

SPONSORSHIP PROSPECTUS

BRIDGING INTERCULTURAL DIVIDES IN A DIGITALLY INTERCONNECTED WORLD

The 1st joint conference of the International Academy for Intercultural Research (IAIR), and the International Association of Cross-cultural Psychology (IACCP).

28th June - 1st July 2025



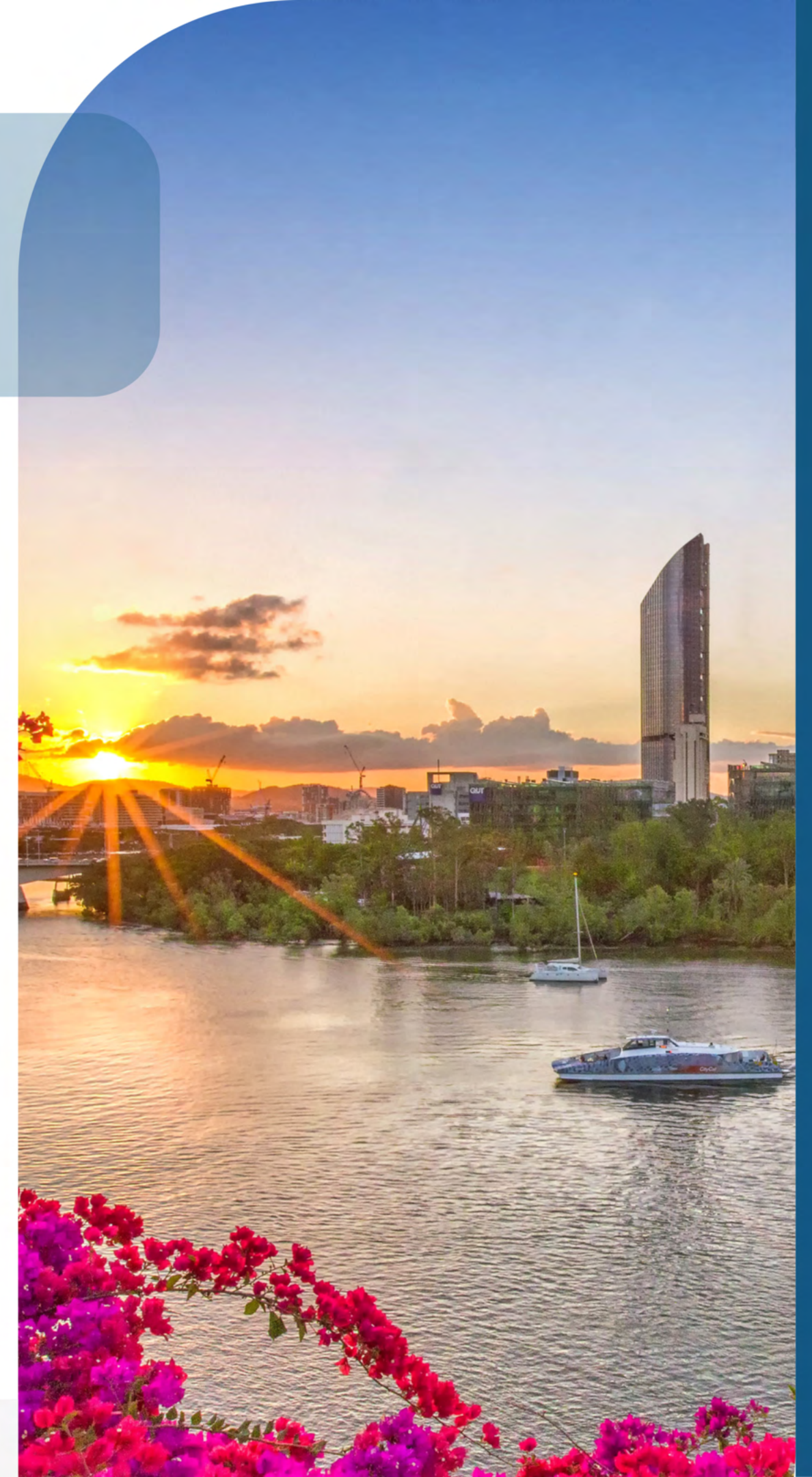
International Academy for
Intercultural Research



International Association for
Cross-Cultural Psychology



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA



CONFERENCE

On behalf of the organising committee, we are inviting sponsors to support our conference that will be held at St Lucia Campus, University of Queensland, Brisbane Australia, from **28th June – 1st of July, 2025**. Pre-conference early career workshops will be held on the 26th and 27th of June.

The conference is an important meeting that brings together the [International Academy for Intercultural Research \(IAIR\)](#) and the [International Association for Cross-cultural Psychology \(IACCP\)](#) for the first time. Both organisations have strong histories of research and action on cultural diversity and social justice. Both are committed to growing knowledge and awareness of culture and diversity, promoting mutual understanding, and contributing to positive intercultural relations.



Conference vision

The vision of the 2025 conference is to bring together intercultural researchers, practitioners, and policymakers, both nationally, and internationally, with a common goal of bridging intercultural divides in an increasingly digitally connected world. Around **300** presenters are expected.

Why sponsor us?

By supporting the conference you will be investing in a future where cultural differences are not barriers, but are opportunities for growth, innovation, and shared human progress and where digital technologies can positively influence these relationships. You will also be connecting with the some of the most influential minds in the field.

Sponsorship options

We invite you to work with us in creating this vision by supporting us in one of the range of ways as highlighted in the following prospectus - as a tier sponsor (Platinum, Gold, Silver), sponsoring a conference social event, or scholarships. However, we can also work with you to discuss your specific needs and desires for support.

BENEFITS TO SPONSORS



Global exposure & Marketing

Your brand will be highlighted to stakeholders from academic, industry, and civil society all around the world and associated with the critical areas promoted by the conference. We offer various opportunities to market your products or services to a diverse and international audience both before and during the event.

Affiliation with Diversity & Inclusion

By sponsoring this event, your organisation will demonstrate a commitment to cultural diversity and inclusion and your focus on social responsibility and social justice. Highlight your prioritisation of to inclusion by partnering with us to make the world a more just and equitable place for all.

Networking opportunities

The conference will provide an excellent opportunity to network with international researchers, practitioners, and policymakers in the field of intercultural relations. Sponsors will have unique and targeted opportunities to connect with global leaders in culture and diversity.

Knowledge sharing

Your organisation and staff can gain important insights into the latest research and trends in cross-cultural psychology and intercultural relations. Dedicated opportunities for support and engagement are offered for high tier sponsors to meet your professional development needs.

PLATINUM SPONSOR

\$35,000

The Platinum Sponsor package is a limited opportunity to gain the maximum benefits from sponsorship of this conference, with **only one available**. Italicised benefits are platinum exclusive.

Inclusion in the program of events

- 10 people registered with access to all conference sessions, catering, welcome function and conference dinner.
- Verbal acknowledgement as a sponsor in the opening and closing of the conference.
- *VIP seating at social functions*
- *Opening speech (5 mins) in the conference.*

Conference benefits

- Exhibition booth space.
- *Networking with conference VIPs in a closed-door session OR opportunities for an expert talk (1 hour) at your organisation.*

Marketing and Promotion rights

Marketing

- Promotion insert (provided by you).
- Profile of the organisation and hyperlink on the conference website.
- Dedicated social media introduction cards created and posted.
- *Naming rights to keynote session and selected symposium.*
- *First option to sponsor the conference dinner or welcome function at prices listed in the prospectus.*
- *3 display banners (provided by you) at your choice of location.*
- *Tagging in all official social media posts.*

Advertisement

- Logo to be included on in all program materials.
- Logo placed on landing page of the conference website.
- Logo on all email communications to conference registrants.
- Logo included on rotating slides in session rooms.
- Logo on conference proceedings.
- *Logo placed on delegate lanyard.*

Italicised benefits are platinum package exclusive.

GOLD SPONSOR

\$15,000

Inclusion in the program of events

- 5 people registered with access to all conference sessions, catering, welcome function and conference dinner.
- Verbal acknowledgement as a sponsor in the opening and closing of the conference.

Conference benefits

- Exhibition booth space.

Marketing and Promotion rights

Marketing

- Promotion insert (provided by you).
- Profile of the organisation and hyperlink on the conference website.
- Dedicated social media introduction cards created and posted.
- 2 display banners (provided by you) at your choice of location.
- Naming rights to a symposium.

Advertisement

- Logo to be included on in all program materials.
- Logo placed on landing page of the conference website.
- Logo on email communication to conference registrants.
- Logo on conference proceedings.
- Logo included on rotating slides in session rooms.

SILVER SPONSOR

\$5,000

Inclusion in the program of events

- 2 people registered with access to all conference sessions, catering, welcome function and conference dinner.
- Verbal acknowledgement as a sponsor in the opening and closing of the conference.

Marketing and Promotion rights

Marketing

- 1 display banner (provided by you) at your choice of location.
- Naming rights to a symposium.

Advertisement

- Logo to be included on in all program materials.
- Logo placed on landing page of the conference website.
- Logo on conference proceedings.
- Logo included on rotating slides in session rooms.



FURTHER SPONSOR OPTIONS

01

CONFERENCE DINNER SPONSOR

\$8,000

The Conference Dinner is the social highlight of the conference. Take advantage of this exclusive sponsorship package and allow your company to be highlighted in one of the most memorable events of the conference.

Sponsorship entitlements include:

- 2x Full conference registrations with access to all sessions, conference catering, welcome function, and conference dinner.
- 2x Additional conference dinner tickets.
- Marketing and Promotion exclusive naming rights to the conference dinner to be recognised as 'Conference Dinner Sponsored by SPONSOR NAME'.
- 5 minute speech during conference dinner.
- Acknowledgement on the sponsors page of the conference website with a hyperlink to your website.
- Up to 2 sponsor provided banners displayed at the Conference Dinner and your organisations link displayed on Conference Dinner menus.



02

WELCOME FUNCTION SPONSOR

\$5,000

The Welcome Function will kick off the conference by giving delegates the chance to reconnect with colleagues and start the process of expanding their networks. Put your brand front of mind and help kick off the conference in style with this exclusive sponsorship opportunity. Sponsorship entitlements include:

- 2x Full conference registrations with access to all sessions, conference catering, welcome function, and conference dinner.
- Marketing and Promotion exclusive naming rights to the Welcome Function to be promoted as 'Welcome Dinner Sponsored by SPONSOR NAME'.
- 5 minute speech during reception.
- Acknowledgement on the sponsors page of the conference website with a hyperlink to your website.
- Up to 2 sponsor provided banners to be displayed at the Welcome Function.
- Sponsor branding on the tables at the Welcome Function.

03

SCHOLARSHIP SPONSOR

\$1,000 Min

You have the opportunity to sponsor scholarships that will support registration reductions and travel for participants from the Global South or from situations of deprivation and need. All sponsorship money will be used to provide support for participants who may not otherwise be able to attend to conference. \$1,000 funding is the minimum, maximum funding is at the discretion of the sponsor. Sponsorship entitlements include:

- Acknowledgement on the sponsors page of the conference website with a hyperlink to your website.



04

KEYNOTE SPONSOR

\$5,000


You have the opportunity to sponsor a keynote address at the conference. Keynotes are experts in their field and you can extend your reach by affiliating with one of these leaders. **Two Keynote Sponsor packages are available.** Sponsorship entitlements include:

- 2x Full conference registrations with access to all sessions, conference catering, welcome function, and conference dinner.
- Marketing and Promotion exclusive naming rights to the Keynote to be promoted as 'Keynote address Sponsored by SPONSOR NAME'.
- Acknowledgement on the sponsors page of the conference website with a hyperlink to your website.
- Networking with conference VIPs in a closed-door session OR opportunities for the keynote to give an expert talk (1 hour) at your organisation.

05

SOUVENIR SPONSOR

This sponsorship is non-monetary and comprises of souvenirs for participants or gifts for delegates. We are particularly interested in local merchandise that can be used to raise the profile of Australian owned and operated businesses.




GET IN CONTACT

To support us in any of the options listed in this prospectus or for distinct packages suited to your needs, contact us today.

Apply by December 2024

 2025@intercultural-academy.net

 <https://intercultural-academy.net/IAIR-IACCP2025>



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