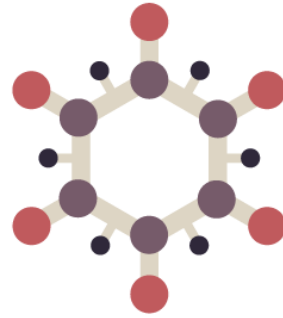

IMMUNISATION COALITION

2022



ART PRIZE

Sponsorship Benefits

Awesome free social media content and resources for your audience!

Immunisation Coalition
Suite 1222, 1 Queens Road
Melbourne Victoria 3004

www.immunisationcoalition.org.au

#Flufighters #immunisationweekau @immunisationgap

THE EVENT

IMMUNISATION COALITION

The Immunisation Coalition is an Australian, not-for-profit organisation registered with the ACNC. We advocate for the protection of all Australians against infectious diseases through immunisation.

ART PRIZE

The Immunisation Coalition Art Prize aims to highlight and promote contemporary Australian artists and support our mission to raise awareness of issues around vaccine preventable diseases, and the burden of infectious diseases in a scientifically informed way. **Laureate Professor Peter Doherty and internationally renowned artist and activist William Kelly OAM will co-chair the selection panel for the event.**

THE ART PRIZE IS PART OF A NATIONAL EVENT

The aim of 2022 Immunisation Action Week (IAW) between April 26 - 29 is to set the record straight about the facts and figures on immunisation in Australia. Sponsors have access to our great library of social media tiles, digital assets, videos and mentions in our media campaign and content related to the Art Prize. The event includes:

- Free Influenza Vaccination Clinics - Melbourne Town Hall, Sydney Town Hall & PerthTown Hall
- Online Campaign - Flu Facts for #Flufighters - content available to sponsors
- 2022 Immunisation Coalition Art Prize
- Webinar For healthcare professionals
- Podcast for public audience

EVENT PROMOTIONS

Sponsors will have access and mention in a selection of promotional materials and campaigns including but not limited to:

- Media Releases - news, Art magazines, online art prize platforms.
- Online SM campaign - Twitter, Facebook, LinkedIn, Instagram, eblasts, paid promotions and website blog placement
- Print Media - art magazine, newsletters, posters, banners, event promotional collateral
- Broadcast Media - Radio Interviews, podcasts, webinar events
- Education Package for Schools - Packages that link the Science, Technology (STEM) programs with the arts will be sent to schools via education departments nationwide.

BENEFITS OF SPONSORSHIP 2021 reach greater than 1,350,000

1. Brand Visibility

Your brand will be seen by over 1,350,000 over the campaign of content marketing across our online channels, print and broadcast media.

2. Consumer Perception

Customers form positive opinions when your business is tied to high-profile events. In a 2016 survey, the [Event Marketing Institute](#) found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience.

3. Efficient Lead Generation

Not only do events bring you a host of compatible customers, but they also show the human side of your business.

4. Community Goodwill

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers love brands that care about spreading positive messages and helping the community.

5. Content Strategy

Fresh material to expand your content strategy. When event attendees share photos, quotes, videos, and blogs, you get exposure to much larger networks.

6. Audience Insights

Event sponsorship is a beneficial learning experience for new and veteran business owners.

7. Business Relationships

Are you in the market for new partnerships or supplier relationships? Events are great places to find non-competing businesses you can collaborate with in the future.

Depending on your contribution, the following are potential promotional opportunities for your organisation.

- Prominent branding opportunity - on all event collateral (with the exception of event logo).
- Logo included IAW webpage, Art Prize Webpage and sponsor section (with web link)
- Promotion to media and press outlets as a major supporter of the Art Prize and the IAW. Mention in Print media releases
- Promotion via IC social media outlets, including Facebook and Twitter
- Mention in all online content
- Recognition as a premium sponsor of the Immunisation Action Week (IAW)
 - Opportunity to place material on sponsor table at vaccination day venues
 - Display Video/ad in the video competition shortlist and winners reel
 - Exposure to national media – invited to face to face and online events
 - Recognition as a premium sponsor of the IAW with branding at the relevant vaccination site
 - Invitation to any face to face activities pertaining to the Art Prize event.
- Branding as sponsor of three free vaccination events in Perth, Melbourne and Sydney
- VIP access to any art prize exhibition events (Dependant on restrictions / access)
- Include pre-event sponsored giveaways (where appropriate) when promoting registration
- Include links to downloadable resources provided by the sponsor, such as brochures or promotional collateral

