



2014 Aurealis Awards Ceremony
6.30pm, April 11, 2015
University House, Canberra

Sponsorship prospectus

The Aurealis Awards are Australia's premier awards for speculative fiction. Founded in 1995 by Chimaera Publications, the publishers of Aurealis Magazine, the awards showcase the very best in Australian horror, fantasy and science fiction in its various forms – short story, novel, children's, young adult and graphic novels.

The awards have been held at various venues around Australia. 2015 is the second time the awards have been held in Canberra. The awards attract writers, publishers and fans from all over Australia. They are well regarded as a prestigious event, and get international coverage, as well as being followed on social media.

This year is the 20th convening of the Aurealis Awards and to celebrate, the awards will be presented at a lavish dinner ceremony.

Being involved in the Aurealis Awards would be a great way to get your brand out to the influential members of the Australian speculative fiction community.

The organiser

The 2014 Aurealis Awards ceremony is being organised by Conflux Incorporated. Conflux Incorporated was formed in 2005 to help run speculative fiction events in Canberra. The convenor of the awards is Nicole Murphy. Nicole has a great depth of experience in event management – she's worked on eight of the nine Conflux SF conventions, has assisted with events such as Romance Writers of Australia's national conference and currently works as a conference coordinator for one of the best known PCO companies in Australia. Nicole was the convenor of last year's Aurealis Awards.

The venue

The 2014 Aurealis Awards Ceremony is being held at University House, on the grounds of Australian National University. University House is a beautiful venue, with a great hall that looks like something right out of Hogwarts! It's going to be the perfect place to hold this event.

Some stats about the Aurealis Awards

- For the 2013 awards, approximately 850 entries were received. So far in 2014 we've received 512 entries.
- 120 people attended the 2013 Awards ceremony – a mix of authors, publishers and fans
- Social media – 643 followers on Twitter and 252 likes on Facebook page
- The awards were covered on Twitter <https://twitter.com/hashtag/aurealisawards>
- Have a national and international presence -
<http://www.booksellerandpublisher.com.au/DetailPage.aspx?type=item&id=29891>;
http://en.wikipedia.org/wiki/Aurealis_Award;
<http://www.tor.com/blogs/2014/04/2013-aurealis-award-winners>;
<http://www.locusmag.com/News/2014/02/2013-aurealis-awards-finalists/>

For more information

Visit www.aurealisawards.org or email aurealisawards@gmail.com.

SPONSORSHIP OPPORTUNITIES

All prices are negotiable.

Principal sponsor - \$4000 (1 opportunity)

The principal sponsorship will provide you with the best opportunity to put your brand before the attendees and people interested in the awards.

Benefits:

- * Banner on stage
- * Logo and link on conference website (www.aurealisawards.org)
- * Back cover advertisement on awards handbook
- * Logo on opening and closing slides at ceremony
- * Insert in conference satchel
- * 2 complimentary tickets
- * Opportunity to present one of the awards
- * Mention during awards ceremony

Awards sponsor - \$2000 (1 opportunity)

The award sponsorship will ensure your name remains foremost in the minds of the winners for some time to come.

Benefits:

- * Logo on the boxes that hold the awards
- * Logo and link on conference website (www.aurealisawards.org)
- * Full page advertisement in awards handbook
- * Logo on opening and closing slides at ceremony
- * Insert in conference satchel
- * 1 complimentary ticket
- * Mention during awards ceremony

Satchel sponsor - \$1000 (1 opportunity)

The satchel will be given out as people arrive.

Benefits

- * logo on Satchel
- * logo and link on conference website (www.aurealisawards.org)
- * full page ad in handbook
- * logo on opening and closing slides at ceremony
- * insert in conference satchel

Satchel insert - \$150

Get your message right into the attendees' hands by having it placed in the satchel. You can have one piece – either a novelty item, or an up to A4 sized pamphlet – placed into each satchel.

Note – this will only go ahead if a satchel sponsor comes onboard.

Advertisement in award ceremony program (limited opportunities)

\$100 – full page

\$50 – half page

The program is a memento that many people keep, particularly the nominees and judges that attend. It will be A5 size.

Bookings for advertising close March 6, 2015. Artwork to be delivered at same time.

Sponsorship Form – 2014 Aurealis Awards Ceremony

I want to purchase the following sponsorship/s:

Sponsorship	Cost	Number	Total
Principal Sponsor	\$4000		
Awards Sponsor	\$2000		
Satchel Sponsor	\$1000		
Satchel Insert	\$150		
Advertising			
Half page	\$50		
Full page	\$100		
		TOTAL	

Name: _____

Organisation: _____

Ph No: _____

Email: _____

Payment

Please debit my credit card for \$_____

Card Number: _____

Name on Card: _____

Expiry Date: _____ CCV: _____

Please send me an invoice so I can pay via Direct Credit

Return the form to aurealisawards@gmail.com.