



LFTL

AU20



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LEARN FROM
THE LEADERS

*BASI LEARN FROM
THE LEADERS (LFTL)* **SPONSORSHIP**
PROSPECTUS 2020

24-25 OCT '20

**GOLD COAST
MANTRA LEGENDS HOTEL,
SURFERS PARADISE**

#PILATESNOW



GET INVOLVED

This is your opportunity to be involved at the BASI Learn from the Leaders (LFTL) conference - Australia 2020. In October 2020, hundreds of Pilates lovers will descend upon the picturesque Gold Coast in Queensland, Australia for 2 – 5 days of learning and collaborating with some of the true leaders from the Pilates industry and the BASI Pilates methodology.

The Opportunity

Reach out to a world of Pilates professionals visiting from all over the globe at this world premier conference. Meet like-minded professionals with face-to-face interaction, create new business partnerships and contacts as well as reconnect with existing clients and past associates.

Showcase your product or service to the Pilates community at large, increase your business profile both Australia wide and Internationally.

BASI Australia expects 150 attendees over the 2 day LFTL conference and 50 - 100 participants for the Mentor Program, Pre-Conference and Post Conference.

2020 Program Highlights

There's an impressive line up of workshops including BASI Pilates founder, Rael Isacowitz's Powerhouse of the Upper Girdle and the Evolution of Pilates. Rael will also teach his Hour of Power mat class to conclude the conference. International Principal Faculty members Sheri Long, Theo Botha and Meredith Rogers will present workshops across the weekend as well as Australian Faculty members Ed Botha, Jordanna and Shayne Smith.

View the full conference schedule here - <https://basifltaustralia.com/whats-on-offer/>

Key Reasons to be involved in LFTL AU 2020



Reach a large gathering of Pilates professionals from Australia, New Zealand and overseas with 150 attendees.



Create leads and contacts. Opportunity for new business partnerships.



Generate brand awareness. Increase your profile at this major industry event.

Delegates

BASI Australia expects 150 attendees over the 2 day LFTL conference and 50 - 100 participants for the Mentor program, Pre-Conference and Post Conference. Delegates are mostly Pilates teachers and teacher trainers from Australia, New Zealand and overseas.

Venue

 **Mantra Legends Hotel,
Surfers Paradise, Queensland**

Sponsor Options and Opportunities

A range of opportunities to feature your company at LFTL AU 2020

Opportunity	Fee
Sponsor Promotion Table	\$600
Product Sponsor	Supply to 200 delegate bags
Delegate Bag	Supply 200 delegate bags
Lanyard Sponsor	Supply to 200 delegates

SPONSOR PROMOTION TABLE (2 DAY LFTL) \$600

Opportunity

Promotional table in the foyer area.

Sponsor Entitlements

- Logo on the BASI LFTL AUS website
- Logo on BASI LFTL AUS advertising, BASI AUS newsletters, social media (logo)
- Sponsor acknowledgement in the conference workbook (logo)
- Company brochures placed in delegates conference bags

PRODUCT SPONSOR

Supply to 200 delegate bags

Opportunity

This is a product donation of 200 units for the delegates and presenters bags.

Sponsor Entitlements

- Logo on the BASI LFTL AUS website
- Logo on BASI LFTL AUS advertising, BASI AUS newsletters, social media (logo)
- Sponsor acknowledgement in the conference workbook (logo)
- Company brochures placed in delegates conference bags

DELEGATE BAG

Supply 200 delegate bags

Opportunity

Supply 200 delegates and presenters bags with the BASI LFTL branding.

Sponsor Entitlements

- Logo on the BASI LFTL AUS website
- Logo on BASI LFTL AUS advertising, BASI AUS newsletters, social media (logo)
- Sponsor acknowledgement in the conference workbook (logo)
- Company brochures placed in delegates conference bags

LANYARD SPONSOR

Supply to 200 delegates

Opportunity

Supply 200 units for the delegates, presenters, volunteers and exhibition ID passes.

Sponsor Entitlements

- Logo on the BASI LFTL AUS website
- Logo on BASI LFTL AUS advertising, BASI AUS newsletters, social media (logo)
- Sponsor acknowledgement in the conference workbook (logo)
- Company brochures placed in delegates conference bags