



Breakfast Briefing Event Sponsorship

2024-25 NSW ICT & Digital Budget

 1 August 2024

 7:00 a.m. - 9:45 a.m.

 Sydney Masonic Centre
66 Goulburn St.,
Sydney NSW 2000

Sponsorship at Intermedium's NSW budget briefing for the 2024-25 financial year provides an exciting range of benefits.

The public sector is a hugely important market for most ICT suppliers, but marketing to its typically sales-averse decision makers is challenging.

We can help get around this difficulty. At this briefing, your company will be profiled to some of the most important senior decision makers in NSW government:

- Senior Executive Service-level keynote speaker and panellists (names to be announced shortly)
- The public servant guests your sales professionals can invite to your table
- The public servant guests at other tables, including those at your competitors' tables.

Intermedium will also be presenting the results of its 2024 ANZ Digital Government Readiness and Maturity survey, making attendance from the public sector a must at this briefing.

Your partners and prospective partners are also likely to be in attendance, as will many other ICT companies providing goods and services.

With 100 seats available, this event will be sold out.

Want to become a sponsor?
Contact us

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Breakfast Briefing Sponsorship Opportunities

Sponsorship Level

	Platinum	Gold	Silver
Number of sponsorships available	1	2	4
Fee (ex GST)	\$15,000	\$9,000	\$6,000

Sponsorship Inclusions

Provision of coffee cart, with the option for you to supply keep cups	✓		
One seat at each of the two head tables	✓		
One branded item supplied by you (e.g., pads/pens or drink bottle)	✓	✓	
Stage banner	✓	✓	
Reception banner	✓	✓	
In-room banner	✓	✓	✓
Naming on each table	✓	✓	✓
Acknowledged as sponsor & thanked by MC at commencement of event	✓	✓	✓
1-minute video	✓	✓	✓
Table of 8 (otherwise costs \$3,200)	✓	✓	✓
Branding on Intermedium event pages	✓	✓	✓
Branding on Intermedium social media	✓	✓	✓