



# **International Women's Day** Great Debate

**A unique opportunity to partner  
with Australia's preeminent leadership  
advocacy organisation.**





## AIM BELIEVES THAT LEADERSHIP MATTERS!

For 75 years AIM has been helping people become better managers, and managers become great leaders.

As the peak body for managers and leaders we believe that leadership matters. This belief lies at the heart of everything we do and say. With more than 12,000 individual and corporate Members – and a further 5000 organisations that buy our diverse range of management and leadership products and tools – AIM is the *go to organisation for professional managers and leaders*. We believe that great managers and leaders make decisions that impact people's lives and that this impact is felt well beyond the workplace.

With the right tools, resources, networks and focus, these decisions can - and do - have a positive impact on society.

This view is captured in AIM's Vision;

**Better Managers. Better Leaders. For a better Society.**

## AIM BELIEVES THAT DIVERSITY MATTERS.

Since its inception in 1941, AIM has had a proud history of advocating for increased diversity in the Australian workplace. We believe that a diverse workforce reflects the diversity of Australian society.

By investigating, discussing and advocating for older workers, young managers, gender diversity, LGBT leaders and greater cultural diversity generally, we hope to begin affecting real change diversity in Australia. In short, for AIM, **Diversity Matters**.

Our Diversity Matters portfolio includes a number of exciting diversity focused initiatives, including the **International Women's Day Great Debates**, the **AIM Emerging Leaders Board** and **AIM30Under30**. Each of these is a vehicle to promote greater diversity in the Australian workplace.

Some of our other flagship programs/events include **AIM Outstanding Leaders Series**, **Leadership Matters International** and the **AIM Leadership Excellence Awards**.







LEADERSHIP  
MATTERS.

## AIM INTERNATIONAL WOMEN'S DAY GREAT DEBATE BRISBANE. SYDNEY. MELBOURNE.

AIM has supported the global International Women's Day (IWD) initiative since 1998. The AIM IWD Great Debates have become institutions in their respective states.

The AIM International Women's Day Great Debates are designed to celebrate the importance of gender diversity in the workplace and throughout society.

The direct reach of AIM's IWD events is huge. Expected attendance figures are:



### International Women's Day Great Debate

Brisbane	100 corporate tables of 10	1000 guests
Sydney	40 corporate tables of 10	400 guests
Melbourne	40 corporate tables of 10	400 guests

*AIM IWD events will also be run in regional locations.*

### Event format

Each IWD event is an old school, long-lunch style debate starting at around midday and finishing at 2:30pm. The debates themselves see six hand-picked, interesting and opinionated Australian leaders debating each other in two teams (the *negative* and the *affirmative*). To keep things on track and on time, an equally interesting and witty MC is on hand to keep things clean, on-topic and, of course, to stop too much fur flying.

In short, it's a whole load of debating fun over a longish lunch to celebrate an internationally significant, diversity-focused day!





## 2017 IWD Events

International Women's Day is celebrated globally on March 8 and the AIM IWD Great Debates will be in the following locations:

- Brisbane 7 March 2017  
Brisbane Convention & Exhibition Centre
- Sydney 8 March 2017  
Doltone House – Hyde Park
- Melbourne 8 March 2017  
RACV City Club

## Event Fundraising

The AIM IWD Great Debate Series provides a great opportunity to raise funds for local grassroots causes. In recent years, the amount raised at AIM's IWD series has steadily increased. In 2017 we hope to raise more than \$44,000.

Each charity will be represented at the event and will be provided with an opportunity to present to the event attendees. We believe that fundraising for these charities is a critical and valuable aspect of these events.



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## DOES DIVERSITY MATTER TO YOUR ORGANISATION? WHY NOT PARTNER WITH AIM!

Partnering with AIM at the IWD Great Debates offers your organisation the following FOUR benefits;

1. **Brand alignment** to a series of fabulous, iconic events across three locations.
2. Direct event marketing reach of more than **3,000 corporate attendees**.
3. Total reach to a **Membership of more than 15,000**, an **active database in excess of 100,000**, **social media reach of more than 50,000**.
4. **Access to a multi-channel platform** that includes print (AIM's *Leadership Matters* bi-monthly magazine), on-line (AIM's two monthly newsletters *Leading Edge* and *Insight Edge*), social media (AIM has significant LinkedIn, Facebook and Twitter accounts).

## Specific International Women's Day Partnership Opportunities

### AIM IWD DEBATE PARTNER (ONE ONLY)

The Partner Package includes all listed events in QLD, NSW and VIC. It offers direct event reach to more than 3,000 event attendees across all locations. The total reach for IWD is well beyond this and includes AIM's database of more than 100,000. More importantly, it offers brand alignment with AIM's flagship Diversity Matters events.

As the single IWD Debate Partner your organisation will receive the following unique benefits:

- Two complimentary seats at the VIP table at each of the three AIM International Women's Day 2017 events
- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech and AIM address at each International Women's Day 2017 event
- Prominent (on stage) display of one pull-up banner at each International Women's Day 2017 event
- Expo zone display (trestle table size) at each International Women's Day 2017 event;
- Debate Partner's logo displayed on the AIM website in association with advertising supported events, including a link to your website
- Logo displayed (parallel to AIM Logo) on all relevant marketing relating to each International Women's Day 2017 event
- Exclusive Naming rights to the Charity Raffle at each event. This will provide significant exposure as the Raffle will be talked about throughout the event and it will be directly linked to the on-the-day fundraising for local, grassroots charities
- Special *Partnership Rate* for purchase of additional tickets to all International Women's Day 2017 events
- Opportunity to advertise in one of AIM's promotional channels pre or post events
- Company representative to draw the Charity Raffle and say a few words about your exclusive support of the IWD events
- A profile article in AIM's *Leadership Matters* magazine, plus 1 x half page advertisement
- A profile article on AIM's *Leadership Matters* online magazine

**Investment \$50,000**





**LEADERSHIP  
MATTERS.**

## **AIM IWD GOLD PARTNER (TWO ONLY)**

As a Gold Partner your organisation will be very closely associated with an event that directly reaches more than 3,000 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

**IWD Gold Partners** will receive the following benefits:

- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech and AIM address at each International Women's Day 2017 event
- Prominent (in room) display of one pull-up banner at each International Women's Day 2017 event
- Expo zone display (trestle table size) at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event

**Investment \$25,000**

## **AIM IWD SILVER PARTNER (FOUR ONLY)**

As a Silver Partner your organisation will be closely associated with an event that directly reaches more than 3,000 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

**IWD Silver Partners** will receive the following benefits:

- Five complimentary tickets at each of the three AIM International Women's Day 2017 events (seating will be allocated to an 'A' position table)
- Acknowledgement in the Master of Ceremonies' speech at each International Women's Day 2017 event
- Prominent display of one pull-up banner at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event

**Investment \$10,000**



## **AIM IWD MEDIA PARTNER (ONE ONLY)**

As the IWD Media Partner your organisation will be directly associated with an event that reaches more than 3,000 attendees. Of course, the total reach is well beyond this and includes AIM's database of more than 100,000.

**The IWD Media Partner** will receive the following benefits:

- A complimentary Table of Ten at each of the three AIM International Women's Day 2017 events (tables will be in 'A' position)
- Acknowledgement in the Master of Ceremonies' speech at each International Women's Day 2017 event
- Prominent display of one pull-up banner at each International Women's Day 2017 event
- Partner logo displayed on the AIM website in association with advertising supported events, including a link to the Partner's website
- Partner logo displayed on relevant marketing relating to each International Women's Day 2017 event
- Special *Partnership Rate* for purchase of additional tickets to each International Women's Day 2017 event

### **Investment to be agreed**

## **AIM IWD TAILORED PARTNERSHIPS**

If you would like to discuss an alternative tailored partnership solution for the AIM IWD Series please contact the AIM IWD Team directly on 02 9956 3918.

## **SUMMARY**

**AIM's International Women's Day Series offers your organisation the ideal opportunity to demonstrate that Diversity Matters! Partnering with AIM around these iconic events offers you the following benefits:**

- Direct association with a renowned international day that celebrates and promotes gender diversity in the workplace
- Align with a great national leadership organisation
- Significant visibility at three large, well-attended events across Brisbane, Sydney and Melbourne
- Support for local charities that are aligned to International Women's Day



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**#iwddebate**

**#iwd2017**