



LIFE INSURANCE
SUMMIT
2021

Partnership
Prospectus



We're Back!

The Life Insurance Summit will be held at the **Hilton in Sydney on 21 April 2021.**

The Summit is a must attend event for all life insurance professionals and associates. The Summit will continue to showcase industry leaders addressing the key issues facing the Life Insurance today.

The Summit will be held as a **hybrid** event. We will have attendees in person but this year we will also broadcast to our virtual attendees who are unable to make the venue.

You can see stories and content from the 2020 Virtual Summit [here.](#)



Life Insurance Awards Dinner

The Life Insurance Awards Dinner is also back and we welcome and thank those participants who help give this night the prestige it deserves.

The Dinner will be held on the evening of the Summit in the ballroom of the Hilton in Sydney.

More information on the Awards can be found [here](#).



Previous Sponsors





Summit Stats

40+
C-Suite

300,000+
Audience Reach

70+
Companies

300+
Attendees

25+
Media



Why Partner

The FSC views Summit partners as an integral component to the success of our events. These key business partners play a pivotal role in making each event possible for all who participate whether as a delegate, speaker or partner.

The Life Insurance Summit traditionally attracts over 300 delegates to the Sydney based event. This year the FSC has gone virtual and expects a higher turn out due to ease of access.

Our goal is to ensure that our business partners gain maximum value from their investment and the FSC works towards building mutually beneficial outcomes for partners.

- Reach key decision makers
- Be part of and lead the conversation
- Build brand awareness in the industry
- Build relationships

The FSC will also have dedicated Life Insurance Summit pages on the FSC's website and members will receive regular email updates linking them directly to the website providing further brand exposure.

Platinum Partner

\$35,000 ex GST

As the Platinum Partner of the FSC Life Insurance Summit, your organisation will be sending a firm message of support to the Life Insurance sector at the industry's premier annual event.

The Platinum Partner receives headline recognition before, during and after the Summit. From pre-Summit marketing material through to the plenary hall and virtual event branding, ensuring high brand exposure.

The FSC will work closely with your organisation to ensure that any additional branding opportunities are leveraged with a view to deliver maximum value and ROI.

Platinum Partner Benefits

Attendance

- Five (5) complimentary Summit registrations (inclusive of dinner) valued over \$7,000
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner (included in above registrations)
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list where members have opted in.

Branding

At the Summit Venue

- Digital branding on the main stage screen.
- Dual branded lectern signage (provided by FSC)
- The opportunity to execute a seat drop
- Your company logo on all holding slides together with the FSC logo
- Your company logo on the partners' montage signage at the event

On the Virtual Summit Platform and online

- Co-branded banner on the virtual event platform.
- Co-branded Facebook page banner
- Co-branded posts across FSC Facebook /LinkedIn/Twitter pages
- Co-branded LinkedIn and Twitter page banners during the week of the Summit
- Co-branded FSC Life Insurance Summit website pages banner during the week of the Summit
- Co-branded EDM banner and Sponsor mention featured on all EDMs promoting the Summit to members and non-members
- Possible branding exposure in event highlights videos

Profiling

- Acknowledgement as the Platinum partner during opening remarks (prior to the first plenary session) and closing remarks (following the final plenary session)
- Opportunity for your organisation's CEO to address the Summit for up to 5 minutes.
- A 2-minute thought leadership video opportunity with organisation's CEO or other leader to promote ahead of the Summit if Sydney-based. Video interview must be recorded no later than 3 weeks before the Summit
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided four (4) weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided post Summit. (Compliant with the Privacy Act).

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

App Partner

Choosing to partner with the FSC via the Life Insurance Summit app will provide extended exposure for your company. This unique opportunity forms part of the FSC's integrated online strategy that aims to provide our stakeholders with a dynamic and interactive environment to communicate with us and each other.

The live polling feature will give speakers the opportunity to ask questions of delegates mid-session, whilst delegates are encouraged to use the app to ask questions to the various panellists throughout the Summit. Delegates will also be encouraged to rate and review sessions via the Summit app, further strengthening their engagement with the app.

Attendance

- Two (2) complimentary Summit registration (inclusive of dinner) valued over \$3,000
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Branding

- At the Summit Venue
 - Your company logo on the partners' montage signage at the event
- On the Virtual Summit Platform and Online
 - Exclusive opportunity to have ongoing and consistent branding throughout the app
 - Your organisation will feature on any pre-event communication that is specific to the mobile app
 - Your organisation will feature in the partners section of the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Profiling

- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile

Access

- An electronic copy of the delegate list provided four (4) weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided post Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

\$15,000 ex GST

Lanyard Partner

This is a smart, cost effective opportunity for a major brand exposure, as each and every delegate of the Life Insurance Summit is given a lanyard. The lanyard partner will have their company logo or equivalent printed on the lanyard worn by all event attendees for the duration of the event.

Attendance

- Two (2) complimentary Summit registration (inclusive of dinner) valued over \$3,000
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list.

Branding

- At the Summit Venue
 - Your company logo on specially designed Summit lanyards together with the FSC logo
 - Your company logo on the partners' montage signage at the event
- On the Virtual Summit Platform and online
 - Partner montage on the Summit Website
 - Partner montage on the Summit marketing promotions
 - Branding featured in any post event videos

Profiling

- Your logo will be worn by every Summit delegate and FSC staff member, providing excellent brand exposure and photography opportunities
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided two (2) weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided at the Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

\$15,000 ex GST

Health and Wellness Partner

\$10,500 ex GST

This is a new opportunity for the Summit and will help ensure the safety of all attendees. This partnership will look to provide each attendee with a branded hand sanitiser bottle and face mask.

Attendance

- One (1) complimentary Summit registration (inclusive of dinner) valued over \$1,500
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list.

Branding

- At the Summit and Dinner Venue
 - Your logo on all hand sanitiser bottles and masks distributed throughout the Summit and Dinner
 - Your company logo on the partners' montage signage at the event
- On the Virtual Summit Platform and online
 - Partner montage on the Summit Website
 - Partner montage on the Summit marketing promotions
 - Branding featured in any post event videos

Profiling

- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided two (2) weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided post Summit. (Compliant with the Privacy Act).

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

Coffee Cart Partner

Find your brand in the hand of every attendee at the Summit. The coffee cart partner will be the sole provider of barrister coffee that will come with the opportunity to brand the cups being used.

Attendance

- One (1) complimentary Summit registration (inclusive of dinner) valued over \$1,500

Branding

- At the Summit and Dinner Venue
 - Branding on the coffee cups
 - Branding on the coffee cart in the Summit foyer space
 - Your company logo on the partners' montage signage at the event
- On the Virtual Summit Platform and online
 - Partner montage on the Summit Website
 - Partner montage on the Summit marketing promotions
 - Branding featured in any post event videos

Profiling

- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage

Access

- An electronic copy of the delegate list provided one (1) weeks prior to the Summit, with weekly updates until seven days prior to the Summit. A final delegate list will be provided post Summit. (Compliant with the Privacy Act).

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment.

\$5,500 ex GST

Awards Dinner Major Partner

\$32,500 ex GST

Take part in the excitement of the Life Insurance Summit by connecting with industry peers at the Annual Awards Dinner being held at the Hilton ballroom on the evening of the Summit.

This dinner, in conjunction with the Summit, provides an opportunity to build valuable business connections within the life insurance industry. It provides an opportunity to raise the awareness of your organisation among industry leaders, keynote speakers and representatives from the media. Delegates will have the opportunity to network on the evening of the Summit at this exciting black-tie event.

Attendance

- Five (5) complimentary Summit registrations (inclusive of dinner) valued at \$7,000
- Two (2) VIP seats at one of the FSC head tables at the Annual Awards Dinner
- The opportunity to host a table at the Annual Awards Dinner with guests selected from the delegate list

Branding

- Your company branding at the Annual Awards Dinner which includes:
 - A dual branded signage at the dinner (provided by FSC)
 - Your Company logo on the venue lectern (provided by FSC)
 - The opportunity to distribute a gift to attending delegates
- Your company logo on the partners' montage signage at the Summit
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- A link from the Summit page on FSC's website to your company's website including a brief description of your company profile

Profiling

- Acknowledgement as Annual Awards Dinner partner by the FSC CEO at the commencement of the dinner
- The opportunity for a senior company representative to make brief remarks and address the delegates at the beginning of the dinner

Access

- An electronic copy of the delegate list provided four (4) weeks prior to the Summit. A final delegate list will be provided post Summit. (Compliant with the Privacy Act)

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment

Awards Partner

\$5,500 ex GST

The highly popular Life Insurance Industry Awards Gala Dinner recognises the hard work and dedication of individuals/organisations for their contribution to the life insurance industry. Awards partners will achieve fantastic brand exposure at this high profile industry event.

Attendance

- Two (2) complimentary Summit registrations (inclusive of dinner) valued at \$3,000
- The opportunity for the CEO or company representative to present the award to the winning recipient

Branding

- Your company's logo on the holding slide when your award is being announced
- Your company's logo on the partners' montage signage at the event
- Your organisation will feature on the official Summit mobile app, which will include logo, brief description and a link to your corporate homepage
- Your company will feature on the official partner's page of the FSC Summit webpage, which will include logo, brief description and a link to your corporate homepage

Report

- The FSC will provide a final report which will outline key findings as established by way of survey to delegates. This will assist to value your company's investment and the future of the partnership

In 2021 we will be giving the following awards.

1. Innovation in Retail Life Insurance
2. Innovation in Group Life Insurance **SOLD**
3. Industry Leader **SOLD**
4. Young Achiever
5. Best life insurance awareness campaign



Terms and Conditions

Existing partners are given the first right of refusal. All partnership opportunities are offered on “a first-in, first-served” basis.

Payment

All partner fees are due and payable on the issue of a tax invoice from FSC.

Delegate Information

The Summit delegate list will only be provided to partners prior to the event concluding. In accordance with privacy legislation, delegates will be asked to consent to the release of their personal information to the Summit partners. In the event that permission is not obtained, the delegate list provided will be amended accordingly.

Cancellation

Partnership arrangements cancelled before 31 January 2021 will be refunded for 50% of the value of the partnership. Cancellations made after 31 January 2021 will not receive any refund.

Partnership fees will be refunded in full in the event of cancellation of the Life Insurance Summit.



Contact

For any further information or if you would like to secure your participation, please contact us on the information below.

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