



Sponsorship Prospectus

27-29 July 2018

Melbourne Arbitration and Mediation Centre & RACV

Empowering tomorrow's business leaders and legal minds.

For more information

www.australianchamber.com.au/international/2018-mediation-competition/mediationcompetition@australianchamber.com.au T | +61 2 6270 8000

ICC Asia-Pacific Commercial Mediation Competition

The ICC Australia Asia-Pacific Commercial Mediation Competition allows university students to practice valuable skills in mediation, an essential area of dispute resolution in international commercial law.

ICC Australia wishes to empower tomorrow's business leaders and legal minds, equipping them with the skills to better meet the dispute resolution needs of international businesses in an increasingly cross-cultural and global marketplace. Through this competition, students will learn to effectively combine the use of mediation and collaborative problem-solving skills to successfully represent parties' interests and progress towards a settlement.

The Competition acts as a regional preliminary round to the ICC International Commercial Mediation Competition, held annually at the ICC Global Headquarters in Paris, France. There is a reserved place in the ICC International Commercial Mediation Competition in 2019 for the winning team.

The aims of the competition are to:

1. **Draw attention to mediation** as a legitimate area of law for aspiring law students;
2. **Develop students' skills in mediation**, analytical judgement and persuasion; and,
3. **Connect bright and aspiring students to appropriate professional networks.**

Teams are drawn from leading Australian and Asian universities, and will be supported by leading professional mediators.

The 2017 Competition

The 2017 Asia-Pacific Commercial Mediation Competition, the first regional mediation competition in the Asia-Pacific, was held from 7-9 July in Melbourne.

Teams competing were from Singapore, India, New Zealand and Australia with the final being held on 9th July between the National University of Singapore and the University of Auckland. The winning team was the National University of Singapore.

Supporters of the 2017 Asia-Pacific Commercial Mediation Competition included:

- **Attorney-General of Victoria and the Victorian Government** (Founding Sponsor);
- **Melbourne Commercial Arbitration and Mediation Centre (MCAM)**;
- **Cornwall Stoddart** (Silver Sponsor)
- **Justice Clyde Croft** – Victorian Supreme Court;
- **Victorian Bar**;
- **Michael Pryles** – former Chairman of ICC Australia Arbitration Panel;
- **Albert Monichino** – Co-Chair of ADR Section, Commercial Bar Association; and,
- Leading Australian dispute resolution professionals.

[Watch a video](#) of the 2017 ICC Australia Asia-Pacific Commercial Mediation Competition final.

Why Partner with the Asia-Pacific Commercial Mediation Competition?

The ICC Asia-Pacific Commercial Mediation Competition brings together major law firms, universities, business and government to help support the development of the Asia-Pacific's next mediation professionals. Already supported by the Attorney General and the Victorian Government, leading law firms and mediation practices, ICC Australia's Asia-Pacific Commercial Mediation Competition is a recognised and valuable platform for practitioners, students and stakeholders in commercial mediation in Australia and in the region. Notably, partners and supporters of the Competition enjoy:

- **Increased visibility** within the local, regional and international Alternative Dispute Resolution community;
- **Recognition for support of young mediators** and efficient Alternative Dispute Resolution mechanisms;
- **Enhanced corporate image** through alignment with world-leading ICC Alternative Dispute Resolution work;
- **Closer relationships** with ICC Global and other key international stakeholders; and,
- **Greater networking and recruitment possibilities.**

We invite major law firms, corporations and other organisations to partner with ICC and to become involved the 2018 Competition.

ICC Australia offers a variety of partnership options for different levels of sponsorship **which can be adjusted to your specific interests**. We can work with you to achieve your unique marketing objectives, and tailor a unique offering to suit your needs.

We also work with **Media Partners** to cross-promote the Competition and other events. All partnership agreements are negotiated and executed on an exclusive one-to-one basis.



Sponsorship Opportunities

ICC Australia offers a number of **logo-placement, branding and networking** benefits for sponsorship of the Competition. A range of defined corporate sponsorship packages are available up to \$25,000. In addition, we can work with you to identify further opportunities, and can tailor packages to meet your organisation’s specific sponsorship appetite and needs.

ICC Australia is also pleased to offer opportunities in addition to our corporate packages. These include financial and in-kind support for specific aspects of the Competition, including:

- Hosting a corporate table at the Mediation Dinner
- Hosting a training webinar for university teams
- Hosting the Competition Judge and Mediator training
- Hosting the Welcome Cocktail Function

Media Partnerships

ICC Australia is pleased to offer cross-promotional media partnerships. Partnerships are negotiated on an individual basis.

A media partnership with the Competition can offer **distribution of publications** and promotional material, **logo identification** as media partner on website and during competition, and **shared database information** in accordance with privacy laws.

In most cases, ICC Australia seeks electronic **distribution of Competition promotional material, logo placement** on website and social media, and an **announcement article** of the Competition.

For media partnership enquiries, please email us at iccaustralia@australianchamber.com.au



Sponsorship Packages

The sponsorship packages below are only indicative summaries of sponsorship types and benefits, we can work with you to identify specific or alternative opportunities.

	Principal	Platinum	Gold	Silver
	\$25,000	\$21,000	\$10,000	\$5,000
Logo-placement				
Logo printed on front side of participant badges	✓			
Logo on front page of event brochure	✓	✓		
Banners at Competition Venue	✓	✓		
Logo displayed on advertising screen during Welcome Event	✓	✓	✓	✓
Logo displayed on advertising screen during Competition Final	✓	✓	✓	
Logo displayed on advertising screen during Awards Dinner	✓	✓	✓	
Logo on the ICC Australia website	✓	✓	✓	✓
Logo on the reverse side of participant badges	✓	✓	✓	✓
Logo on the back of the event brochure	✓	✓	✓	✓
Additional branding				
Possibility to offer named prizes for Competition winning team(s) and prize list displayed online.	✓	✓		
Advertorial Blog on event social media	✓	✓		
Promotional material included in participant bags	✓	✓	✓	
Sponsor support publicised by ICC Australia through event social media	✓	✓	✓	✓
Verbal acknowledgement as a Sponsor throughout the competition by master of ceremonies	✓	✓	✓	
Networking				
Invitation to attend the Awards Event	10 Guests	6 Guests	2 Guests	1 Guest
Invitation to attend Welcome Event	10 Guests	6 Guests	2 Guests	1 Guest
Possibility to host mediator training	✓	✓	✓	
Possibility to host participant training webinar	✓	✓	✓	
Possibility to host a social or educational event for participants and stakeholders during the competition	✓	✓		
Targeted marketing and other				
Possibility to provide participants with collateral or a gift	✓	✓	✓	
Possibility to send participants a promotional email	✓	✓	✓	
12 month subscription to Australian Chamber of Commerce and industry's Australian Chamber Insights e-newsletter	✓	✓	✓	✓

Additional Opportunities

These opportunities can be separate or additional to our corporate packages:

[Welcome Cocktail Function](#) on Thursday night for all corporate partners, judges, mediators and participants. This is a networking opportunity for all attendees. Your corporate banner will be displayed on the evening, your logo will appear on the invitation. Cost: \$8,000 plus hosting costs.

[Hosting the Final Presentation](#) held on Sunday night with a light supper and refreshments provided. This would allow your company to invite 10 guests to our main social function. Your company logo would be displayed in the form of a banner on the evening. Cost: \$10,000.

[Hosting the Competition Judge and Mediator training](#) held on the Thursday afternoon before the competition. The volunteer professionals will be trained by our Organising Committee and judges from the Paris competition. This package would include the provision of a venue for this training for approximately 30 people, and refreshments. Cost: \$3,000.

[Hosting a webinar](#) as training for the participating university teams. As these teams are from all around Australia and South East Asia, webinar training will be provided one month prior to the event. This webinar hosting package would include the provision of office space at major cities across Australia and South East Asia, and a light meal. Cost: \$3,000, plus hosting costs.

About ICC Australia

Founded in 1919, the Paris-based International Chamber of Commerce serves world business by promoting trade and investment, open markets for goods and services, and the free flow of capital.

ICC Australia, the Australian branch of the ICC, is part of the Australian Chamber of Commerce and Industry. ICC Australia was established in 1927 as the ICC's 11th national committee, making it one of the oldest affiliates.

ICC Australia gives voice to Australian business in the international arena, connects the concerns of Australian industry to the policy aims of the ICC, and is the conduit for the flow of information between Australian businesses and global commerce.

Members of ICC Australia can learn about the latest developments in international commerce through access to news from the ICC's network of over 120 national committees.

ICC Australia continues the Australian Chamber's tradition of powerful international advocacy on behalf of the Australian business community.

About the Australian Chamber

The Australian Chamber of Commerce and Industry is the largest and most representative business advocacy network in Australia, speaking on behalf of Australian business at home and abroad.

The Australian Chamber represents more than 300,000 businesses of all sizes, across all industries and all parts of the country employing over 4 million people. It advocates on behalf of the business community on issues including economics, tax, trade, workplace relations, education and training and work health and safety.

The Australian Chamber represents Australian business in international forums including the International Chamber of Commerce, the International Organisation of Employers and the OECD's Business and Industry Advisory Council.

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