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Sponsorship Opportunities

Melbourne Centre Activities in Summary

Events such as conferences, workshops and finance forums are an integral part of Melbourne Centre's activities with a particular focus on structuring occasions which bring together academics, practitioners and regulators for the sharing of ideas. The program of events held to date and currently planned for 2009 may be found at www.melbournecentre.com.au/events/.

In 2008, MCFS developed 25 events while promoting university events too. In addition to 8 major conferences and special events, MCFS organized 8 "Finance Forums" (and similar free events), 4 mixed academic and practitioner seminars/symposia and hosted 5 stand-alone presentations by visiting international academics.

A similar mix and number of events is planned for 2009.

Other forums and methods include:

- Thought Leadership pieces in a variety of academic and practitioner publications
- Academic Internships within industry
- Commissioned Research by academics for industry
- Consulting projects by academics for industry (or government or regulatory bodies)
- Executive Briefing Series
- "News from the Centre", Melbourne Centre's bi-monthly newsletter for practitioners and academics.

Current and Potential Activity-specific Sponsorship Opportunities with Melbourne Centre for Financial Studies

Some of the following opportunities could be arranged as part of a general corporate sponsorship of the Centre, while some (involving specific additional resources) would need to involve provision of additional activity related funding.

- Finsia-MCFS Banking and Finance Conference including Executive conference dinner – 2 day event (multiple sponsorship levels available)
- Naming rights to the Centre's "Occasional Seminar Series: Modern Finance - Insights from Academia". Given its unique links at the highest levels within the university sector, Melbourne Centre for Financial Studies is able to provide a CBD showcase for leading visiting international academics. At least four such events will occur in 2009.
- Naming rights to a four to six session segment of the Centre's series of Financial Forums, which bring together academics and practitioners with common interests and involve a speaker, discussion and light luncheon.
- Naming rights to an Executive Briefing Series. This will be a monthly electronic publication which provides "practitioner friendly" overviews of relevant academic research undertaken by the Centre's academic associates.
- Naming rights to a Research Working Paper Series. As a result of its research grant program, the Centre will have available over twenty working papers p.a. for placing on its web site and distributing to interested parties. One condition of the research grant program is that researchers also provide an industry oriented overview of the implications and relevance of that research.
- Allocation of some part of a sponsorship to support the visit of an international academic, with work of interest to the sponsor. The visiting position could be given a title such as "Sponsoring Firm Visiting Research Fellow" and advertised as such, and the visitor could make presentations to the sponsoring firm.
- Commissioning a named series of research studies on a topic of particular interest to the sponsor.
- Sponsoring a conference for Australian finance students (and potential future employees) arranged by the Melbourne Centre at which the sponsor would have substantial opportunities for interacting/interviewing student attendees.
- Sponsoring an educational finance web-site/electronic newsletter providing information for finance educators and students which could become a site of first-choice for students seeking course-related information. (The Citigroup-INSEAD Financial Education Exchange (www.FinEdx.org) is one such model).
- Venue sponsorship: logo recognition on MCFS event flyers and website where venue and catering provided by sponsor for an MCFS event. (Availability subject to other sponsorship arrangements.)
- Venue partnership: Partner provides venue, tea, coffee and AV.

Formal proposals for one or a combination of several from the above list will be prepared by the Centre on request.

These and other ideas may be discussed with David Michell, Business Development Manager, MCFS on +61 3 9666 1012 and david.michell@melbournecentre.com.au.