 available)

All the best relationships start with coffee. This sponsorship opportunity includes:

- One coffee station with fully trained barista
- Unlimited coffee for conference attendees during registration and catered breaks
- Ability to brand the coffee cart station (partner supplied)
- Display pull-up banner as appropriate (partner supplied)
- Promotional brochure/product in conference delegate bag (partner supplied and approved by NCNM)
- Ability to brand and supply biodegradable cups
- Forum Program – logo displayed within Forum program



Additional sponsorship opportunities

Pad and Pen Sponsor \$2,000 (1 available)

Excellent sponsorship opportunity to make an impact by providing branded stationery to all event delegates.

Lanyard and name tag Sponsor \$1,500 (1 available)

The lanyard sponsor has a unique opportunity to have a highly visible presence throughout the duration of the conference without having to be there in person.

Forum Satchel Insert \$250

Inclusion of 1 promotional brochure or delegate gift to be included in the Forum satchel (partner supplied and approved by NCNM).

Conference Booklet Advertising

The A4 conference booklet is provided to each delegate and includes the program and information on talks and speakers.

The following advertising opportunities are available:

- Back Cover \$550
- Full page (A4) run-of-book \$300
- Half Page \$150

Prices are in Australian Dollars and are exempt from GST.

Tailored sponsorship opportunities – price by negotiation

This prospectus outlines the various sponsorship opportunities available to your organisation. If you would like to explore other options, please don't hesitate to contact the NCNM team to tailor a package to better suit your needs.





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Further Information

Artwork and Advertising

To ensure quality print reproduction logos should be submitted in either of the following formats – JPG, GIF, PNG, TIF. Email logos and hyperlinks to ncnm@scu.edu.au.

Deadlines and artwork specifications for website, publicity and email advertising will be confirmed with the relevant sponsors upon confirmation of booking.

Sponsorship and Exhibition Contact

For further information or to confirm your sponsorship, please contact:

Renea Duignan
General Manager

T 02 6620 3768 |
Email renea.duignan@scu.edu.au



Event Location

Ballina RSL
1 Grant Street,
Ballina NSW

scu.edu.au/ncnm