



CENTRE FOR  
HUMANITARIAN  
LEADERSHIP

| 2021 Humanitarian  
Leadership Conference

**Sponsorship  
Prospectus**

# WHO ARE THE \_\_\_\_\_? HUMANITARIANS

The people we don't see.  
The voices we don't hear.

28-29 April

# About the 2021 Humanitarian Leadership Conference

Presented by the Centre for Humanitarian Leadership and the IKEA Foundation, the **2021 Humanitarian Leadership Conference** will reach a global humanitarian audience over two days of panels, workshops and presentations.

This will be an action-oriented event with a focus on concrete commitments and recommendations for systemic transformation.

*The 2021 Humanitarian Leadership Conference* provides the opportunity to transition from rhetoric to action. Where humanitarian leaders from around the globe come together to interrogate what a genuinely transformed humanitarian system can look like based on economic, environmental and political justice for affected communities.

Sponsorship of the **2021 Humanitarian Leadership Conference** presents a unique opportunity to increase brand exposure to a global humanitarian audience, to share innovative solutions, and build new connections and alliances in the humanitarian system. The Centre for Humanitarian Leadership is excited and committed to work in partnership to create real impact and to inspire humanitarian leaders from around the world to learn, challenge, grow, and innovate.



## WE'RE GOING DIGITAL

An immersive online event, the **2021 Humanitarian Leadership Conference** will be our most accessible conference yet, with unparalleled global reach.

With heavily reduced registration fees and fully digital access, this premier event will be a fully inclusive experience for all humanitarians and we are targeting new audiences from the Global South.

Powered through **Delegate Connect** to create a seamless, virtual experience from anywhere in the world, Conference sponsors will have maximum brand exposure across the digital platforms, including a dedicated sponsors' portal and intimate networking opportunities to target new audiences.

Sponsors and delegates will have exclusive access to the online platform for one month before the event for profile set-up, including the option to embed your own promotional video.

The digital platform includes interactive features for sponsors to connect directly with delegates as well as brand showcase functionality. Sponsors can use live chats, video meetings, group networking events and discussion boards and join virtual 'speed dating' sessions held throughout the event.



Sponsors can also access the online platform for six months after the event to re-visit presentations on demand, access resources and continue to access and connect with participants.

# Audience, reach and brand exposure



## OUR DIGITAL COMMUNITIES

 Facebook

**45,190**

Likes

**45,408**

Followers

 Twitter

**1,366**

Followers

 LinkedIn

**6,956**

Followers

 Email list

**4,000**

Subscribers

 Website

**26,300**

Visits in 2021

The Centre for Humanitarian Leadership has an engaged and active humanitarian audience, and robust partnerships across the humanitarian system:

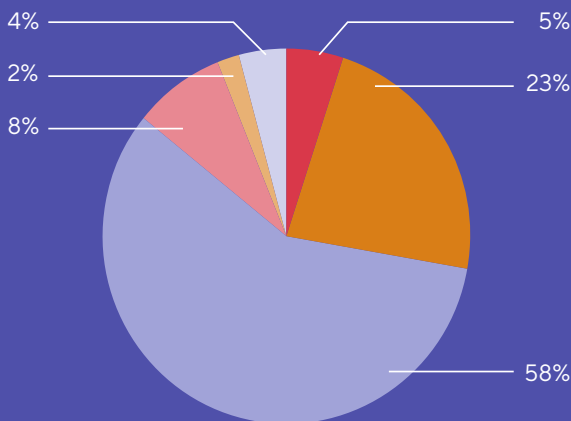
- Adeso
- Australian Council for International Development (ACFID)
- Humanitarian Advisory Group
- Action Against Hunger
- Save the Children
- Australian Red Cross
- ADRRN
- CARE
- DFAT
- GSK
- IKEA Foundation
- Mercy Malaysia
- Oxfam
- Plan International
- Palang Merah Indonesia
- Redr Australia
- Relief International
- USAID
- World Vision

## DIGITAL EVENTS

In 2020, more than **700 people** from **57 countries** attended our digital events.

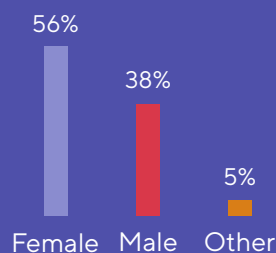
Delegates will be from a range humanitarian and development professions.

### Region

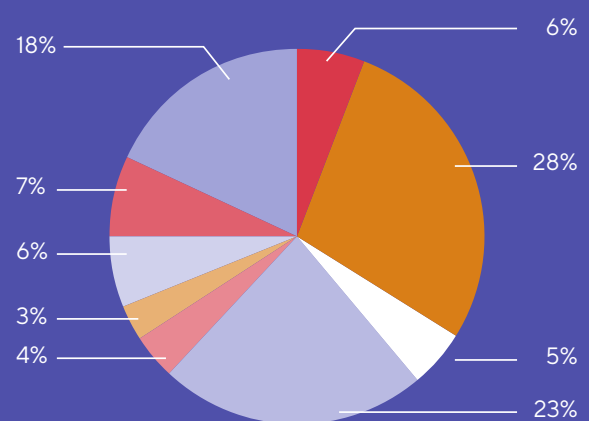


- Africa
- Asia
- Australia+ NZ+ Pacific
- Europe
- Middle East
- America

### Gender ratio



### Sectors breakdown



- Governmental agencies, governments at all levels, emergency response, hospitals
- International non-governmental organisations
- UN - all UN bodies/multi-laterals
- Non-governmental organisations - national, CSOs, Advocacy networks
- Media, advertising, not listed
- Agency networks, industry peak bodies
- For-profit organisations, freelancers, consultants
- Red Cross/Crescent and ICRC
- University and research institutes, think tanks

# Audience, reach and brand exposure

## 2019 ASIA PACIFIC HUMANITARIAN LEADERSHIP CONFERENCE

“The humanitarian sector is incredibly complex and difficult to unpack in a single conference. This event succeeded in presenting a well-rounded response to understanding humanitarian leadership.”

25 sessions

60 international and national speakers

Delegates from 27 countries

The 2019 Asia Pacific Humanitarian Leadership Conference brought together leading humanitarian practitioners, academics, researchers and stakeholders from government,

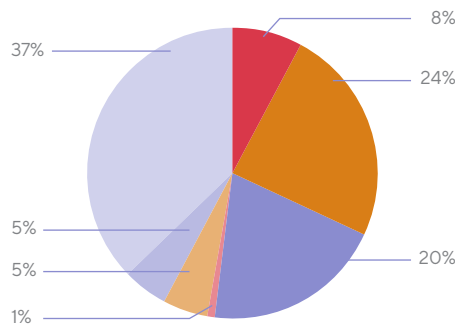
NGOs and the private sector from around the world for three days of plenary sessions, panels, presentations and networking in Melbourne.

Participants critically reflected on the challenges facing good leadership in the humanitarian space and the future of humanitarian action in the Asia Pacific and fragile states.

### Keynote speakers

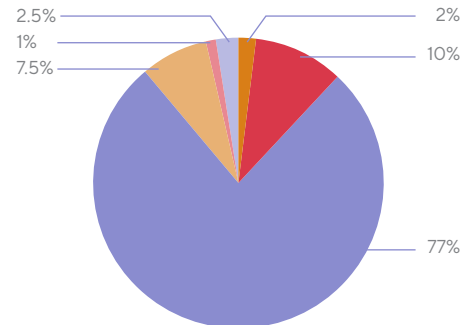
- Ms Degan Ali, Executive Director, Adeso
- Dr Hugo Slim, Head of Policy, International Committee of the Red Cross
- Mr Per Heggnes, Chief Executive Officer, IKEA Foundation
- Ms Lan Mercado, Asia Regional Director for Oxfam
- Ms Akuol Garang, Refugee Advocate, Conference Dinner Keynote Address

### Sectors in attendance



- Governmental agencies, governments at all levels, emergency response, hospitals
- International non-governmental organisations and Red Cross/Crescent and ICRC
- Non-governmental organisations - national, CSOs, Advocacy networks
- Media, advertising, not listed
- Agency networks, industry peak bodies
- For-profit organisations, freelancers, consultants
- University and research institutes, think tanks

### Regions in attendance

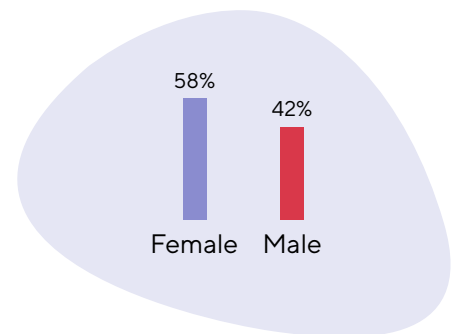


- Africa
- Asia
- Australia+ NZ+ Pacific
- Europe
- Middle East
- America

### Top 5 organisations represented

- Red Cross
- Oxfam
- Save the children
- ACFID
- ACAPS

### Gender ratio in attendance



“Great organization with a blend of technology even for presenters who couldn’t make it to Melbourne. Kudos to the Center for well organised event. Speakers were great and made the discussions very engaging.”

“It struck the right balance between having a critical mass of good thinkers and yet not being so big that you lose the overview.”

# Sponsorship rights

	Lead Partner	Impact Partner	Knowledge Partner	Change Partner	Exhibitor
	<i>Support of the entire Conference + ongoing</i>	<i>Support of the entire Conference</i>	<i>Support of a theme, part of the Conference</i>	<i>Co-create a virtual breakout session</i>	<i>Profile on the site</i>
	<b>\$55,000+ AUD</b>	<b>\$35,000 AUD</b>	<b>\$16,500 AUD</b>	<b>\$11,000 AUD</b>	<b>\$1,500 - \$2,500 AUD<sup>1</sup></b>
<b>Additional conference registrations</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>4</b>	<b>2</b>
<b>Brand exposure</b>					
Recognition as a partner in plenary session	✓	✓	✓	✓	-
Provision of an expert speaker	✓ <i>Plenary</i>	✓ <i>Plenary</i>	✓ <i>breakout</i>	✓ <i>Specialist insights</i>	-
Logo on main page of conference website	✓	✓	-	-	-
Logo on Our Partners page of conference website	✓	✓	✓	✓	-
Organisation profile feature in Supporters section of conference website	✓	✓	✓	✓	✓
Organisation branding on conference EDMs	✓	✓	✓	✓	-
Recognition on CHL's social media platforms	✓	✓	✓	✓	✓
Promotional video on platform	✓	✓	✓	✓	-
Provision of a needs-based registration	✓	✓	✓	✓	-
<b>Delegate reach</b>					
Access to conference networking functions	✓	✓	✓	✓	✓
1:1, group video and chat and professional profiles set up by delegates <sup>2</sup>	✓	✓	✓	✓	✓
<b>Systems strengthening</b>					
Humanitarian Action Scholarship Fund <sup>3</sup>	✓	<i>By negotiation</i>	<i>By negotiation</i>	<i>By negotiation</i>	<i>By negotiation</i>

1. We have special rates for Global South NGOs and CSOs – please contact us for a discussion.

2. Subject to the delegate making their personal information available to sponsors on the Conference platform

3. Needs and merit-based scholarships for students to access training and course work studies in humanitarian leadership.

# Order form

Organisation full legal name (Sponsor):

Address:

Contact name:

Position:

Country:

Email:

Phone number:

I am authorised to sign this document on behalf of the organisation and acknowledge that the company will pay all costs as detailed below and follow the guidelines as detailed in this prospectus. This document is subject to the Terms and Conditions on the following page.

The personal information on this form is being collected by the Centre for Humanitarian Leadership, which is located at Deakin University, for the purposes of administering your sponsorship of the **2021 Humanitarian Leadership Conference**. Your personal information will not be used or disclosed for any other purpose without your consent.

CHL, as a centre located at Deakin University, manages personal information it holds, including requests by individuals for access to their personal information, in accordance with the *Privacy and Data Protection Act 2014* (Vic). You have a right to gain access to your personal information held by the University.

Information about Deakin's privacy practices, including how it manages the data subject rights under the General Data Protection Regulation, is available at <http://www.deakin.edu.au/footer/privacy>.

You may obtain further information about privacy at Deakin by contacting the Privacy Officer at **(03) 5227 8524** or at [privacy@deakin.edu.au](mailto:privacy@deakin.edu.au)

## Please indicate your preferred sponsorship option:

**SUPPORT LEVEL (PLEASE TICK):**      **AMOUNT:**

Lead Partner

Change Partner

Knowledge Partner

Impact Partner

Exhibiter

Yes, I would like to contribute extra to the Humanitarian Action Scholarship Fund

**ADD UP YOUR TOTAL (EX GST):**

Signed:

Date:





# TERMS AND CONDITIONS

1. These terms and conditions apply between Deakin University, acting through the Centre for Humanitarian Leadership, of 1 Gheringhap Street, Geelong VIC 3220 Australia, and the Sponsor.
2. All sponsorship will only be confirmed on receipt of a signed application form.
3. Sponsorship amounts are shown exclusive of GST. If the Sponsor is located outside of Australia for tax purposes, GST may not be applicable. Deakin will provide to the Sponsor a tax invoice for the amount of the Sponsorship and the Sponsor will make payment within 30 days of receipt, or as otherwise agreed in writing.
4. Once full payment is received recognition will go onto the conference website.
5. The Centre for Humanitarian Leadership reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the Conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
6. The Centre for Humanitarian Leadership reserve the right, in its absolute discretion, to refuse any sponsorship application that does not uphold the objectives of the Conference.
7. The Sponsor acknowledges that other persons and organisations who are competitors of the Sponsor may be sponsors of the Conference.
8. All cancellations must be advised in writing directly to Centre for Humanitarian Leadership. Refunds will be given on the following basis:
 

Notice Period	Amount retained by the CHL
At least 60 days prior to the Conference start Date	\$250.00 Administration Fee 5% of sponsorship amount *
Between 60 days and 7 days prior to Conference start date	\$250.00 Administration Fee 30% of sponsorship amount *
Less than 7 days prior to Conference start date	No refund will be given *

\*No refund of scholarship contributions will be provided.
9. Copyright and all other intellectual property rights in all material prepared or developed by the Centre for Humanitarian Leadership relating to the sponsorship, (including but not limited to copyright in all documents, promotional materials, reports, charts, drawings is owned by Deakin.
10. Except as permitted by the Sponsorship Rights, a party may not use the name or logo or any variation of the name or logo of the other party, in any publicity, advertising, or news release without the prior written approval of an authorised representative of the other party.
11. In the event that the Conference is cancelled or delayed through no fault of the Centre for Humanitarian Leadership, including, but not limited to, fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow-downs or disputes, pandemic or epidemic (including COVID-19) the Sponsor has the right to:
  - receive a refund of 90% of the Sponsorship amount, not including scholarship contributions; or
  - roll over the Sponsorship amount to the next offering of the Conference on the same basis as set out in these Terms and Conditions.
12. Deakin University, its employees, servants and agents shall not be liable for any loss, damage, liability, claim or expense whatsoever arising out of or referable to the Conference.
13. These Terms and Conditions do not create any relationship between the parties in the nature of a partnership, principal and agent, joint venture or fiduciary.
14. These Terms and Conditions constitute the entire agreement between the parties in respect of the Sponsorship, and supersedes all prior agreements, representations, negotiations and correspondence.
15. Any variation to these Terms and Conditions must be in writing and signed by an authorised representative of each party.
16. No waiver by either party of any provisions of these Terms and Conditions will amount to a waiver of any other provision of these Terms and Conditions unless made in writing and signed by the party against whom the waiver would have been enforced.
17. A party may not assign or transfer any of its rights or obligations under these Terms and Conditions without the prior written consent of the other party.
18. If any part of these Terms and Conditions is held to be invalid or unenforceable in any way, the remaining provisions will not be affected and remain in full force for the Term.
19. These Terms and Conditions are governed by the laws of the State of Victoria and the parties submit to the exclusive jurisdiction of the courts of that state.



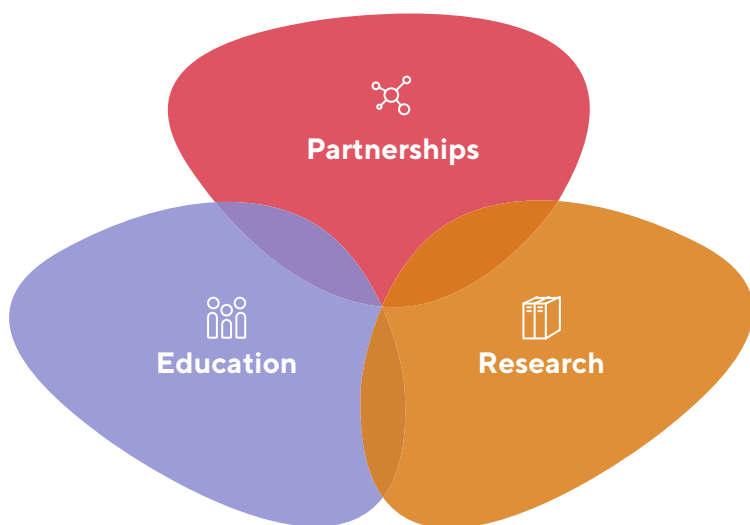
CENTRE FOR  
HUMANITARIAN  
LEADERSHIP

The Centre for Humanitarian Leadership is an innovative collaboration between Deakin University and Save the Children that combines good humanitarian practice with academic rigour.

Our mission is to lead and influence change within the humanitarian system through critical analysis, transformational and disruptive education and research, and meaningful contributions to policy and practice.

We combine academic education with applied learning in the field. We teach new perspectives and behaviours, guided by research and evidence gained on the ground. Through our valuable global partnerships, we bridge the gap between working humanitarians, academics, students, graduates, and sector stakeholders.

Collaboration is integral to the Centre for Humanitarian Leadership. Partnership was fundamental to our founding and continues to influence our ongoing mission to transform the humanitarian sector.



IKEA Foundation  


 Adeso

Visit the website:

[centreforhumanitarianleadership.org/2021conference](http://centreforhumanitarianleadership.org/2021conference)

