



2020 Leaders' Debate

Friday 13 March
12pm to 3pm
Adelaide Oval



Sponsorship Prospectus



The South Australian Business Chamber and the South Australian Press Club have partnered to co-host the Leaders' Debate ahead of the 2026 South Australian State Election.

Just over a week from polling day, Premier Peter Malinauskas and Opposition Leader Ashton Hurn will face off in a highly charged campaign debate. Political momentum has been with Labor through the current parliamentary term. Will it continue? Can a late leadership change help revive the Liberal's fortunes? The lunch and debate will be an unmissable event at the pivotal moment in the campaign.

The debate will be an ideal opportunity for the leaders to outline their visions for South Australia in a forum facilitated by two well-credentialled, not-for-profit organisations with proven track records in delivering events of this nature.

South Australian Business Chamber

The South Australian Business Chamber is SA's largest membership-based employer organisation, representing employers and business owners across all industry sectors. We empower businesses to reach their full potential through our four core pillars: Connect, Protect, Educate & Advocate. As the independent, representative voice for employers and business owners across South Australia, our purpose is to remove complexity and create opportunity.

South Australian Press Club

The SA Press Club is a volunteer-based organisation, attracting some of the biggest names in the business as Adelaide's premier lunch forum. Its committee is composed of highly regarded media representatives, including Rory McLaren (SA Press Club President – ABC Radio Adelaide), Mike Smithson (Immediate Past President – Seven Network), Belinda Willis (Editor - InDaily) and Stacey Lee (Vice President – FiveAA), among other members.

Event Sponsorship Opportunities

Principal Sponsor | \$15,000 + GST | 1 Available

Event Participation & Exposure

- Opportunity to deliver a 3-minute Sponsor address as part of the event program
- One VIP seat at the head table
- One table of 10 seats in prime location with branded table signage (valued at \$2,250), with an additional seat reserved for a committee member of the SA Press Club
- Recognition as a Principal Sponsor across all print, digital and verbal communications pre-, during and post-event
- Option to provide a flyer or promotional item at each seat (subject to approval from the SABC and SAPC teams)
- 15% discount on all additional tickets purchased

Brand Visibility & Marketing

- Logo placement across all event marketing materials
- One full-screen business advertisement on rotation at the event
- One full-page A5 advertisement in the event program
- Placement of one pull-up banner inside the event space
- Digital media acknowledgement across website, eDMs and ticketing communications

Ongoing Advertising & Engagement

- Catered boardroom lunch hosted by the SA Business Chamber and the SA Press Club, with your invited guests (20 pax, valued at \$2,500)
- 12-month advertising package valued at \$3,000 to use across SA Business Chamber digital channels (total reach of 32k+ SA business subscribers)



Event Sponsorship Opportunities

Major Sponsor | \$10,000 + GST | 2 Available

Event Participation & Exposure

- One VIP seat at the head table
- One table of 10 seats in prime location with branded table signage (valued at \$2,250), with an additional seat reserved for a committee member of the SA Press Club
- Recognition as a Major Sponsor across all print, digital and verbal communications pre-, during and post-event
- 15% discount on all additional tickets purchased

Brand Visibility & Marketing

- Logo placement across all event marketing materials
- One full-screen business advertisement on rotation at the event
- One half-page A5 advertisement in the event program
- Digital media acknowledgement across website, eDMs and ticketing communications

Ongoing Advertising & Engagement

- 12-month advertising package valued at \$3,000 to use across SA Business Chamber digital channels (total reach of 32k+ SA business subscribers)



Event Sponsorship Opportunities

Table Sponsor | \$4,000 + GST

Event Participation & Exposure

- One table of 10 seats in prime location with branded table signage (valued at \$2,250), with an additional seat reserved for a media representative* provided by the SA Press Club
- Recognition as a Table Sponsor across print, digital and verbal communications pre-, during and post-event

Brand Visibility & Marketing

- Sponsorship acknowledgment on the stage screen and in the event program
- Digital media acknowledgement across website, eDMs and ticketing communications

Ongoing Advertising & Engagement

- 12-month advertising package valued at \$1,000 to use across SA Business Chamber digital channels (total reach of 32k+ SA business subscribers)

*Limited availability, on a first-in first served basis





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Sponsorship Terms & Conditions

The South Australian Business Chamber and South Australian Press Club (Event Partners) reserve the right to postpone or adjust the time of the proposed event. If the event date is changed under this clause, the Sponsor will be entitled to a full refund of all monies paid should the new date be deemed unsuitable by the Sponsor.

All other cancellation and refund requests will be considered on a case-by-case basis, any request for cancellation must be received in writing. Any refunds remain at the sole discretion of the Event Partners.

All partnership benefits are conditional upon receipt of full payment, artwork, goods, and any other required materials within the specified timeframes.

Partnership packages are not considered confirmed until payment has been received in full. If payment is not received within seven (7) days of invoice, the package may be released for re-sale.