



Australian Institute
of International Affairs

PARTNERSHIP OPPORTUNITIES

2025 NATIONAL CONFERENCE



ABOUT THE AIIA

Founded in 1933 from member organizations that date their establishment to the 1920s, the Australian Institute of International Affairs (AIIA) is Australia's longest-existing private research institute on international issues. The AIIA operate as a federation, with a National Office based in Canberra and branches located across all states and territories.

The AIIA's membership is broad based, ranging from distinguished foreign policy practitioners and academics to interested individuals with no professional or formal scholarly background in the subject. The AIIA is also geographically broad. It is the only institute of its kind with branches in every state and territory in Australia. The AIIA works closely with, but is independent from, Australian government departments, particularly the Australian Department of Foreign Affairs and Trade. It receives most of its income from membership fees, sponsorship, donations, royalties, and project contracts.



OUR MISSION

Our mission is to help Australians know, understand, and engage more in international affairs. It does this through an extremely active nationwide and international agenda, grounded in principles of political neutrality and open debate. While its staff may express opinions of their own, the institute itself is precluded by its constitution from maintaining a political position on international affairs.

The AIIA holds more than 150 events across the country each year, attracting more than 10,000 registrants. Most of these events are now accessible online, both live and as recordings. These events range from intimate discussions and workshops to large lectures, conferences, and seminars which provide forums for debate. Throughout its history, the AIIA has been involved in the key debates of international relations through its publications.

OUR PUBLICATIONS

The AIIA currently publishes the Australian Journal of International Affairs, Australia's premier academic journal in the field, and Australia in World Affairs, a series published every five years to assess Australian foreign policy and international relations.

It also publishes occasional papers and the Australian Outlook, a popular online publication featuring short articles and a weekly summary of events in Australian foreign policy. Our regular Australia in the World Podcast series also includes commentary by Australian and international experts on international current affairs.



AIIA NATIONAL CONFERENCE

The conference attracts nearly 500 registrants each year and is a leading event in Australian foreign policy discussions.

Masterclasses attract highly engaged early-career leaders from across different industries, universities and countries. In 2022, this included #AIIANEXTGEN participants, DFAT New Colombo scholars and DFAT Asia Awards scholars. Sessions led by senior experts and practitioners present an opportunity for participants to engage in high-level discussions on international affairs.

The National Conference gains extraordinary coverage on mainstream and social media. Contributions from the conference have featured on the Australian, the Guardian, the New York Times, Xinhua, News.com.au, SBS, ABC Radio, 7 News and Sky News, among others. Its strong social media presence led to the hashtag #AIIA22 trending as the #2 most popular topic on Twitter Australia-wide on the day of the 2022 National Conference.



CALL FOR PARTNERS

The AIIA offers selected organizations the opportunity to partner with us for the 2025 National Conference and Masterclasses. The AIIA National Conference creates opportunities for discussion with leading Australian foreign policy experts, Australian and foreign diplomats, members of other government services, business leaders and next generation leaders.

The AIIA National Conference and associated Masterclasses create opportunities for discussion with leading Australian foreign policy experts, Australian and foreign diplomats, top government officials, academics, industry experts and next generation leaders.

As a partner you support:

- Effective and impactful networking with established professionals and aspiring young changemakers.
- Educational opportunities to learn via unbiased perspectives, receive data-driven and research-based information, and engage with globally renowned experts.
- In-depth face-to-face discussions away from the influence of social media algorithms.
- Brand awareness and professional development opportunities.
- Breaking Groupthink.

SPONSORSHIP AT A GLANCE

	Packages				Add ons		
Sponsorship tier	Bronze	Silver	Gold	Platinum	Masterclasses		Gala Dinner
Price	\$7k	\$15K	\$35K	\$50K	\$2.5K	\$5K	\$25K
VIP table				✓			✓
Event hosting			✓	✓			✓
Speaker application			✓	✓			
Conference tickets	✓	✓	✓	✓			✓
Gala dinner tickets	✓	✓	✓	✓			✓
Gala dinner VIP seat			✓	✓	✓	✓	✓
Ticket discount	✓	✓	✓	✓	✓	✓	✓
On screen brand promotion	✓	✓	✓	✓			✓
Ad in conference program			✓	✓	✓	✓	✓
Logo in program		✓	✓	✓		✓	✓
Logo on program cover			✓	✓			
Logo on conference website	✓	✓	✓	✓	✓	✓	✓
Logo on pass			✓	✓			
Lobby Banner			✓	✓	✓	✓	✓
Masterclass Banner				✓			
Gala dinner banner				✓		✓	✓
Social Media posts		✓	✓	✓	✓	✓	
Embassy reception				✓			✓
AIIA president/Exec director - Event speaker				✓		✓	✓



TYPES OF SPONSORSHIP

BRONZE SPONSOR 7K^{+GST}



Bronze-tier sponsorship provides excellent branding and networking opportunities, as well as:

- 2 full conference packages
- 2 gala dinner entries
- 10% off any extra tickets and available AIIA merchandise
- On-screen brand promotion
- Logo on AIIA event website

TYPES OF SPONSORSHIP

SILVER SPONSOR 15K^{+GST}

Silver-tier sponsorship provides excellent branding and networking opportunities, as well as:

- 3 conference packages
- 3 gala dinner entries
- 30% off any extra tickets and available AIIA merchandise
- On-screen brand promotion
- Logo in program and AIIA event website
- Promotion on all conference material, including social media posts
- Your prominent logo display in a breakout session



TYPES OF SPONSORSHIP

GOLD SPONSOR 35K^{+GST}

Gold-tier sponsorship provides excellent branding and networking opportunities, as well as:

- Potential for an organization representative to speak on a panel of your choice
 - Priority access to speakers and key delegates
 - 5 conference packages and gala dinner entries
 - 50% off any extra tickets and available AIIA merchandise
 - A seat at the gala dinner VIP table
 - Advertisements on event banners and conference screens
 - Promotion on all conference material, including social media posts
 - Acknowledgment of this sponsorship at opening and closing plenary sessions
 - Discounts for future corporate memberships with the AIIA
 - Your prominent logo display in a plenary session
- 

TYPES OF SPONSORSHIP

PLATINUM SPONSOR 50K^{+GST}

Platinum-tier sponsorship provides excellent branding and networking opportunities, as well as:

- Exhibition space
- Speaking opportunities for your representative on a relevant panel
- 10 conference packages and gala dinner entries
- 50% off any extra tickets (max. 10) and 50% off AIIA merchandise
- 3 seats at the gala dinner VIP table
- Promotion across all conference material and AIIA external communications, which includes notices to approximately 22,000 recipients nationwide
- Acknowledgment of this support at opening and closing plenary sessions
- Discounts for future corporate memberships with the AIIA
- Access to the AIIA CEO for speaking engagements at any of your events
- Your prominent logo display in all plenary sessions



FURTHER SPONSORSHIP OPPORTUNITIES

GALA DINNER SPONSORSHIP

25K^{+GST}

Your chance to promote your organisation at a professional conference with high-profile attendees. Tickets to the National Conference are highly sought after especially due to the industry significance of such a conference.

The guest list typically composed of AIIA board members, fellows, members of the Australian government, high profile members of the Australian foreign policy community and finally representatives from the media.

As a Gala dinner Sponsor you will receive

- 5 x Conference tickets + 5 x Gala dinner tickets (priority seating - seat at the VIP table for CEO)

Also

- Promotional material at the the conference branded journals/books etc.
- Logo on conference material and AIIA conference website
- Logo on AIIA direct mailouts (circulation 22,000)
- Banner directly behind keynote speaker
- Introduction to the Keynote speaker and if possible, a private meeting
- Banner in Conference lobby
- 10% discount on additional conference ticket purchases

FURTHER SPONSORSHIP OPPORTUNITIES

VIP TABLE SPONSORSHIP

10K+GST

By sponsoring a top table, you will receive:

- Prominent advertisement of your logo on the table
- Seating for a representative at the National President's table
- Acknowledgment of the sponsorship at the Gala Dinner
- Brand displays throughout the Gala Dinner and on AIIA conference materials

CUSTOMIZED PACKAGE
available on request



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FURTHER SPONSORSHIP OPPORTUNITIES

PREMIUM MASTERCLASS SPONSOR

5K^{+GST}

Group registration for three students or early career professionals to attend the masterclasses, embassy reception, the Conference and the Gala Dinner.

Participants will be at a table with at least one distinguished AIIA fellow and/or AIIA board member.

10% discount for additional registrations and promotional material

- Promotional signage at Masterclass venue
- logo on Conference promotion
- logo on Conference program and AIIA conference website

MASTERCLASS SPONSOR

2.5-6K^{+GST}

Opportunity to host an event at the National Conference and gain professional exposure for your organisation.

Group registration for students or early career professionals to attend the masterclasses, embassy reception and the Conference.

5 students - \$2,500

10 students - \$4,000

15 students - \$6,000



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**Australian Institute
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**National President: Dr Heather Smith PSM FAIIA
Chief Executive Director: Dr Bryce Wakefield**

"The AIIA National Conference has been a part of [the national] conversation, providing an opportunity for a cross section of the foreign policy community to come together and to share perspectives on the challenges and opportunities that we have faced as a nation."

-Then Foreign Minister Senator the Honourable Marise Payne

Australian Institute of International Affairs

**internationalaffairs.org.au
communications@internationalaffairs.org.au**

**Stephen House, 32 Thesiger Court
Deakin ACT, 2600**