

SPONSORSHIP PROSPECTUS



Vala



Melbourne, **18-19 July 2023**

**Welcome to
VALA Tech Camp 2023**

18 - 19 July 2023

La Trobe University City Campus,
Level 2/360 Collins Street, Melbourne

Local workshops and local/live-streamed short talks will create an active, hands-on learning experience for everyone who codes, builds and teaches data and technology for libraries and collections. Two days of intense, hands-on activity will have practical outcomes and take-aways for all participants. It will also be a lot of fun!

VALA is seeking tech-savvy partners to sponsor Tech Camp 2023. This is a great opportunity to position your brand alongside a trusted professional library technology network in Australia.

If your business is active in the library technology space and values practical outcomes, collaborative problem-solving and clever ideas, talk to us about how we can support your business when you support Tech Camp 2023.

About VALA: With well over 40 years’ experience, 21 successful national conferences and 3 successful Tech Camps behind us, the VALA brand has both reputation and visibility with technologists in the Library and Information sector.

Take-Aways for Campers:

- 1 Serious upskilling
- 2 Practical tech skills to bring back to the workplace
- 3 Collaborations and useful networks

Technology Partner - \$5,000

The Technology Partner at Tech Camp is our premier sponsorship package.

- We will include your logo as our premier partner on:
 - Our website
 - All VALA communication relating to Tech Camp 2023
 - All collateral during workshops and short talks.
 - On the Tech Camp 2023 channel for short talks
- We can provide opportunities to distribute your promotional materials through our various networks.
- 1 full registration to each day of Tech Camp 2023 valued at \$600, for you to use as you wish.



PD Sponsors – Various prices, see below for details

We're making multiple of these available; they're sibling partnerships so we need you all to play nicely together. Our big 2-day program fits neatly together like this:

Short Talks (1 available)

The short-talk program includes 8 in-person short-talks to campers, live-streamed to an external audience and recorded for future reference.

- We will include your logo as our short talk partner on:
 - Our website
 - All VALA communication relating to short talks at Tech Camp 2023
 - All collateral during short talks.
 - On the Tech Camp 2023 channel for short talks
- 1 full registration to each day of Tech Camp 2023 valued at \$600, for you to use as you wish.



Sponsorship Opportunity: \$5,000
for all the short talks at Tech Camp 2023.

Workshops (8 available)

These sessions will be run on-site in Melbourne, to make sure that they are seriously hands-on experiences.

Our happy campers will be noses down for 120 minutes of intensive, practical learning, gaining real skills in real time to take back for immediate implementation in their workplaces.

- We will include your logo as a workshop sponsor on:
 - Our website
 - All VALA communication relating to the sponsored workshop
 - All collateral during the sponsored workshop
- 1 full registration to each day of Tech Camp 2023 valued at \$600, for you to use as you wish.

Sponsorship Opportunity:
\$2,000 per workshop

Diversity Scholarship Partner

This is the good corporate citizen sponsorship. The purpose of the Diversity Scholarship is to encourage and enable attendance at Tech Camp 2023 by Indigenous tech curious people or otherwise disadvantaged practitioners. How cool would it be to gift them an all inclusive ticket, granting them registration and all transport and accommodation costs?

We will include your logo as a diversity scholar sponsor on:

- Our website
- All VALA communication relating to Tech Camp 2023
- All collateral during workshops and short talks.
- On a report back from your supported diversity scholar, published on the VALA website.

Sponsorship Opportunity:
\$2,750 AUD per scholar

Hospitality Sponsor (1 available)

A sure way to make yourself memorable to a bunch of techies is to pay for snacks. Over our 2 full Tech Camp days, we'll provide morning tea to our hardworking campers. They'll thank you for it and in return, you can brand the breaks.

- We will include your logo as a diversity scholar sponsor on:
- Our website
- Signage at the morning tea break
- 1 full registration to each day of Tech Camp 2023 valued at \$600, for you to use as you wish.

If you'd like to include branded water bottles or reusable cups, please discuss this with us as part of your sponsorship package.

Sponsorship Opportunity: \$3,500

Contact Us

Got any other partnership ideas that you can't see listed here? We'd love to discuss additional opportunities. Please contact us on (03) 9895 4497 or vala@vala.org.au

So there you have it – a host of unique opportunities to become a Sponsor of VALA Tech Camp 2023. Spread the corporate love, extend your reach and build your brand awareness with the support of VALA Libraries Technology and the Future.

For more information, to jump on board or just to have a chat, call Paul or Megan at the VALA Secretariat on (03) 9895 4497 or email vala@vala.org.au.