



STILL FIRED UP!
NATIONAL SYSTEM CONVENTION
2024



SPONSORSHIP PROSPECTUS

Monday **14 October** – Thursday **17 October 2024**

Cairns | Queensland | Australia



Welcome, from the CEO

I am excited to share with you that we are having our **Hungry Jack's National System Convention** in October 2024, and it will be even bigger & better than the last one!

Most of our suppliers, employees, and Franchisees are still chanting the **'ALL FIRED UP'** mantra from 2022; and its evident it was a key driver of our current industry leading growth. We couldn't have done it without the support of our amazing Supplier partners. For that reason, we want you to be part of our next convention.

This year we will be heading to the tropical paradise of Cairns, QLD, the gateway to Australia's beautiful Great Barrier Reef. Nothing says relaxation more than sunshine, warm weather, Daintree rainforest, and ocean breezes, you don't want to miss the opportunity to head there for a convention!

Whether you are **'STILL FIRED UP!'** or if you haven't experienced a HJ's Convention yet, we welcome your interest in sponsoring the Hungry Jack's 2024 National System Convention.

This October we will come together to:

- 1 | Recognise our significant achievements over the last two years.
- 2 | Celebrate high performers including Restaurant Managers, Franchisees and Suppliers.
- 3 | Share the next Hungry Jack's Business Plan.
- 4 | Let Suppliers showcase products, services, and innovation.
- 5 | Learn, experience and be inspired.
- 6 | Connect, network and align on our exciting future.
- 7 | Have fun!

“The Conventions are better at Hungry Jack's”

We greatly value our relationships with our suppliers and there is no better time than now to be in front of our network as a supplier of choice. We have an amazing growth plan for our future and appreciate your consideration of making an investment into a sponsorship as we grow together. It's also a way to recognise your teams that work closely with us.

Sponsor Applications Close: 1st July, 2024

We look forward to your ongoing support and thank you for your continued commitment to make Hungry Jack's even bigger & better.

Chris Green

Chris Green

CEO

Hungry Jack's® Pty Ltd





Why Sponsor?

The Hungry Jack's National System Convention 2024 is a fantastic platform to promote, reinforce and strengthen your brand in front of our restaurant managers and franchise owners. Each restaurant will be represented at the Convention creating a unique opportunity to engage with the network.



The event will feature educational sessions and programmed activities designed to engage, inspire, connect and strengthen the network of franchisee's, Restaurant employees and support office staff.

The Convention offers a great opportunity to foster relationships as well as create new opportunities in a face to face environment.

The 2024 event is predicted to attract record attendance numbers for Hungry Jack's.

Key Dates

Sponsor Applications Open: 4 March, 2024

Sponsor Applications Close: 1 July, 2024

Sponsor Payment Due: 31 July, 2024

Important information

The Convention is the premier event in the Hungry Jack's calendar where the entire network of franchisees and company employees will come together to collaborate, communicate and experience the vision of growth for the Hungry Jack's brand!

A completed acceptance form needs to be submitted to confirm your sponsorship

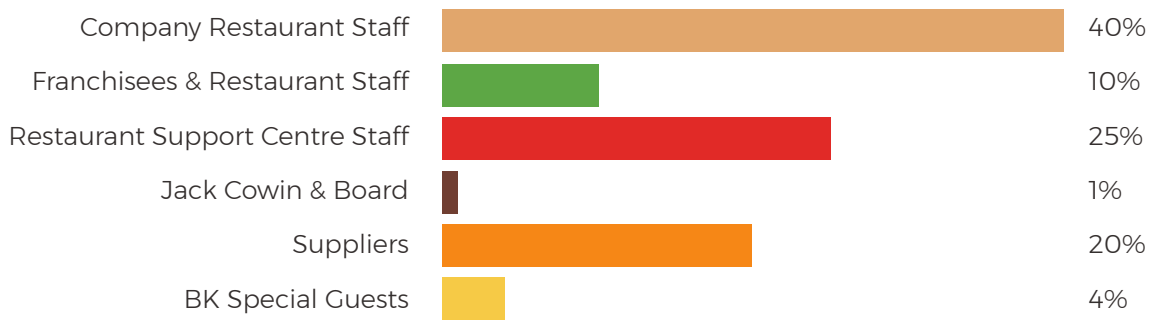


Limited spaces available - don't miss out!

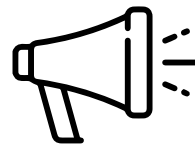


Who attends the Convention?

The event will bring the **entire Hungry Jack's network together**. We expect up to **one thousand** will attend the national event.



Engage with over **1000** expected delegates



Marketing and promotion **opportunities**

Showcase your product or service directly to a **specific target audience**



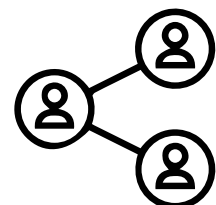
Morning tea, lunch, afternoon tea

will be served in trade exhibition area.

Join in education sessions and social events to provide maximum time/exposure to delegates

Networking opportunities.

Gain valuable feedback from your target audience





Sponsorship Packages





Platinum Sponsor

\$200,000+gst

4 opportunities available

Option 1

Welcome Event and Happy Shirt

- Name rights of the Welcome Event
- Recognised in digital marketing for the Welcome Event
- Five minute speech during the Welcome Event
- Option to provide a take home gift on departure at the Welcome Event (at own expense)
- Exclusive placement of sponsor logo & Convention logo (co-branded) on the Happy Shirt. (Happy Shirt to be worn to Monday Night Event)
- Eight full registrations to the event
**Three nights accommodation is included
Sponsors to arrange own airfares

Option 2 - Tuesday Night Theme Dinner and T-shirt

- Name rights of the Theme Dinner
- Recognised in digital marketing for the Theme Dinner
- Five minute speech during the Theme Dinner
- Option to provide a take home gift on departure at the Theme Dinner (at own expense)
- Exclusive placement of sponsor logo & Convention logo (co-branded) on the Convention T-shirt. (Convention T-shirt to be worn by all attendees on Tuesday)
- Eight full registrations to the event
**Three nights accommodation is included.
Sponsors to arrange own airfares.

As a Platinum sponsor you will also receive the following entitlements:

- Exhibition Hall Stand (6x2.4m Exhibition space)
- Recognised in digital marketing during the event
- Recognised within the official Convention app as a Platinum Sponsor
- Account manager information displayed
- 1 x push notification during the event
- Logo displayed within main plenary stage set
- Hyperlinked logo on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue.
Please note, flyers will not be accepted)
- Note that any additional delegate will incur a \$2,500 fee per person (flights at own expense)





Platinum Sponsor

\$200,000+gst

4 opportunities available

Option 3 - Wednesday Night Gala Dinner and Sunglasses

- Name rights of the Gala Dinner and Sunglasses
- Recognised in digital marketing for the Gala Dinner
- Five minute speech during the Gala Dinner
- Option to provide a gift for guests on the seat at the Gala Dinner
- Exclusive placement of logo alongside Convention logo (co-branded) on the case of the sunglasses, as well as sunglass station
- Eight full registrations to the event
**Three nights accommodation is included
Sponsors to arrange own airfares.

Option 4 Plenary Session and Lanyard

- Five minute speech in Plenary Session of the Convention
- Recognised in digital marketing for the Convention
- Exclusive placement of logo alongside Convention logo (co-branded) on the Convention Lanyard
- Eight full registrations to the event
**Three nights accommodation is included
Sponsors to arrange own airfares.

As a Platinum sponsor you will also receive the following entitlements:

- Exhibition Hall Stand (6x2.4m Exhibition space)
- Recognised in digital marketing during the event
- Recognised within the official Convention app as a Platinum Sponsor
- Account manager information displayed
- 1 x push notification during the event
- Logo displayed within main plenary stage set
- Hyperlinked logo on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue.
Please note, flyers will not be accepted)
- Note that any additional delegate will incur a \$2,500 fee per person (flights at own expense)





Diamond Sponsor

\$100,000+gst

2 opportunities available

Option 1

Naming Rights of the Whopper Challenge

- Name rights of the Whopper Challenge
- Recognised in digital marketing as the sponsor of the Whopper Challenge
- Five minute speech during the Breakout Session Introduction
- Exclusive placement of logo alongside Convention logo on the Clapping Stick for the Whopper Challenge
- Six full registrations to the event
**Three nights accommodation is included
Sponsors to arrange own airfares

Option 2

Branded Registration Kiosks

- The sponsor will be entitled to place branding alongside the Convention Logo on the registration kiosks. There will be 8 check-in kiosks available at the event. Decals included in the package.
- Exclusive placement of logo alongside the Convention Logo on the registration kiosk screens.
- Six full registrations to the event
**Three nights accommodation is included
Sponsors to arrange own airfares

As a Diamond sponsor you will also receive the following entitlements:

- Exhibition Hall Stand (6x2.4m Exhibition space)
- Recognised in digital marketing during the event
- Recognised within the official Convention app as a Diamond sponsor
- Account manager information displayed
- Logo displayed within main plenary stage set
- Hyperlinked logo on on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue.
Please note, flyers will not be accepted)
- Note that any additional delegate will incur a \$2,500 fee per person (flights at own expense)





Gold Sponsor

\$60,000+gst

4 opportunities available

Convention Activations - 4 sessions available

Convention Activation 1

- Branded airport arrival transfers and airport activation

Convention Activation 2

- Branded Convention Shuttle Bus between hotels and Convention Centre

Convention Activation 3

- Tuesday morning smoothie and entertainment stations on the way to Cairns Convention Centre

Convention Activation 4

- Wednesday morning juice and entertainment stations on the way to Cairns Convention Centre

- Four full registrations to the event

**Three nights accommodation is included. Sponsors to arrange own airfares.

As a Gold sponsor you will also receive the following entitlements:

- Exhibition Hall Stand (3x2.4m Exhibition space)
- Recognised in digital marketing during the event
- Recognised within the official Convention app as a Gold sponsor
- Account manager information displayed
- Logo displayed within main plenary stage set
- Hyperlinked logo on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue. *Please note, flyers will not be accepted*)
- Note that any additional delegate will incur a \$2,500 fee per person (flights at own expense)



Silver Sponsor

\$30,000+gst

Limited opportunities available

Option 1 – Recovery Pack

- The sponsor will be entitled to brand a recovery pack for the Convention to be handed to delegates at the end of Day 2 of the Convention. This will include items such as Hydralite, mints, cleansing wipes etc * Exact items tbc.

Option 2 – Water Bottle Sponsor

- Exclusive sponsorship of the supply of the Convention water bottle. Your name/logo will appear alongside the Convention logo.

Option 3 – Printed Flip Flops

- Exclusive sponsorship of the supply of the Convention Flip Flops. Your name/logo will appear alongside the Convention logo.

Option 4 – Sunscreen Sponsor

- Exclusive sponsorship of the supply of Reef Safe Sunscreen. Your name/ logo will appear on an attached tag.

Option 5 – Cooling Towel

- Exclusive sponsorship of the supply of a Microfibre Cooling Towel. Your name/logo will appear alongside the Convention logo.

Option 6 – Branded Fan & Storage pouch

- Exclusive sponsorship of the supply of a fan in a handy storage pouch. Your name/logo will appear alongside the Convention logo.

Option 7 – Note Books

- The sponsor will be entitled to place their logo alongside the Convention Logo on the note book.

Option 8 – Photo Booth Sponsor

- The sponsor will be entitled to brand a photo booth in the exhibition area for the duration of the event. Your name/ logo will appear on the printed take home photo panels



Option 9 – Sweet Treat x 2 opportunities

- The sponsor will be entitled to either of the following treats: a bag of branded hard lollies OR lolly bag with branded sticker/ topper to be handed out from the exhibition floor. Hungry Jack's will supply the branded items. Create engagement at your exhibition stand with this fun sweet pick me up!

Option 10 – App Banner

- The sponsor will be entitled to place a banner to be played on the Convention App on one of the Convention Days.

Option 11 – Mobile Phone Power Bank

- The sponsor will be entitled to place their logo alongside the Convention Logo on a phone powerbank.

Option 12 – Branded Cupcakes during Wednesday Morning Tea

- Exclusive placement of logo on the cupcakes served at the Wednesday Morning Tea

Option 13 – Branded Recharge Stations

- Café style recharge station with usb charging ports as well as power boards supplied.
- Café style tables will have the sponsors own printed logo decals.

As a Silver sponsor you will also receive the following entitlements:

- Two full registrations to the event
**Three nights accommodation is included. Sponsors to arrange own airfares.
- Exhibition Hall Stand (3x2.4m Exhibition space)
- Recognised in digital marketing during the event
- Recognised within the official Convention app as a Silver sponsor
- Hyperlinked logo on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue. *Please note, flyers will not be accepted*)
- Note that any additional delegate will incur a \$2,500 fee per person (flights at own expense)





Supporter Sponsor

Unlimited available

Attending the Convention

\$5,500+gst - 1 Attendee

\$8,000+gst - 2 Attendees

\$10,500+gst - 3 Attendees

- Includes one full registration including three nights accommodation. Sponsor to arrange own airfare.

Not attending the Convention

\$2,500+gst

- No registration included

Both the packages above include the below entitlements

THE HALL OF FAME

- Display your logo in the Hall of Fame. The Hall of Fame walk will line the entrance to the Convention. Show your alignment with the brand and support the Hungry Jack's National System Convention

This opportunity demonstrates your connection to the Hungry Jack's network and the importance of your partnership to the overall success of the group

As a Supporter you will also receive the following entitlements:

- Hyperlinked logo on Convention website
- Option to add a promotional item into the delegate bag at own cost (must be supplied by the sponsor 1 week prior to the event and sent to the venue.

Please note, flyers will not be accepted)



Interested? Contact Us

To discuss sponsorship opportunities and package in more detail please contact:

HUNGRY JACK'S

Contact: **Jess Buckley**
Office Manager/Leadership Team EA
Email: **hjconvention@hungryjacks.com.au**
Phone: **0408 492 746**

CONFERENCE SECRETARIAT

Dreamweavers Event Creators & Producers
Contact: **Helena Medhurst**
Email: **registration@dreamweavers.com.au**
Phone: **1300 883 809**





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