



Boardroom Lunch Series

Focused Outcomes

Sponsorship
Prospectus 2024

80twentyhotelmedia.com

Following the success and positive feedback of VIP lunches hosted at 80 Twenty hotel conferences over the past few years, a dedicated product has been developed to address the market need for focused engagement amidst a backdrop of time-poor senior management. The 80 Twenty boardroom lunch series is an exclusive, invitation only lunch, hosted at high-quality venues with a maximum of two sponsors and approximately 20-25 attendees including sponsors and facilitators.

FORMAT

RELATIONSHIP BUILDING FOCUS

The 80 Twenty boardroom lunch series is all about the development of meaningful commercial relationships, without the sales pitch. Advocacy and meaningful connection, facilitated by the 80 Twenty team is the name of the game.

LUNCH PROCEEDINGS

The broad format is a three-hour formal package from midday to 3pm that includes welcome drinks, a three-course meal including drinks package, insightful guest speaker, hosted in an exclusive venue. Two 80 Twenty facilitators are present at each event with three sponsor representatives in the case of exclusive sponsorship and two sponsorship representatives in the case of combined sponsorship.

ORGANISATION & FACILITATION

Full organisation of the venue and guest speaker is undertaken by 80 Twenty team members. Facilitation in terms of advocacy and targeting of prospects can be undertaken by 80 Twenty facilitators, providing sponsors a hands-off and independent approach to commercial relationship development. A one-hour workshop is undertaken upon engagement to identify the most appropriate prospects. Introductions, guest rotation and sponsor advocacy occurs throughout the process.

DATES

Location	Date	Event Time
Sydney	Tues, 19th Mar, 2024	12.00pm - 3.00pm
Gold Coast	Weds, 12th Jun, 2024	12.00pm - 3.00pm
Melbourne	Thurs, 29th Aug, 2024	12.00pm - 3.00pm
Brisbane	Thurs, 31st Oct, 2024	12.00pm - 3.00pm

FACILITATORS

The founders of 80 Twenty Hotel Media have operated in the serviced accommodation sector all of their careers and collectively possess over 5,000 qualified hospitality contacts at a senior and executive level. The 80 Twenty hotels database comprises close to 7,000 serviced accommodation properties across Australia and New Zealand providing added opportunities for exposure.



SANDRA SWATTON

Co-Founder &
Managing Director



MATTHIAS DYBING

Co-Founder &
Director



JUDE BOLGER

Co-Founder &
Director



SECTORS & PROSPECTS

DIVERSE FOCUS

80 Twenty founders operate in many different sectors of the serviced accommodation industry. Matching of facilitators with sponsors target audience is undertaken from the outset. Specialist sectors and commercial functions within the serviced accommodation industry include:

- Senior management and leadership personnel
- Management functions of sales, marketing, revenue management, front office, procurement, accounts, human resources and portfolio development
- Developers investors, owners, brokers & funds
- Management companies and franchise operators

Exclusive sponsorship provides maximum opportunity to engage with prospects as the sole lunch sponsor with brand exposure and dedicated advocacy from engagement to completion. Lunch is capped at 20 guests.

INVESTMENT \$AUD + GST

Please contact sandra.swatton@80twentyhotelmedia.com to discuss your options.

BENEFITS

EXPOSURE PRIOR

- Logo on the guest invite
- Logo on 80 Twenty website landing page
- Sponsor website link on the event landing page
- Logo inclusion in the quarterly industry EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

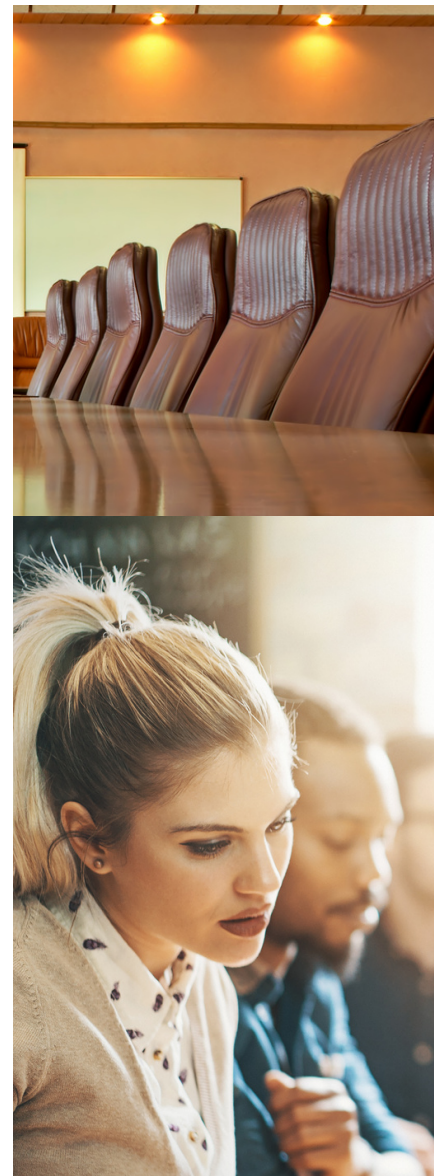
- Three delegate tickets to the boardroom series lunch
- Sponsor introduction by facilitator
- Company logo on name badges and seat names
- Company logo on menu/program
- 1 x sponsor pull-up banner
- Opportunity to provide a prize for attendees

POST THE EVENT

- Attendee contact details shared
- Lunch images share on social media, tagging sponsor
- Logo on post event EDM

EVENT INFLUENCE

- Determination of up to 10 invitees
- Agreement of proposed guest speaker
- Seating arrangements of invitees



There are times where strategic alliances work best to achieve outcomes. The combined sponsor package facilitates two sponsors that will collaboratively engage in sponsorship of a boardroom lunch. Lunch is capped at 25 guests.

INVESTMENT \$AUD + GST

Please contact sandra.swatton@80twentyhotelmedia.com to discuss your options.

BENEFITS

EXPOSURE PRIOR

- Logo on the guest invite
- Logo on 80 Twenty website landing page
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DURING THE EVENT

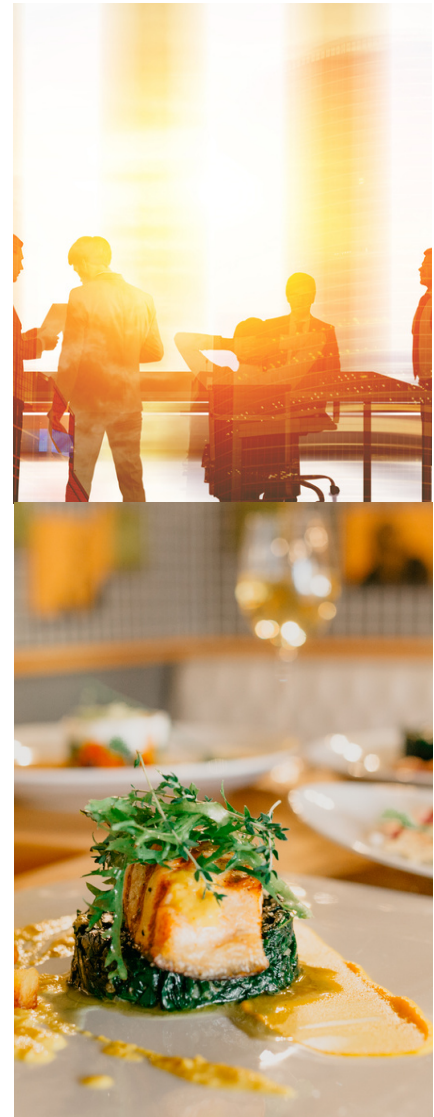
- Two delegate tickets to the boardroom series lunch
- Sponsor introduction by facilitator
- Company logo on name badges and seat names
- Company logo on menu/program
- 1 x sponsor pull-up banner
- Opportunity to provide a prize for attendees

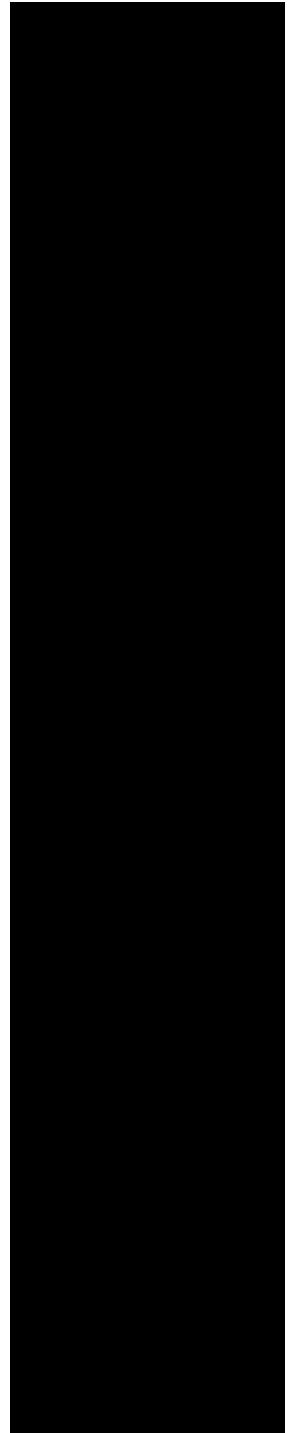
POST THE EVENT

- Attendee contact details shared
- Lunch images share on social media, tagging sponsor
- Logo on post event EDM

EVENT INFLUENCE

- Determination of up to 8 invitees
- Seating arrangements of invitees





1 TERM OF CONTRACT

The term of this contract shall commence on the date of signing, and continue until the day post your contracted event, or where either of the parties terminates pursuant to the terms and conditions of this contract.

2 SPONSORSHIP RIGHTS AND BENEFITS

80 Twenty Hotel Conference Pty Ltd grant sponsorship rights to the Sponsor as a non-exclusive sponsorship right in the selected category for events held by 80 Twenty Hotel Media. The Sponsor is entitled to Sponsorship benefits as described in the Sponsorship Prospectus. The sponsor agrees to provide all information related to their benefits.

2.1.1 RIGHT TO USE OFFICIAL LOGO TO PROMOTE SPONSORSHIP

80 Twenty Hotel Conference Pty Ltd grants to The Sponsor the non-exclusive, non-transferable, royalty free license to reproduce and display the 80 Twenty Hotel Media logo during the term of this agreement, in order to promote its sponsorship of the event.

3 COOPERATION

Both 80 Twenty Hotel Conference Pty Ltd and The Sponsor will endeavour to conduct itself in a manner so as to present a professional and high-quality promotion and image of 80 Twenty Hotel Media events. 80 Twenty Hotel Conference Pty Ltd must not bring into disrepute or otherwise damage the name or goodwill of the Sponsor or the associated corporate identification. The Sponsor must not bring into disrepute or otherwise damage the name or image of the 80 Twenty Hotel Media. 80 Twenty Hotel Conference Pty Ltd will use its best endeavours to ensure that all third parties act consistently with the Sponsorship Rights and Benefits and do everything necessary for 80 Twenty Hotel Conference Pty Ltd to perform its obligations under this Agreement.

4 THE EVENT

80 Twenty Hotel Conference Pty Ltd must stage the event. 80 Twenty Hotel Conference Pty Ltd must ensure that the associated event is commensurate with the high quality and reputation of the 80 Twenty Hotel Media and the benefits to be provided to the Sponsor under this Agreement.

5 SPONSORSHIP ITEMS

In the event Sponsor provides articles, products, and materials, including any prizes, ("the Sponsorship Items"), unless otherwise approved by Organisers. All Sponsorship Items must at all times abide by the health and safety standards set and monitored by the hosting venue. The Sponsor shall make its own arrangements for transportation of Sponsorship Items including packaging material.

6 SIGNAGE AND EQUIPMENT

The Sponsor will be responsible for the proper and effective installation, dismantling and packaging of all signage and equipment, unless otherwise provided in this agreement. 80 Twenty Hotel Conference Pty Ltd will not be liable for any goods that are not delivered on time, or correct location at the event, or delivery for packing of promotional materials.

7 SPONSORSHIP MONIES

In consideration of the Rights and Benefits granted to The Sponsor and the obligations to be performed by 80 Twenty Hotel Conference Pty Ltd. Under this Agreement, The Sponsor will pay 80 Twenty Hotel Conference Pty Ltd the sponsorship monies on or before the dates as set out in the sponsor details form.

8 CONFIDENTIALITY

8.1 PROTECTION OF CONFIDENTIAL INFORMATION

Subject to each party's rights under this Agreement, each recipient must:

a. Hold the confidential information in strict confidence, and not disclose, cause, or permit the disclosure of the confidential information, except as required by law or as permitted under this agreement, or with the prior written consent of the discloser; and b. Do anything reasonably required by the discloser to restrain a breach of confidentiality by any person.

8.2 PERMITTED USE AND DISCLOSURE

Each recipient may only: a. Use the confidential information for a purpose necessary for exercising its rights or performing its obligations under this agreement, or as required by law; and b. Allow access to the confidential information to such of the recipient's employees, directors or professional advisers who have a genuine need to know that confidential information.

9 INDEMNITY

9.1 INDEMNITY BY 8020 HOTEL CONFERENCE PTY LTD

80 Twenty Hotel Conference Pty Ltd and the Sponsor indemnifies The Sponsor against any claim, action, damage, loss, liability, cost or expense that The Sponsor may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by 80 Twenty Hotel Conference Pty Ltd; or b. Any negligent act or omission, fraud or wilful misconduct on part of 80 Twenty Hotel Conference Pty Ltd.

9.2 INDEMNITY BY THE SPONSOR

The Sponsor indemnifies 80 Twenty Hotel Conference Pty Ltd against any claim, action, damage, loss, liability, cost or expense that 80 Twenty Hotel Conference Pty Ltd may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by The Sponsor; or b. Any negligent act or omission, fraud or willful misconduct on part of The Sponsor.

10 TERMINATION

10.1 MUTUAL TERMINATION EVENTS FOR DEFAULT

Either the Sponsor or 80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice if: a. One party breaches a material term of this Agreement; and It cannot be remedied; or If capable of being remedied, such breach is not remedied within 14 business days of a written request by the other party to remedy that failure. b. It becomes illegal for one party to perform any of its material obligations under this Agreement; c. An insolvency event occurs in relation to either party; or d. Any warranty, representation or statement by either party, is or becomes false or incorrect when made or regarded as made.

10.2 SPONSOR GROUNDS FOR TERMINATION FOR DEFAULT

The Sponsor may immediately terminate this Agreement by written notice to 80 Twenty Hotel Conference Pty Ltd if:

a. The Sponsor's name is, in the reasonable opinion of The Sponsor brought into disrepute by 80 Twenty Hotel Conference Pty Ltd or by being associated with the 8020 Hotel Conference.
b. Upon termination of this Agreement by The Sponsor, 80 Twenty Hotel Conference Pty Ltd will refund to The Sponsor the Sponsorship Monies paid in relation to the Event, which was scheduled to be held after the date of termination.

10.3 80 Twenty HOTEL CONFERENCE PTY LTD GROUNDS FOR TERMINATION FOR DEFAULT

80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice to The Sponsor if: 80 Twenty Hotel Conference Pty Ltd is, in the reasonable opinion of 8020 Hotel Conference Pty Ltd brought into disrepute by The Sponsor or by being associated with The Sponsor.

Upon termination of this Agreement by 80 Twenty Hotel Conference Pty Ltd, The Sponsor will forfeit any monies already paid in Sponsorship Monies.

11 AMENDMENTS

No amendment or variation of this Agreement is valid or binding on a party unless in writing and executed by all parties.

12 GENERAL

Nothing in this Agreement will be construed to place the parties in the relationship of partners, joint ventures, principal and agent, or any other legal or equitable relationship in which any one of the parties may (except as specifically provided in this Agreement) be liable for the acts or omissions of the other party, and no party has the authority to bind or obligate the other party in any matter whatsoever.

In the event that this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of either of the parties, including war, industrial action, floods or Acts of God, then such non-performance or failure to fulfil those obligations shall be deemed not to be a breach of this Contract. If this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of the defaulting party for a continuous period of 30 days then the other party may, at its discretion, terminate this Contract by notice in writing at the end of that period.

13 PHOTOGRAPHY & FILMING

By becoming a sponsor at a 80 Twenty Hotel Media event, you agree that 80 Twenty Hotel Media or its agents may take photographs and film footage of you at the event, and may use the photographs and/or film footage for 80 Twenty Hotel Media promotional and/or commercial purposes, including, but not limited to, on our website, social media, eNewsletters, and other print and digital publications. You agree that filmed material may be reproduced for these purposes as film, audio or written quotation. You also agree that you are not entitled to remuneration, residuals, royalties or any other payment from 80 Twenty Hotel Media in respect of the images/footage. The photographs and footage will be used by 80 Twenty Hotel Media only and will not be released to any external parties, except for production purposes. You accept the risk that photographs and/or film footage of you may be downloaded from the 80 Twenty Hotel Media website, or taken from a brochure or other publication, and reproduced in social media or other websites or elsewhere, or otherwise communicated or made available to the public or sections of the public.

14 PRIVACY

80 Twenty Hotel events supplies attendee data to sponsors as part of the negotiated sponsorship agreement. All attendees agree to supply their personal information via the registration/booking system which includes the event terms & conditions. Data supplied should only be used as event follow up and should not be added to any database without the written permission of the attendee. Data should also only be used in accordance with the Australian Privacy Principles (APPs) and Spam Act Laws.



Contact Us

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