







2025-26 Breakfast Briefing Event Sponsorships



FED

 **2 July 2025**
 **Hotel Realm**
18 National Circuit,
Barton ACT 2600

QLD

 **22 July 2025**
 **Customs House**
399 Queen Street,
Brisbane QLD 4000

NSW

 **25 July 2025**
 **Sydney Masonic Centre**
66 Goulburn St.,
Sydney NSW 2000

Sponsorship at Intermedium's budget briefings for the 2025-26 financial year provides an exciting range of benefits.

Intermedium's budget briefings have become landmark events for the ICT and digital industry, providing prime access to government decision makers. For the 2025-26 financial year, we are hosting briefings across three jurisdictions: Federal, NSW, and a highly anticipated return to Queensland.

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 whichever briefing you sponsor, your company will be profiled to some of the most important senior decision makers in their respective government:

- Senior Executive Service-level keynote speaker or fireside chat guest
- A panel that comprises senior officers from different agencies
- 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


These briefings will focus on the 2025-26 budget's ICT and digital allocations, examining key investment areas within each jurisdiction.


Your partners and prospective partners are likely to be in attendance at the briefing(s) relevant to their market focus, as will many other ICT companies providing goods and services to government.

Each briefing has limited seating and is expected to be sold out.

Want to become a sponsor?
Contact us

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 www.intermedium.com.au

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 \$3,500)	✓	✓	✓
Branding on Intermedium event pages	✓	✓	✓
Branding on Intermedium social media	✓	✓	✓