

**Circularity** 2024

BROUGHT TO YOU BY



AUSTRALIAN  
CIRCULAR  
ECONOMY  
HUB  
PLANETARK

26-27 NOVEMBER 2024

DOLTONE HOUSE, DARLING ISLAND

# Sponsorship Opportunities

Enabling Resource  
Efficient Value Chains





# Circularity <sup>2024</sup>

## ABOUT THE EVENT

Circularity, Australia's leading circular economy conference, showcases innovative design, practices, and research to drive the region's economic growth.

Now in its third year, this event unites thought leaders to inspire solutions and action towards a sustainable future throughout Australia.

Held over two days, the event comprises of presentations, workshops, and networking.

Circularity 2024 fosters collaboration and knowledge exchange, accelerating the transition to a circular economy.





# 2024 Event Overview



## Circularity 2024: Shaping the Future of Australia's Circular Economy

Circularity, returning in November 2024, is Australia's premier event dedicated to accelerating the transition to a circular economy.

Brought to you by Planet Ark's Australian Circular Economy (ACE) Hub, this two-day conference brings together a diverse range of industry leaders, government representatives, and academics to share knowledge, collaborate, and drive impactful change.

Through dynamic conference sessions, cutting-edge exhibitions, and networking opportunities, Circularity showcases the latest advancements and innovative solutions in the circular economy. Attendees can learn from industry pioneers, discover best practices, and explore how circular strategies are transforming businesses across Australia.

With a focus on practical knowledge and actionable insights, Circularity 2024 will feature distinguished speaker panels and sessions representing global leaders, industry, government and research. Topics covered will range from policy and regulation to business models, finance, behaviour change and value chain success stories, ensuring a comprehensive overview of the circular economy landscape.

Circularity is the place to be for anyone committed to building a more sustainable and resilient future.



# Planet Ark's ACE Hub



## Planet Ark and ACE Hub Overview

### PLANET ARK

Established in 1992, Planet Ark is one of Australia's most respected and trusted environmental organisations. We are focussed on solutions and making positive environmental actions accessible to everyone. Planet Ark's vision is for a world where people thrive in balance with nature by transitioning to a carbon neutral and circular economy.

### THE AUSTRALIAN CIRCULAR ECONOMY (ACE) HUB

Australia's national reference platform for circular economy knowledge and collaboration. It is the go-to resource for circular economy thinking and action, providing companies, government agencies, and communities with the tools and education to help implement circularity.

### STRATEGIC PILLARS:

#### Educate

Develop educational activities to encourage leadership for a circular transition with a focus on organisational buying decisions.

#### Advocate

Advocate for and promote circular business model adoption, enabling policy measures and necessary governance conditions.

#### Measure

Advance the selection and tracking of indicators to measure progress towards the circular transition.

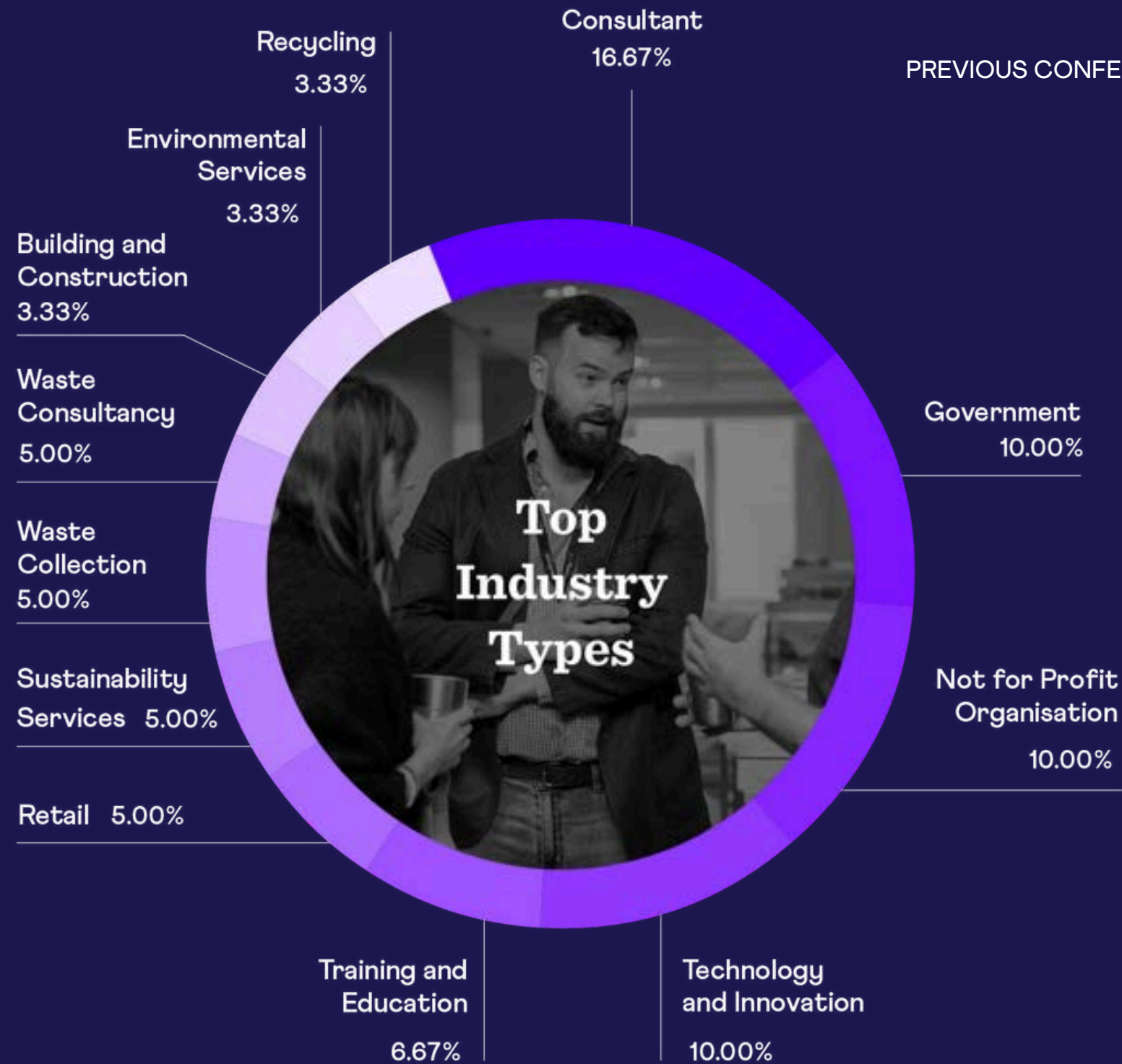
#### Collaborate

Facilitate collaborations and networks to foster innovation to scale circularity.

# 2023 Insights

“Circularity made it easy to see what the goal is - and how decisions based on the circular economy principles help us as individuals and businesses to reduce emissions, improve ecosystem health and biodiversity, and avoid pollution.”

PREVIOUS CONFERENCE DELEGATE



**87%**

of delegates objectives were successfully achieved



**98%**

of delegates rated the speaker line-up as of the highest quality



**92%**

of delegates rated their total investment of time of the highest value



**90%**

of delegates said they are intending to attend Circularity in 2024



# 2023 Insights

## Top Job Functions



Academia



C-Level  
Management /  
GM / Director



Consultants



CEO / Owner  
/ Proprietor



Environment &  
Sustainability  
Manager



Project  
Manager



Sales /  
Marketing  
/ BDM

## Top Visiting Companies

- ANZ Banking Group Ltd.
- Apple
- Aurecon Group
- AustralianSuper
- Commonwealth Bank of Australia
- Country Road Group
- Department of Climate Change, Energy, the Environment and Water
- Embassy of Netherlands
- GHD
- ING Bank of Australia
- Major Road Projects Victoria
- Minerals Council Of Australia
- Polestar Australia
- Westpac Group

“ As an elected Councillor, I found that Circularity brought me easily accessible information on the urgent need for all of us to take on a circularity mindset. The sessions were presented by multiple high-level speakers all of whom are experts in their field.

”

It was never boring!

PREVIOUS CONFERENCE DELEGATE

380


Conference  
Delegates  
attended

80

Expert  
Speakers

450+

Professionals  
were part of  
the event

The background is a solid blue color. Overlaid on this background is a network of white lines and circles. The lines are curved and connect several small white circles of varying sizes, creating a web-like or molecular structure. The circles are scattered across the frame, with some appearing as nodes in the network.

# **Sponsorship Opportunities**

# Leadership in Circular Practice

## Premium Packages



## Premium Packages

Our premium packages are an opportunity to demonstrate leadership and innovation in the circular economy. We invite our sponsors to impart their valuable learnings to our esteemed audience, inspiring and elevating collective knowledge.

### PRINCIPAL SPONSOR

Designed for those wanting to elevate and maximise exposure across the industry and be seen as a leader in circular practices. Our Principal Sponsors will inspire the Circularity audience and help stimulate change in the future of the circular economy. This package includes prominent sponsorship acknowledgement across all event promotional materials and exclusive branding opportunities.

### KEYNOTE SPONSOR

A core objective of Circularity is to stimulate the future of the circular economy by creating conversations that moves industries into action. This package is designed for those seeking to lead the conversation and spark thought within the Circularity audience, ideal for organisations looking for exposure through leadership and substantial branding in the conference program.

### INTERNATIONAL SPONSOR

With a goal to see Australia as world leaders in the circular economy, we look globally for inspiring and valuable insights. Seize the opportunity to extend your connection to an Australian audience. Be seen as a global leader in circular practices and share knowledge, news and updates on what's happening in your region and how we can learn from this.



# Premium Packages

Leadership in Circular Practice

## What's Included?

| Sponsorship           | Audience Presentation | Branding Pre-Event | Branding Onsite | Conference Tickets | Content Article | Social Posts | Price    | Availability               |
|-----------------------|-----------------------|--------------------|-----------------|--------------------|-----------------|--------------|----------|----------------------------|
| Principal Sponsor     | ✓                     | ✓                  | ✓               | 3                  | 2               | 3            | \$23,500 | 4 Available                |
| Keynote Sponsor       | ✓                     | ✓                  | ✓               | 2                  | 2               | 2            | \$18,750 | 2 Available                |
| International Sponsor | ✓                     | ✓                  | ✓               | 2                  | 2               | 2            | \$18,750 | 1 Available<br>(Exclusive) |



# Facilitate Circular Connections

## Networking Packages



### Networking Packages Overview

#### NETWORKING DRINKS SPONSOR

Your opportunity to be the exclusive host of the Circularity networking drinks, held at the end of day one. This key networking session sees delegates and conference contributors enjoy beverages and canapés in a relaxed environment after a day of learning and sharing.

Price  
**\$15,750**

#### COFFEE CART SPONSOR

Provide the key to success with coffee for the delegates in our central networking area! This is a perfect opportunity for an organisation that is passionate about driving energy and encouraging collaboration in the circular economy sphere.

Price  
**\$11,550**

#### REGISTRATION SPONSOR

Situated at the entrance to the Circularity Conference, the registration section is the first-point of high visitor traffic within the event area. From the registration launch to the conference conclusion, this sponsorship package provides maximum exposure throughout the 2 day event guaranteed for brand visibility to all attendees upon arrival.

Price  
**\$12,500**



# Facilitate Circular Connections

## Networking Packages



### Networking Packages Overview

#### NETWORKING LOUNGE SPONSOR

The Networking Lounge is Circularity's major meeting and collaboration space, to help delegates share ideas and build stronger relationships to further the circular economy. As host of the lounge, the Networking Lounge Sponsorship is ideal for companies looking for exclusive onsite brand exposure and valuable in-person connections.

Price  
**\$15,000**

#### CATERING SPONSOR

Be the host of the daily catered sessions during the conference, including morning tea, lunch and afternoon tea breaks - all served in the high traffic central exhibition zone. This is the ideal opportunity for a company seeking strong brand presence onsite. If your company is in alignment with circular practices in food and beverage design, packaging or waste, we encourage you to be part of stimulating connection and conversation beyond the conference walls.

Price  
**\$10,500**



# Networking Packages

Facilitate Circular Connection

## What's Included?

| Sponsorship               | Audience Presentation | Branding Pre-Event | Branding Onsite | Conference Tickets | Content Article | Social Posts | Price    | Availability            |
|---------------------------|-----------------------|--------------------|-----------------|--------------------|-----------------|--------------|----------|-------------------------|
| Networking Drinks Sponsor |                       | ✓                  | ✓               | 2                  | 1               | 1            | \$15,750 | 1 Available (Exclusive) |
| Coffee Cart Sponsor       |                       | ✓                  | ✓               | 2                  | 1               | 1            | \$11,500 | 1 Available (Exclusive) |
| Registration Sponsor      |                       | ✓                  | ✓               | 2                  | 1               | 1            | \$12,500 | 1 Available (Exclusive) |
| Networking Lounge Sponsor |                       | ✓                  | ✓               | 2                  | 1               | 1            | \$15,000 | 1 Available (Exclusive) |
| Catering Sponsor          |                       | ✓                  | ✓               | 2                  | 1               | 1            | \$10,500 | 1 Available (Exclusive) |

# Foster Advancement and Change

## Collaboration Packages



## Collaboration Packages Overview

### EMERGING LEADERS SPONSOR

Help foster an environment for sharing and learning for future circular economy practitioners. As Emerging Leaders Sponsor, you are able to host students and recent graduates from a relevant program or degree to attend Circularity and take learnings to further research and implement in the field. This sponsorship will include your branding so can be easily identified at the event.

### INNOVATION ZONE & PITCH FEST SPONSOR

Circularity aims to propel Australia's economy into the future by showcasing the best of innovative circular design and practice. The Innovation sponsor has the opportunity to showcase innovative excellence as a host of up to 5 start-ups, offering these companies a launchpad to promote their new ideas. The start up's will be given a booth in the conference exhibitor hall, as well as the opportunity to take part in an Innovation Pitch Fest during the conference. This session will be hosted by the Innovation sponsor.

### SIDE EVENT SPONSOR

Collaboration is key to Circularity's vision. We have an exclusive sponsorship opportunity for you to host a targeted side event related to circular economy (noting that this will be in consultation with the Organiser, Committee and ACE Hub). Please get in touch directly to discuss with the team!



# Collaboration Packages

Foster Advancement and Change

## What's Included?

| Sponsorship              | Audience Presentation | Branding Pre-Event | Branding Onsite | Conference Tickets                              | Content Article | Social Posts | Innovation Pods | Price    | Availability            |
|--------------------------|-----------------------|--------------------|-----------------|---|-----------------|--------------|-----------------|----------|-------------------------|
| Emerging Leaders Sponsor | ✓                     | ✓                  | ✓               | 2 x Sponsor Passes<br>5 x Student Passes        | 1               | 1            | -               | \$8,000  | Non-Exclusive           |
| Innovation Sponsor       | ✓                     | ✓                  | ✓               | 2 x Sponsor Passes<br>5 x Innovation PodPasses* | 1               | 1            | 5               | \$10,500 | 1 Available (Exclusive) |
| Side Event Sponsor       | ✓                     | ✓                  | ✓               | 2   | 1               | 1            | -               | POA      | 2 Available             |

\*1 delegate pass for each exhibiting Innovation Pod Company

The background features a vibrant purple-to-blue gradient. Overlaid on this are several thin, light-colored lines forming large, overlapping circles and arcs. Some of these lines are solid, while others are dashed, creating a sense of depth and movement. The overall aesthetic is modern and clean.

# **Exhibitor Opportunities**



# Showcase Your Circular Solutions

Exhibit at Circularity

## Package Overview

Becoming an exhibitor at Circularity will position your brand amongst industry leaders, generate new business for your company and offer exclusive access to marketing and networking benefits.

| Sponsorship | Audience Presentation | Branding Pre-Event | Branding Onsite | Conference Tickets | Content Article | Social Posts | Price   | Availability |
|-------------|-----------------------|--------------------|-----------------|--------------------|-----------------|--------------|---------|--------------|
| Exhibitor   |                       | ✓                  | ✓               | 1                  | 1               | 2            | \$5,750 | 11 Available |

# Showcase Your Circular Solutions

Exhibit at Circularity

## Stand Package Inclusions

Your stand package includes everything you need:

- 1 x black bar table
- 2 x black bar stools
- 3 x 2400mm high Denver frames with recyclable board infills printed with your artwork, company name and stand number
- 2 x LED arm lights mounted to back wall
- 1 x 4amp power point & test and tag





# Green Star Building

Doltone House, Darling Island

NSW'S First  
6 GREEN-STAR RATED  
Building with Carbon  
Neutral Status  
in Australia

# Circularity 2024

## ABOUT DOLTONE HOUSE, DARLING ISLAND

We are proud to host Circularity 2024 in the first 6 green-star rated building in NSW. The building achieved carbon neutral status, and took the mantle as one of the first two buildings in Australia to achieve the certification under NABERS and Climate Active, and in alignment with the international Greenhouse Gas Protocol.

The environmental initiatives utilised in the building are nothing short of inspirational. This has led the Doltone House Group who own the venue, to create a unique set of policies and plans for the internal fit-out of the venue to ensure they complement those of the building. By adopting and expanding on the principles and philosophies of the building, Doltone House Darling Island aims to lead the way into the future by providing the greenest venue in New South Wales.







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## Contact Us

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