

TECHNOLOGY FOR SOCIAL JUSTICE

CONFERENCE

2025



7-9th of May 2025

TELSTRA CUSTOMER
INSIGHT CENTRE,
NAARM, MELBOURNE



SPONSORSHIP PROSPECTUS

TECHNOLOGY FOR SOCIAL JUSTICE CONFERENCE 2025

7-9th of May 2025

TELSTRA CUSTOMER INSIGHT CENTRE, NAARM, MELBOURNE

2024 STATS:

76% of delegates are Board members, C-suite executives or IT managers

95% of delegates said the ticket value was good or excellent value

75% of delegates had their expectations exceeded

NET PROMOTER SCORE **57**
(above 50 is excellent)



TECHNOLOGY FOR SOCIAL JUSTICE

Infoxchange's Technology for Social Justice Conference* is Australia's premier not-for-profit (NFP) technology capability building and awards event running strong for 21 years. Every year, an incredible mix of partners, speakers, sponsors and attendees participate in this ground-breaking event recognised for advancing the digital capabilities of the NFP sector.

With the latest research, insights and case studies from leading technology experts, government representatives and not-for-profits, the 2025 conference will break new ground on key tech topics facing NFPs such as digital transformation, artificial intelligence, digital marketing and fundraising, and protecting our sector from increasingly complex cyber threats.

Our program is driven exclusively by the sector's needs, celebrating and exploring how technology has and could further enable us to make an impact on Australia's most vulnerable populations.

THIS YEAR THE EVENT WILL INCLUDE:

- An exciting array of sessions on the main stage featuring keynotes, fireside chats, case studies and panel discussions
- A carefully curated selection of practical workshops on our most requested NFP technology topics, facilitated by our favourite subject matter experts
- Unmissable learning and development sessions, and tech demos for the NFP sector facilitated by our pioneering technology partners

KEY PARTNER	MEDIA PARTNERS



*Formerly the Connecting Up Conference

A high-quality NFP sector event offering networking and rapid knowledge building for decision-makers seeking to implement new technology systems.



SOME OF THE ORGANISATIONS WHO PARTICIPATED IN OUR 2024 CONFERENCE:

- Sacred Heart Mission
- Australian Red Cross
- Brotherhood of St. Laurence
- Anglicare Victoria
- Guide Dogs SA
- Launch Housing
- St Vincent de Paul Society Victoria
- Justice Connect
- Australian Bureau of Statistics
- Lord Mayor's Charitable Foundation
- Philanthropy Australia
- Good Things Foundation
- Minus18
- Disaster Relief Australia
- Social Traders
- University of Southern Queensland
- Melbourne City Mission
- WACOSS
- Good Data Institute
- Community Council for Australia
- ACOSS
- VCOSS
- Alannah & Madeline Foundation
- Department of Jobs, Skills, Industry and Regions
- Australian Institute of Health and Welfare
- Darwin Community Legal Service
- Kangan Institute
- Department of Families Fairness and Housing
- St Patrick's Community Support Centre
- Victorian Aboriginal Health Service
- Victorian Aboriginal Child Care Agency
- Victorian Aboriginal Community Controlled Health Organisation Inc.
- Accenture
- PwC Australia
- Social Ventures Australia
- WiRE
- ACNC

76% of delegates are Board members, C-suite executives or IT Managers

275 attendees spanning government, academia, corporate, NFP and community services



BEST IN CLASS CONFERENCE EXPERIENCE



2024 Post Event Survey Responses

"I feel the conference gave me the information and confidence I needed in my role to start the data measurement journey and incorporating AI in our organisation. I think it would have costed our organisation at least a few thousand dollars' worth of consulting hours to learn all the information. Also, from a professional development perspective, it would have costed me a lot more to get this knowledge from a course."

"I thought I'd received my money's worth after lunchtime on Day 1!"

"The knowledge I gained alone was worth the cost, but aside from that it was very well catered, and the venue was very welcoming and comfortable."

"Well priced, great impact for my teams at the workshop days - I had 6 staff across the 3 workshops, and they all found them valuable."

"Thank you for all your efforts. It was a great conference. One of those rare moments that makes you forget all the worries and emotional burden we carry in the sector and focus on the great work we are doing collectively."

"The calibre of the speakers was outstanding. It was obvious all of the hard work and planning that had gone into making every session interesting and relevant. Well done! The venue was also perfect. I would definitely attend again."





PARTNER WITH THE BRAND THAT CHAMPIONS TECHNOLOGY IN THE NOT-FOR-PROFIT SECTOR

Authentically position your brand and build awareness for your products and services within the NFP sector.

The Technology for Social Justice conference offers you an unrivalled opportunity to connect with NFP and charity decision-makers and demonstrate how your organisation can help their missions.

Sponsors also can position themselves in front of the sector's leaders who are showcasing excellence in innovation across the NFP sector at the *Australian Not-for-Profit Technology Awards*.



PAST SPONSORS AND PARTNERS INCLUDE



HIGH QUALITY + TARGETED BRAND EXPOSURE



Get in early to have your branding included in our full communications pipeline!

Throughout the event life cycle, gain premium alignment and exposure of your brand.



EMAIL MARKETING



SOCIAL MEDIA MARKETING



DIGITAL ADVERTISEMENTS



PHYSICAL ADVERTISEMENTS



WEBSITE ADVERTISEMENTS



EXHIBITION TABLES



CONTENT, WORKSHOP & DEMO SPONSORSHIPS



DELEGATE INSIGHTS

OUR AUDIENCE

SOCIAL MEDIA: 
18,000
combined followers

MORE THAN
450,000
IMPRESSIONS
in 2024's marketing promotions

EMAIL MARKETING: 
60,000
combined subscribers

2025 CONFERENCE SPONSORSHIP OVERVIEW

	DIAMOND TIER	PLATINUM TIER	GOLD TIER				SILVER TIER	BRONZE TIER	NFP TECHNOLOGY AWARDS TIER	
	KEY PARTNER	DEMO SPONSOR	NETWORKING EVENT	LANYARD SPONSOR	COFFEE CART SPONSOR	SESSION SPONSOR	WORKSHOP SPONSOR	EVENT SPONSOR	HEADLINE SPONSOR	CATEGORY SPONSOR
	\$30,000	\$20,000	\$15,000	\$12,000	\$12,000	\$12,000	\$6,000	\$4,000	\$15,000	\$5,000
	1 of 2 AVAILABLE	5 AVAILABLE*	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	1 of 3 AVAILABLE	5 of 6 AVAILABLE	6 AVAILABLE	EXCLUSIVE	5 AVAILABLE
INFO PAGE	P8	P9	P10	P11	P12	P13	P14	P15	P17	P18
Exhibition table	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗
Product demo	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Company video ad	60sec video <i>In Theatre</i>	✗	✗	✗	✗	✗	✗	✗	30sec video <i>Awards Opening</i>	✗
Video advertising at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 x Day 1-3 tickets	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
2 x Awards tickets	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓
Exclusive social media announcement	✓	✓	✓	✓	✓	✗	✗	✗	✓	✗
Full event life cycle digital branding	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event booklet advert	Full Page	Half Page	Half Page	Half Page	Half Page	Half Page	Half Page	Quarter Page	Full Page	Half Page
Post event email marketing opportunity to attendees**	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗

*Subject to Application | **via Infoxchange, opt in only

NEW! SEE PAGE 19.

SOLD!

Digital Technology in the Not-for-Profit Sector Report Sponsor Package (exclusive)

Video advertising at event	✓
Full event life cycle digital branding	✓

Bespoke opportunities

If you'd like to discuss customisation, combination packages or co-sponsorship, please contact us at conference@infoxchange.org



DIAMOND TIER: KEY PARTNER

The diamond tier sponsorship category is a premium level tier for partners seeking the strongest possible brand awareness and a high level of exposure across the course of the conference.

PROUDLY SPONSORED BY:



\$30,000 + GST

1 AVAILABLE

1 SOLD!



KEY PARTNER INCLUSIONS

- Acknowledgement as main conference sponsor and partner throughout event
- Discussion with the event team about the appropriate featuring of your key messages, product demo or speaker within the event line-up
- 1 x 60 sec company video played at conference opening (day one, main theatre)

PLUS:

- Full page advertisement on first pages of the conference booklet
- Company logo prominently featured on conference media wall
- Company logo included on main conference title slide
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 1 x exhibitor space with high foot traffic for day one and day two
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Exclusive dedicated social media announcement as lead sponsor and partner
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)





PLATINUM TIER: DEMO SPONSOR

HOST A TECH OR PRODUCT DEMO – *subject to application*

As well as widespread brand exposure and association across the conference promotion as a valued sponsor, this tier offers a premium position to showcase how your sponsor’s technology ecosystem or service can help our attendees amplify their impact.

\$20,000 + GST

5 AVAILABLE



DEMO SPONSOR INCLUSION

Share case studies, evidence of impact or better ways of working with your product or service in our demo sessions

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on main conference title slide
- Company logo included on the “all sponsors” acknowledgement slide
- Company video advertising across digital spaces in the conference centre
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Exclusive dedicated social media announcement as lead sponsor and partner
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)

THIS TIER IS SUBJECT TO APPLICATION.





EXCLUSIVE GOLD TIER: NETWORKING EVENT SPONSOR

THURSDAY 8TH MAY

Following our Day 2 workshops is a new opportunity be the host of a highly-requested networking event as well as gaining high-value brand exposure across the entire conference.



\$15,000 + GST

1 AVAILABLE



EXCLUSIVE INCLUSIONS

- Branding across our Thurs night networking event as the exclusive event partner
- Exposure as partner throughout pre, during and post-event communications and collateral
- Formally introduce and kick off the night alongside Infoxchange leadership

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Exclusive dedicated social media announcement as lead sponsor and partner
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)



EXCLUSIVE GOLD TIER: LANYARD SPONSOR

In addition to video advertisements at the venue, exhibition space and logo inclusion in all conference collateral, the gold lanyard sponsor will have their company logo on the event lanyards provided to all attendees at registration generating high exposure across the event.

\$12,000 + GST

1 AVAILABLE



EXCLUSIVE INCLUSION

Company logo included as sole sponsor on all lanyards

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on main conference title slide
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 1 x exhibitor space for day one and day two
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Exclusive dedicated social media announcement as lead sponsor and partner
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)





EXCLUSIVE GOLD TIER: COFFEE CART SPONSOR

In addition to video advertisements at the venue, exhibition space and logo inclusion in all conference collateral, the gold coffee cart sponsor is an exclusive, high visibility sponsorship opportunity that allows one partner to access strong brand awareness as well as exposure across other collateral before, throughout and post-conference.

\$12,000 + GST

1 AVAILABLE



EXCLUSIVE INCLUSION

Branding space on the complimentary barista coffee cart on both days (3-hr package each day, including the opportunity to provide branded cups & napkins)

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on main conference title slide
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 1 x exhibitor space for day one and day two
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Exclusive dedicated social media announcement as lead sponsor and partner
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)





GOLD TIER: SESSION SPONSOR

In addition to video advertisements at the venue, exhibition space and logo inclusion in all conference collateral, the session sponsor offers an opportunity for branding across a key session at the conference and access to highly sought-after exhibition space. With added tickets to the Australian Not-for-profit Technology Awards and access to our Networking event, this sponsorship is ideal for maximising attendee engagement.

\$12,000 + GST

1 AVAILABLE

2 SOLD!



SESSION SPONSOR INCLUSIONS

- Branding across 1 x conference session thematic in theatre and in agendas throughout pre, during and post-event communications and collateral
- Session sponsor announced by MC on day one
- Long-term brand exposure with session recording video distribution

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on main conference title slide
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 1 x exhibitor space for day one and day two
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Dedicated social media announcement
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)

PROUDLY SPONSORED BY:



DIGITAL





SILVER TIER: WORKSHOPS SPONSOR

As well as widespread brand exposure and association across the conference promotion as a valued sponsor, the silver workshop sponsorship category offers organisations an opportunity to sponsor and introduce one of 6 workshop topics on Day 2.

\$6,000 + GST

5 AVAILABLE

1 SOLD!

PROUDLY SPONSORED BY:



SILVER TIER INCLUSIONS

- Branding across 1 x workshop session and in agendas throughout pre, during and post-event communications and collateral
- Opportunity to open the workshop with a 5 min welcome

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across small, medium and large digital spaces in the conference centre
- 2 x complimentary conference day passes (day one and day two) including full day catering (NB paying delegates will have priority access to sessions and workshops)
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Dedicated social media announcement
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)





BRONZE TIER: EVENT SPONSOR

The bronze sponsorship category offers a cost-effective opportunity for branding across pre, during and post-event communications and marketing, social media promotion, digital ad space at the conference centre, photography wall brand placement and logo inclusion in our event booklet.

\$4,000 + GST

6 AVAILABLE

INCLUSIONS:

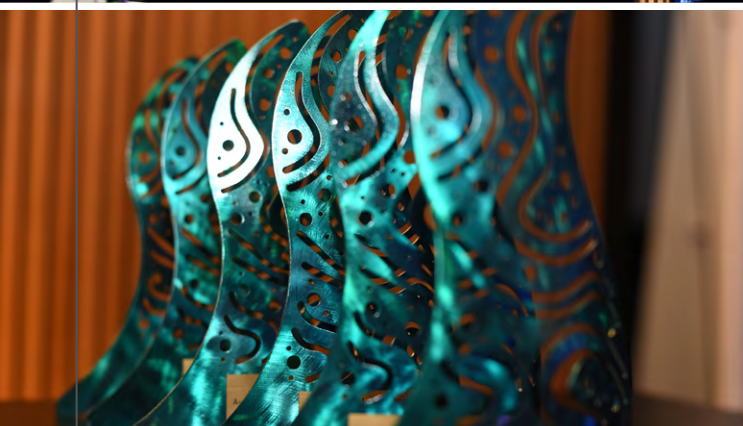
- Quarter page advertisement in conference booklet
- Company logo included on the "all sponsors" acknowledgement slide
- Company video advertising across digital spaces in the conference centre
- 2 x full conference passes - not including full day catering (*NB paying delegates must be given priority access to limited seating theatre sessions*)
- Sponsor representation and promotion across marketing collateral, email marketing and social media for pre, during and post-event coverage
- Dedicated social media announcement
- Post event email marketing opportunity to follow up with attendees (via Infoxchange, opt in only, conditions apply)





AUSTRALIAN NOT-FOR-PROFIT TECHNOLOGY AWARDS

The Australian Not-for-profit Technology Awards recognises the best in technology innovation and excellence by organisations and individuals in the not-for-profit sector. The awards acknowledge the accomplishments and the improved impact brought to the sector through technology.



2025 AWARDS

- 1. Not-for-Profit Technology Innovator of the Year**
This award recognises a not-for-profit organisation which has best showcased innovation through the use of technology to effectively deliver programs and/or services that positively impact the community.
- 2. Best Technology Achievement by a First Nations Person or Group**
This award recognises the excellence in use or development of technology by First Nations person or group of First Nations people to positively connect with and impact local communities.
- 3. Best Accidental IT Person**
This award recognises a volunteer or staff member who has made an exemplary contribution to the not-for-profit sector and has positively impacted the lives of others by taking responsibility for their organisation's IT, in spite of it not originally being a formal part of their role.
- 4. Technology Volunteer of the Year**
This award recognises a volunteer who, through the use of technology, has made an exemplary voluntary contribution to the not-for-profit sector and has positively impacted the lives of others through their volunteering activities.
- 5. Best use of Data for Community Impact**
This award recognises the innovative use of data by an NFP to drive an organisation's mission and culture, and how this data innovation has improved impact and service delivery.
- 6. Technology for Community Impact Award**
This award recognises a private sector business that has made a highly-valued contribution to the not-for-profit sector and the broader community through the use of technology.



AWARDS HEADLINE SPONSOR

The headline event sponsor will have major branding throughout communications promoting the event as the key partner and plays a prominent stage role during the ceremony.

\$15,000 + GST

1 AVAILABLE



EXCLUSIVE INCLUSIONS

- Acknowledgement as main Australian Not-for-Profit Technology Awards sponsor
- 1 x 30sec sponsor video as part of awards opening
- Invitation for sponsor spokesperson to speak (5mins) as part of awards opening
- Additional category sponsor of prestigious Not-for-Profit Technology Innovator of the Year award with invitation to present award to winner
- Company logo on tech awards main title slide

ADDITIONAL AWARD SPECIFIC INCLUSIONS:

- Company logo slide featured on main screen to introduce category
- Company logo included on digital banner at tech awards

PLUS:

- Full page advertisement in conference booklet
- Company logo featured on conference media wall
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Company video advertising across small, medium and large digital spaces in the conference centre
- Company representation across marketing collateral, email marketing and social media
- Exclusive dedicated social media announcement as official award sponsor and partner





AWARDS CATEGORY SPONSOR



\$5,000+GST | 5 AVAILABLE



AWARD CATEGORY SPONSOR INCLUSION

Category sponsor of prestigious award with invitation to present award to winner

ADDITIONAL AWARD SPECIFIC INCLUSIONS:

- Company logo slide featured on main screen to introduce category
- Company logo included on digital banner at tech awards

PLUS:

- Half page advertisement in conference booklet
- Company logo featured on conference media wall
- 2 x complimentary Australian Not-for-Profit Technology Awards passes
- Company video advertising across small and medium digital spaces in the conference centre
- Company representation across marketing collateral, email marketing and social media
- Dedicated social media announcement as official award sponsor and partner

NEW! REPORT SPONSOR ADD-ON: DIGITAL TECHNOLOGY IN THE NFP SECTOR REPORT 2025

EXCLUSIVE

Any sponsorship package + \$20,000 + GST

SOLD!

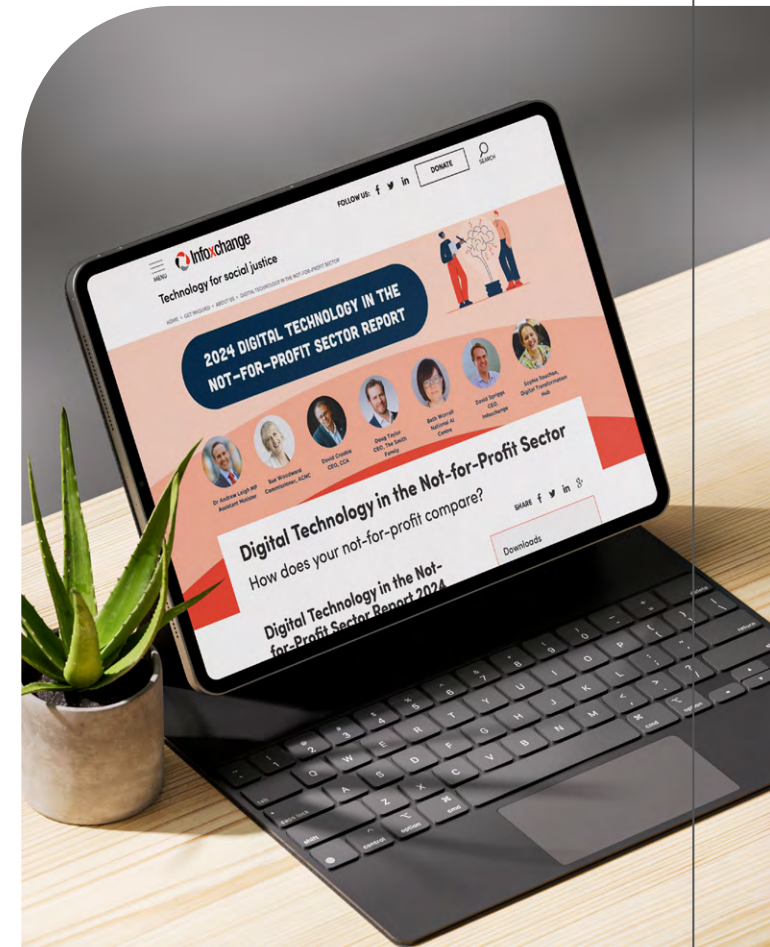
Combine any conference sponsorship with Infoxchange's high-profile annual technology report for year-round brand association with the NFP sector's leading technology research report.

The Digital Technology in the Not-for-Profit Sector Report is an annual research project that recognises areas of strength, growth and improvement in technology capability to help NFPs achieve their mission.

Launched in November by voices such as the Assistant Minister for Competition, Charities and Treasury Hon Dr Andrew Leigh MP, Commissioner Sue Woodward AM and other NFP thought leaders, the report guarantees high profile brand association.

In 2024, more than 1,000 people registered for the launch, and more than 765 organisations participated in the research. Report sponsorship benefits will include:

- Prominent acknowledgement during survey promotion (launched at conference)
- Logo representation of cover and in report
- Full-page feature in report
- Speaker representation in the 2025 report launch in November



TECHNOLOGY FOR SOCIAL JUSTICE

CONFERENCE

2025



Thank you for taking the time to consider sponsorship of the 2025 Technology for Social Justice Conference.

If you wish to secure your sponsorship please use the below sponsorship booking portal. Alternatively, to discuss the sponsorship possibilities further or if you have any queries in relation to these packages please contact:

Samantha Howard
E: conference@infoxchange.org

www.infoxchange.org

7-9th of May 2025

TELSTRA CUSTOMER INSIGHT
CENTRE, NAARM, MELBOURNE