Department for Education, South Australia

2027 Digital Leadership Summit

Foundational Sponsorship & Exhibition Prospectus

DATE 4th June, 2027

VENUE **Morphettville Racecourse, South Australia**

AUDIENCE Approximately 300 public secondary school leaders and education professionals

Connect with the leaders shaping the future of public education in South Australia.

Foundational partnership opportunities available from $2,000 + GST

An invitation to partner

The inaugural 2027 Digital Leadership Summit has been created by the Department for Education, South Australia in partnership with SASPA to bring together approximately 300 public secondary school leaders and education professionals to explore the opportunities, challenges and practical applications shaping the digital future of schools.

We invite organisations to partner with the 2027 Digital Leadership Summit held at Morphettville Racecourse, Adelaide, South Australia.

The partnership has been designed to create meaningful connections. It combines high-quality brand visibility with opportunities to demonstrate solutions, contribute to professional conversations and build relationships with education decision makers.

Why partner with us?

- Connect directly with principals, deputy principals, assistant principals and emerging education leaders.
- Position your organisation alongside innovation, capability building and the future of public education.
- Demonstrate relevant products, services and ideas in an engaged professional environment.
- Build relationships with school-based decision-makers and influencers from across South Australia.
- Extend your visibility through pre-event, on-site and post-event communications.

Who you will meet

The anticipated audience includes:

- Public secondary school principals, executive leaders, ICT leaders and support staff
- Education system and sector representatives
- Digital learning, technology and innovation leaders
- Schools seeking practical solutions, services and partnerships

Partnership principles

We are committed to partnerships that add value to delegates and support the integrity of the conference program. Speaking opportunities are subject to approval by the event planning committee and should be relevant, practical and educationally focused.

Opportunities at a glance

All prices are exclusive of GST. Availability is limited and confirmed in order of completed agreement.

Opportunity	No.	Investment	Primary value
Platinum Event Partner	1	$20,000	Premier event association, plenary address, 6m x 2m stand and eight registrations
Networking Reception Partner	1	$15,000	Exclusive reception naming rights, welcome address and four registrations
Digital Practice Partner	3	$8,500	Association with a curated breakout stream* and 3m x 2m stand
Coffee Hub Partner	1	$5,500	Exclusive branding of the event coffee experience
Refreshment Hub Partner	1	$5,500	Exclusive branding of the juice and refreshment experience
Exhibitor	23	$2,000	3m x 2m stand and two exhibitor registrations

A range of benefits for partners include:

- Presence on the conference website
- Access to approved event branding assets to promote your involvement
- Recognition on combined partner slides displayed during the event
- Opportunity to provide an approved digital resource or offer for delegates
- Inclusion in post-event partner acknowledgement communications

Approximately 30 opportunities available across the full program

***Program note:** *Content must be relevant to the audience, practical in focus and approved by the planning committee. Presentations should prioritise attendee value over a direct sales presentation.*

Partnership inclusions at a glance

Use this table to compare the core benefits included in each opportunity. A checked box indicates that the benefit is included; an empty box indicates that it is not included as standard.

Inclusion	Platinum Event	Networking	Digital Practice	Coffee Hub	Refreshment	Exhibitor
Website logo, profile and hyperlink	☑	☑	☑	☑	☑	☑
Digital program recognition	☑	☑	☑	☐	☐	☐
On-screen partner acknowledgement	☑	☑	☐	☐	☐	☐
Dedicated event social media post	☑	☐	☐	☐	☐	☐
Exhibition space	☑	☑	☑	☑	☑	☑
Representative registrations	☑	☑	☑	☑	☑	☑
MC or session acknowledgement	☑	☑	☐	☐	☐	☐
Speaking, introduction or panel opportunity	☑	☑	☑	☐	☐	☐
Elevated area in exhibition	☑	☑	☐	☑	☑	☐
Physical branding in plenary room	☑	☐	☐	☐	☐	☐
Approved digital delegate resource	☑	☑	☑	☑	☑	☐
Priority exhibition positioning	☑	☐	☐	☐	☐	☐

Registration allocation: Platinum Event Partner 8; Networking Reception Partner 4; all other opportunities 2.

Note: Final benefits remain subject to the event planning committee, detailed package inclusions, program approval, venue requirements and the signed partnership agreement.

PARTNERSHIP OPPORTUNITY

Platinum Event Partner

$20,000 + GST | **1 exclusive opportunity**

Lead the conference partnership and position your organisation at the centre of conversations around the digital future of public education.

Event association

- Exclusive recognition as the 2027 Digital Leadership Summit Platinum Event Partner
- Three-minute welcome or industry perspective within the plenary program
- Formal acknowledgement by the MC

Brand visibility

- Prominent logo placement on the event website & digital program
- Recognition on selected event marketing communications from confirmation of partnership
- Dedicated website profile with hyperlink
- X1 dedicated social media posts outlining the partnership
- Co-branded delegate lanyards
- Branding on plenary table centrepieces
- Up to two sponsor-supplied pull-up banners in agreed plenary or registration location

On-site engagement

- Premium 6m x 2m exhibition space in a high-traffic location
- First choice of exhibition position
- Eight complimentary conference registrations, including catering and session access
- Opportunity to provide one approved digital resource, delegate offer or prize
- Access to approved lead-capture arrangements, subject to delegate consent and privacy requirements

PARTNERSHIP OPPORTUNITY

Networking Reception Partner

$15,000 + GST | **1 exclusive opportunity**

Create a memorable conclusion to the conference and connect with delegates in a relaxed, relationship-focused environment.

Reception association

- Exclusive naming rights to the official Networking Reception
- Three-minute welcome at the beginning of the reception
- Formal acknowledgement by the MC during the conference and reception
- Logo featured alongside the reception wherever it appears in the digital program and event communications

Brand visibility

- Branding on reception signage, holding slides and agreed catering points
- Opportunity to supply branded napkins or coasters, subject to venue approval
- Up to two sponsor-supplied pull-up banners within the networking area
- Dedicated website profile with hyperlink

On-site engagement

- 3m x 2m exhibition stand with opportunity for additional banners during networking hour.
- Two full conference registrations
- Two additional reception-only tickets
- Opportunity to propose an approved interactive element, prize or activation

Digital Practice Partner

$8,500 + GST | **Limited opportunities**

Align your organisation with a curated breakout session of practical digital learning and leadership.

- Exclusive recognition as partner of one allocated Digital Practice breakout session
- Logo associated with sessions presented across the digital program and on session slides.
- Verbal acknowledgement at the opening of session
- Logo displayed on session holding slides
- Opportunity to collaborate with an approved school presenter on a practical case study, subject to the speaker selection process and editorial approval
- One sponsor-supplied pull-up banner in the breakout room
- Two representative registrations
- 3m x 2m exhibition stand and two representative registrations
- Dedicated website profile with hyperlink

Program note: *Breakout session content must be relevant to the audience, practical in focus and approved by the planning committee. Presentation should prioritise delegate value over a direct sales presentation.*

PARTNERSHIP OPPORTUNITY

Coffee Hub Partner

$5,500 + GST | **1 exclusive opportunity**

Own one of the conference's busiest connection points and keep your brand visible throughout the delegate experience.

- Exclusive naming rights to the Coffee Hub
- Branding on the coffee service area and approved coffee cups
- Logo displayed alongside catering information in the digital program
- One sponsor-supplied pull-up banner in the Coffee Hub
- 3m x 2m exhibition stand positioned nearby where operationally possible
- Branded floor decals guiding attendees to stand
- Two representative registrations
- Dedicated website profile with hyperlink

Refreshment Hub Partner

$5,500 + GST | **1 exclusive opportunity**

Support delegate wellbeing and create a distinctive branded activation around the conference's juice and refreshment offering.

- Exclusive naming rights to the Refreshment Hub
- Branding on the service area and approved cups
- Logo displayed alongside catering information in the digital program
- One sponsor-supplied pull-up banner in the activation area
- 3m x 2m exhibition stand positioned nearby where operationally possible
- Branded floor decals guiding attendees to stand
- Two representative registrations
- Dedicated website profile with hyperlink

Conference Exhibitor

$2,000 + GST

Showcase your organisation directly to delegates in the conference exhibition and networking space.

- 3m x 2m exhibition space
- One trestle table and two chairs
- Access to one standard power outlet
- Two exhibitor registrations
- Organisation hyperlink on the exhibitor webpage
- Logo included in combined exhibitor acknowledgement within email communication to attendees
- Access to approved event branding assets to promote your attendance
- Opportunity to provide an approved prize, demonstration or delegate offer from your stand

Activation and production

- Final activation plans, artwork and supplied materials require planning committee approval.
- Unless expressly stated in the partnership agreement, specialist production, freight, installation, staffing and additional venue charges are the responsibility of the partner.
- Quantities, service periods and inclusions for beverage activations will be confirmed in the final agreement following supplier and venue confirmation.
- Partners must meet all artwork, content and delivery deadlines communicated by the planning committee.

Lead generation and delegate information

Event planning committee will manage delegate information in accordance with applicable privacy and anti-spam requirements. Access to personal information is not automatic. Where lead capture or attendee information is offered, only details collected with appropriate delegate consent will be provided.

Speaking and content approval

All speaking, demonstration and session-association benefits are subject to planning committee approval. Content must be relevant to the conference audience, meet agreed time limits and be submitted by the stated deadline. The planning committee reserves the right to request changes to protect the educational integrity and delegate experience of the event.

Partnership conditions

- All prices are quoted in AUD and exclude GST.
- Partnerships are confirmed only when the planning committee has approved the application and received a signed agreement.
- Benefits commence from the date the partnership is confirmed and cannot be applied retrospectively.
- Logos, profiles, advertisements, presentation content and artwork must be supplied in the requested format by the nominated deadlines.
- All physical branding, displays and activations are subject to Morphettville Racecourse requirements, safety considerations and available space.
- Additional registrations, furniture, power, equipment, freight, storage, production or venue services will incur additional charges.
- The final location and operating arrangements of stands and activations may change in response to venue, program or safety requirements.
- Cancellation, payment and event variation provisions will be set out in the final sponsorship and exhibition agreement.
- The planning committee may decline proposed content, materials or activations that are inconsistent with the purpose, values or audience of the conference.

Expression of interest

To discuss an opportunity or request a tailored partnership conversation, please contact:

Amelia Dixon
Event Administrator
2027 Digital Leadership Summit
Email: amelia.dixon@saspa.com.au
Phone: 0450 834 566
Website: Submit an expression of interest here.
Expression of interest: Closing on 15th December 2026, unless sold prior.

Join us in shaping the digital future of public education.

Partnership opportunities are expected to fill quickly.
Please submit your application to secure your position.

Terms & Conditions

BOOKING & PAYMENT:

To secure an exhibition space, please complete and submit the Online Exhibitor Application.

Once the planning committee have accepted the application, an invoice will be emailed. The full fee is due within 7 days of receipt of the invoice. Non-payment of this invoice by the due date will result in your trade space being cancelled.

Announcement of trade position selection and a trade plan will be provided via email correspondence to the email provided in the trade application closer to the event date.
By entering into this contract the Trade Exhibitor accepts and acknowledges their organisation will provide their own public liability insurance.

CANCELLATION:

Cancellation of exhibitor bookings must be forwarded to Event Administrator, Amelia Dixon. Cancellations received before 25th March 2027 will receive a 50% refund of payment. Cancellations after 25th March 2027 will forfeit full payment made.

SECURITY:

The Exhibition will be locked overnight, however, it is suggested that no easily removed valuable items be left over night. No responsibility can be held for any loss or damage to equipment and display materials.

DISCLAIMER:

Every effort has been made to present accurate information in this brochure. The Planning Committee and its Agents act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or mis-description, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this brochure. In the event of unforeseen circumstances, the Planning Committee reserves the right to change any or all of these details.