21st Century Curriculum: Taking Bearings

Monday 12 and Tuesday 13 November, 2007
Hilton Sydney, NSW

SPONSORSHIP
INFORMATION
CONFERENCE AT A GLANCE

21st Century Curriculum: Taking Bearings
Monday 12 and Tuesday 13 November 2007, Hilton Sydney, NSW

Globalisation, the evolution of advanced technologies and greater national consistency in the curriculum will be the context for education in the 21st century. Join over 450 leading national and international educationalists, researchers, policy makers and practitioners as they investigate how innovative curricula can unlock the potential of all young people to shape the 21st century.

Explore:
- key values and ideas that shape the curriculum;
- learning in an interconnected world;
- characteristics of a successful learner in the 21st century;
- excellence and equity in the curriculum; and
- 21st century expectations of schools and the profession.

Speakers:
- Lord Puttnam of Queensgate, CBE, Chairman Futurelab, President UNICEF UK
- Dr Ben Levin, Canada Research Chair in Education Leadership and Policy, Ontario Institute for Studies in Education, Canada
- Ms Kathe Kirby, Executive Director, Asialink; Manager, Asia Education Foundation, Melbourne, Australia
- Dr Elliot Washor, Co-director, The Big Picture Company, Providence, RI, USA
- A number of other high profile speakers.

Outline of the Conference Program

Day 1: Monday 12 November
Registrations / sponsors displays
Welcome
Conference Opening
Session
Morning Tea / sponsors displays
Session
Lunch / sponsors displays
Session
Social reception

Day 2: Tuesday 13 November
Registrations / sponsors displays
Session
Morning Tea / sponsors displays
Session
Lunch / sponsors displays
Session
Afternoon Tea / sponsors displays
Session
Conference Close

OPPORTUNITIES AND CONTACTS

Sponsorship Opportunities
Curriculum Corporation welcomes sponsorship support from organisations that:
- are aligned with Curriculum Corporation’s Vision, Mission and Values;
- have a broad national and/or international focus;
- are currently funding educational programs that are embedded in schools education; and
- are able and willing to showcase the effective application of their products in real time using teachers, principals and/or students.

Sponsorship Benefits
Conference sponsorship provides sponsors with the opportunity to:
- showcase products and services to a targeted market group;
- develop networks or partnerships with educational professionals;
- raise their profile through greater exposure; and
- potentially increase sales.

Conference Committee

For conference queries contact
Kelly Nissen
Conference Administrator
Ph: 03 9657 9777
Fax: 03 9639 1616
Email: conference@curriculum.edu.au

For sponsorship opportunities contact
Martin Murley
General Manager, Strategic Development
Ph: 03 9207 9600
Fax: 03 9639 1616
Email: martin.murley@curriculum.edu.au

For all other marketing and promotional opportunities contact
Angela Mamalis
Manager, Professional Development
Ph: 03 9207 9665
Fax: 03 9639 1616
Email: angela.mamalis@curriculum.edu.au
ABOUT CURRICULUM CORPORATION

Curriculum Corporation holds a unique position in Australian education; as an independent education support organisation owned by all Australian education ministers established to assist education systems in improving student learning outcomes. The company does this in collaboration with education systems, responding to agreed national directions.

Curriculum Corporation is a major provider and publisher of high quality print and digital curriculum products, provides highly-regarded educational project management services, delivers assessment and testing services to education systems, provides a model for online delivery and nurtures strategic partnerships. Underlying efforts to produce exemplary teaching and curriculum products is a commitment to sound teaching pedagogy and a detailed understanding of curriculum.

A highly qualified team of primary and secondary educators, e-learning, assessment and publishing experts underpins our wide-ranging expertise, developing, promoting and disseminating curriculum and assessment services and resources that are both innovative and tailored for all learning needs. Curriculum Corporation is ideally placed to offer a wide range of services to national and international clients, including government, commercial, community service and education organisations.

Curriculum Corporation Strategic Plan

Vision
To lead national approaches to curriculum for the improvement of student learning

Mission
To collaborate with the education community to provide exemplary curriculum, assessment, project management and consultancy products and services

Values
1. Learning: Enhancing learning for students, teachers and employees
2. Public Good: Making a positive contribution to society
3. Quality: Striving for the highest standards
4. Respect: Considering the needs and opinions of others
5. Capability: Being the service provider of choice

For more information about Curriculum Corporation visit www.curriculum.edu.au

SPONSORSHIP LEVELS

Curriculum Corporation is proud to announce the NSW Department of Education and Training as its host sponsor for the 2007 conference.

Curriculum Corporation is also pleased to offer a limited number of important sponsorship opportunities for its 2007 conference.

Curriculum Corporation has developed a sponsorship model which offers sponsors a variety of sponsorship opportunities. The company is also happy to discuss alternative options that best meet your business needs.

GOLD
1. Trade display space including (or equivalent to) two skirted trestle tables and two pin boards [display space approximately 4m wide x 2m deep], including access to power and to internet connections
2. Acknowledgement of your sponsorship at conference opening and closing address and on conference program
3. Lunch, morning and afternoon tea on each day for an additional two company representatives
4. Two complimentary tickets to the social reception
5. One A4-size brochure or flyer in delegate satchel
6. Two complimentary conference registrations
7. Invitation for two people to attend the Curriculum Corporation CEO’s pre-conference dinner with key note speakers and CC Board members
8. Company logo and/or name displayed prominently in printed and/or electronic materials
9. Company logo and/or name and hyperlink on conference website
10. Company banner displayed in plenary room for duration of conference
11. A 60 minute workshop/session in line with conference theme, or alternatively the naming rights to one 60 minute workshop.

Cost: $15,000 excl GST
Availability: 2 places

SILVER
1. Trade display space including (or equivalent to) one skirted trestle table and one pin board [display space approximately 2m wide x 2m deep], including access to power and to internet connections
2. Acknowledgement of your sponsorship at conference opening and closing address and on conference program
3. Lunch, morning and afternoon tea on each day for two company representatives
4. Two complimentary tickets to the social reception
5. One A4-size brochure or flyer in satchel
6. One complimentary conference registration (can be shared)
7. Invitation for one person to attend the Curriculum Corporation CEO’s pre-conference dinner with key note speakers and CC Board members

Cost: $10,000 excl GST
Availability: 2 places
BRONZE
1. Trade display space including (or equivalent to) one skirted trestle table and one pin board [display space approximately 2m wide x 2m deep]
2. Acknowledgement of your sponsorship at conference opening and closing address
3. Lunch, morning and afternoon tea on each day for one company representative
4. One complimentary ticket to the social reception
5. One A4-size brochure or flyer in satchel.

Cost: $5,000 excl GST
Availability: 5 places

SUPPORTING SPONSOR
A  Workshop Sponsor
   Cost: $1,500 excl GST
   Availability: 20
   Includes introducing the speaker, banner outside and at front of room; opportunity to provide handouts to workshop attendees at end of workshop

B  Notepad Sponsor
   Cost: $1,500 excl GST
   Availability: 1
   Provision of 1,000 notepads for conference delegates, based on 1 per delegate per day.

C  Trade Display either on poster boards or trestle tables
   Cost: $1,500 excl GST
   Availability: 10
   Poster boards: dimensions approximately 1500mm wide x 1800mm high
   Trestle tables: dimensions approximately 1370mm long x 760mm wide x 720mm high

D  Flyer or Brochure into Satchel
   Cost: $500 excl GST
   Availability: 10
   Inserts can be any single piece of promotional material no larger than A4-size.

Sponsorship does not include:
- attendance of additional company representatives other than specified above;
- accommodation;
- meals other than those specifically included in the sponsorship arrangement;
- production, printing and couriering of material displayed at the conference venue;
- access to power and internet for trade display unless specifically indicated;
- the creation of inserts and delivery of materials by the designated due date.

Company representatives not allocated a complimentary conference registration as part of a sponsorship package can obtain a conference registration at the early bird rate of $620.00.
BECOMING A SPONSOR

Key dates
Please note the following key dates:

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<tr>
<td>Sponsorship applications open:</td>
<td>Monday 18 June 2007</td>
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<td>Sponsorship application close:</td>
<td>Friday 12 October 2007</td>
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<td>Payment due:</td>
<td>Monday 15 October 2007</td>
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<td>Conference:</td>
<td>12-13 November 2007</td>
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Application
If you would like to become a sponsor of Curriculum Corporation 2007 annual conference, please complete the attached application form.

As sponsorship places are limited, returning an application form does not guarantee a place as a conference sponsor. You will be contacted by Curriculum Corporation regarding whether or not you have been accepted as a sponsor.

Sponsorship Agreement
If you have been accepted as a sponsor, a written sponsorship agreement specifying the terms and conditions of the sponsorship will be sent to you. This must be signed and returned to Curriculum Corporation. A final signed copy of the sponsorship agreement will be returned to you.

Payment
An invoice will be included with the sponsorship agreement which will outline the total amount due. Full payment must be included with the signed agreement and made received by Curriculum Corporation by Monday 15th October 2007.

Sponsor Registration Form
Sponsors whose entitlements include trade displays or attendance at any function or session will be required to list on the sponsor registration form the names of all people who will attend the conference at any time.

In-Kind Products and Services
A sponsor may offer In-kind products or services, such as loan of computers or audio visuals as part of a sponsorship package. In-kind sponsorships will be considered on a case by case basis.
FURTHER TERMS AND CONDITIONS OF SPONSORSHIP

Curriculum Corporation (CC):
(a) may accept or reject an application for sponsorship; and
(b) will allocate sponsorship places to applicants that it has accepted at its sole and absolute discretion.

1. The parties do not have any legally binding relationship until both have signed a sponsorship agreement and CC has received full payment for the sponsorship.

2. A sponsor which has been selected must return the signed sponsorship agreement to CC by the final date specified by CC. Failure by a sponsor to return a signed agreement to CC by the final date specified will entitle CC to choose an alternative sponsor to take the place of the sponsor originally chosen.

3. If a sponsor whose sponsorship package includes any in-kind contribution is unable to provide the agreed products or services, the market value of these products or services must be paid in cash, unless the parties can agree to another arrangement.

4. A sponsor must ensure that all its actions, equipment, materials and goods supplied or used by it comply all applicable laws, bylaws, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters.

5. It is the responsibility of the sponsor to supply CC with correct materials, information and/or artwork required in order for CC to be able to provide the sponsor’s entitlements. CC will inform the sponsor of any deadlines for receipt or supply of any materials, information and/or artwork. It is the sole responsibility of the sponsor to ensure that these deadlines are met.

6. The deadlines specified by CC for the supply of materials, information and/or artwork by a sponsor are not negotiable.

7. If materials, information and/or artwork are not received by CC by the deadline, CC may not be able to deal with them as originally intended. If a sponsor does not provide materials, information and/or artwork to CC by the deadline specified, CC will have no liability to the sponsor and the sponsor will not be entitled to a cash or any other refund of these entitlements.

8. The sponsor agreement will be with the sponsor specified in the application form. The sponsor will not be permitted to assign its sponsor agreement or sublet trade display space or printed advertising space, or any part of such space or permit it to be used by any other person, without the prior written consent of CC.

9. Exhibit space will be made available for installation by the sponsor at a date and time notified to the sponsor in advance. Exhibits must not be dismantled before the conclusion of the exhibition. It will the responsibility of each sponsor to have its exhibit fully installed prior to the opening of the exhibition and to dismantle and remove their exhibition after the close of the conference.

10. CC reserves the right to any time alter or remove exhibits or any part of including printed material, products, signs, lights or sound and to expel exhibitors/sponsors or their personnel, if in the opinion of CC, their conduct or presentation is objectionable to Curriculum Corporation or to other conference participants.

11. A sponsorship arrangement may be cancelled by a sponsor by providing written notice to CC by 5pm AEST Friday 19th October 2007. If cancellation is received in accordance with this clause, CC will refund the sponsorship fee less a non-refundable administration fee of 10% of the sponsorship amount.

12. If the sponsor cancels after 5pm AEST Friday 19th October 2007, it will not be entitled to a refund.
SPONSOR APPLICATION FORM

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<tr>
<th>Organisation Name</th>
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<tr>
<td>Contact Person</td>
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Description of the product or service you would like to promote at this conference:

Preferred Sponsorship level (tick) – note: all amounts are excl GST

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<tr>
<th>Level</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Gold</td>
<td>($15,000)</td>
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<tr>
<td>Silver</td>
<td>($10,000)</td>
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<tr>
<td>Bronze</td>
<td>($5,000)</td>
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<td>Supporting Sponsor</td>
<td>circle option: A B C D ($500 / $1,500)</td>
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Name: ___________________________ Title: ___________________________

Signature: __________________________ Date: __________________________

Please read the terms and conditions outlined in the Sponsorship Information before applying to be a sponsor. As spaces are strictly limited, returning an application form does not guarantee a place as a sponsor. You will be contacted by Curriculum Corporation to confirm whether or not you have been accepted as a sponsor.

PLEASE MAIL COMPLETED FORM TO
Martin Murley
General Manager, Strategic Development
Curriculum Corporation
PO Box 177
Carlton South Victoria 3053

OR FAX TO
03 9639 1616.