

THE SOCIETY FOR UNDERWATER TECHNOLOGY

&

THE WESTERN AUSTRALIAN MUSEUM

SUBSEA TECHNOLOGY EXHIBITION

SPONSOR & LOAN MATERIAL RECOGNITION



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Invitation to Sponsor

The Western Australia chapter of the Society for Underwater Technology (SUT) is now in its sixth year and has become the premier learned society for individuals and organisations with a common interest in underwater technology, ocean science and offshore engineering.

In conjunction with the Western Australian Museum, SUT is proud to announce preliminary plans for the development of an exhibition to showcase Subsea Technology in the impressive Western Australian Maritime Museum, Victoria Quay, Fremantle, Western Australia.

The exhibition concept is scheduled for approval in late 2010 and the opening is anticipated mid 2011, providing the opportunity to showcase Australia's subsea industry, its exciting history and achievements to the broader community.

The exhibition aims to inspire young people to join the subsea industry, raise community awareness, platform the technology used within the industry, and provide a historical overview. The proposed key themes for the exhibit include:

- The underwater world
- Working and living in an underwater environment
- Limit of humans underwater: technology when the limits are exceeded
- Acoustic technology: Discovering the seafloor
- Below the Seabed: The story of oil and gas exploration and exploitation
- Sustainability and the future
- Careers in underwater technology

Sponsorship is vital for the success of this initiative, and also provides sponsors substantial networking opportunities, and the ability to demonstrate a commitment to promoting the subsea industry as a vibrant and important part of Australia's economic sustainability, particularly through school based education and training leading to career path options for young people.

We invite you to take advantage of this unique opportunity to join the Society for Underwater Technology and the West Australian Museum in bringing the opportunities of this exciting industry to the boarder community.

Yours sincerely,

Terry Griffiths
SUT Perth Branch Chairman
terry.griffiths@jpkenny.com.au

Society for Underwater Technology

The Perth Branch of the Society for Underwater Technology (SUT) was formed in 2004. The SUT is a multi-disciplinary learned society bringing together individuals and organisations with a common interest in underwater technology, ocean science and offshore engineering. SUT was founded in 1966 and has members from more than 30 countries, including engineers, scientists other professionals and students working in these areas.

The Perth Branch currently has over 190 individual and 22 corporate members, provides 6 university scholarships each year and holds regular underwater technology seminars, courses and technical evenings throughout the year in and around Perth.

Western Australian Museum – Maritime (WAMM)

The Western Australian Museum - Maritime provides exhibitions on shipwrecks discovered off the Western Australian coast and Western Australia's maritime endeavours. It has 3 main sites in Fremantle that bring together Western Australia's Maritime heritage.

The Maritime Museum at Victoria Quay promotes a new way of experiencing Western Australia's maritime endeavours. With new galleries and top quality facilities this new Maritime Museum delivers a world class Museum on Western Australia's doorstep.

Underwater Technology Exhibit

Society for Underwater Technology is the first point of contact for sponsors for this exhibition and will assist the museum in the selection of suitable loan items for the exhibit. SUT will also administer all financial sponsorships.

SUT will qualify sponsors and donors of equipment for recognition in line with this document.

The recognition to be received by sponsors and donors will be subject to the exhibition design being finalised and obtaining approval from the Western Australian Museum.

Benefits to Becoming a Corporate Sponsor

The Western Australian Maritime Museum attracts over 160,000 visitors and over 600,000 website hits per year, this also includes over 10,000 student visitors per year to the museum. Being associated with this initiative can provide the following direct benefits:

- High visibility at the museum for the duration of the exhibition with extensive networking opportunities
- An opportunity to partner with other local, interstate and international businesses investing in the region
- The ability to showcase the industry and your organisation to around 10,000 students which visit the museum each year and potentially attract more high school graduates to the industry
- Further develop Australian subsea industry awareness, capability and capacity building, resulting in economic sustainability to the region
- An opportunity to release new products/services through access to the media and the exhibition
- Further exposure with the possibility of the exhibition going on tour to regional locations in Western Australia and interstate.

Sponsorship Recognition Levels

The proposed recognition levels and guideline valuations are shown below:

Platinum Sponsorship	<ul style="list-style-type: none"> • Minimum of \$50k contribution 2010; and • Similar financial contribution allocated for 2011; and • Optional provision of loan equipment for the exhibition.
Gold Sponsorship	<ul style="list-style-type: none"> • Minimum of \$50k contribution in 2010; and • Optional provision of loan equipment for the exhibition.
Silver Sponsorship	<ul style="list-style-type: none"> • Minimum \$30K contribution in 2010; and • Optional provision of loan equipment for the exhibition.
Bronze Sponsorship	<ul style="list-style-type: none"> • Minimum \$5K contribution in 2010; and/or • Loan of equipment (being substantial in value/amount) for the exhibition.

Sponsorship Opportunities

The following are preliminary concepts for sponsorship opportunities, sponsorship opportunities will be finalised with the Western Australian Museum and SUT on final approval of the exhibition:

Sponsor Recognition Location	Description	Level
WAMM Exhibition Gallery entry archway	<ul style="list-style-type: none"> Major sponsor panel Logo and company name placement 	Platinum Gold Silver
WAMM exit archway	<ul style="list-style-type: none"> Sponsorship acknowledgements panel Logo and company name placement 	Platinum Gold Silver Bronze
Exhibit / Loan Material	<ul style="list-style-type: none"> Equipment description label with lender's logo 	Platinum Gold Silver Bronze
Exhibit / Loan Material	<ul style="list-style-type: none"> Equipment description data sheet with lender's logo 	Platinum Gold Silver
Lobby / foyer of WAMM	<ul style="list-style-type: none"> Vertical ceiling banners 	Platinum Gold
Potential pole-banners	<ul style="list-style-type: none"> Entry steps external to museum 	Platinum

Advertising & Web Based Recognition

Sponsor Recognition Location	Description	Level
WAMM/SUT Exhibition advertising/marketing	<ul style="list-style-type: none"> SUT, Exhibition and design, multimedia and construction department (EDM), newspaper, etc. 	Platinum Gold Silver
WAMM website	<ul style="list-style-type: none"> WAMM website, (approximately 600,000 hits pa) 	Platinum Gold Silver
SUT Perth website	<ul style="list-style-type: none"> SUT Perth website, (approximately 2000 hits pa) 	Platinum Gold Silver Bronze
Subsea Interactive DVD	<ul style="list-style-type: none"> Subsea Interactive DVD 	Platinum Gold Silver Bronze (Financial only)

Recognition at Functions and Events

Sponsor Recognition Location	Description	Level
WAMM Exhibit Official Opening	<ul style="list-style-type: none"> Senior executive's invitation to be in Official Opening Ceremony of Exhibit 	Platinum
WAMM Exhibit Official Opening	<ul style="list-style-type: none"> Individual recognition of sponsors at Official Opening 	Platinum Gold Silver
SUT / WAMM Exhibit Family Day	<ul style="list-style-type: none"> Recognition at SUT VQ-WAMM Family Day 	Platinum Gold Silver Bronze
SUT AGM (likely to be held at WAMM)	<ul style="list-style-type: none"> Recognition at SUT AGM 	Platinum Gold Silver Bronze
SUT / WAMM SSAC Perth (Exhibit field-trip - typically 3 per year)	<ul style="list-style-type: none"> Recognition at SUT Subsea Awareness Courses (SSAC) Perth Field Trip 	Platinum Gold Silver Bronze
Proposed SUT / WAMM exhibit donor launch	<ul style="list-style-type: none"> Recognition at event 	Platinum Gold Silver Bronze
World Sailing Championships in Fremantle, Dec 2011	<ul style="list-style-type: none"> Exposure at WAMM during World Sailing Championships in Fremantle, Dec 2011 	Platinum Gold Silver Bronze

Subsea Interactive DVD

It is proposed to develop an interactive DVD as part of the subsea exhibition, preliminary concepts for the DVD include:

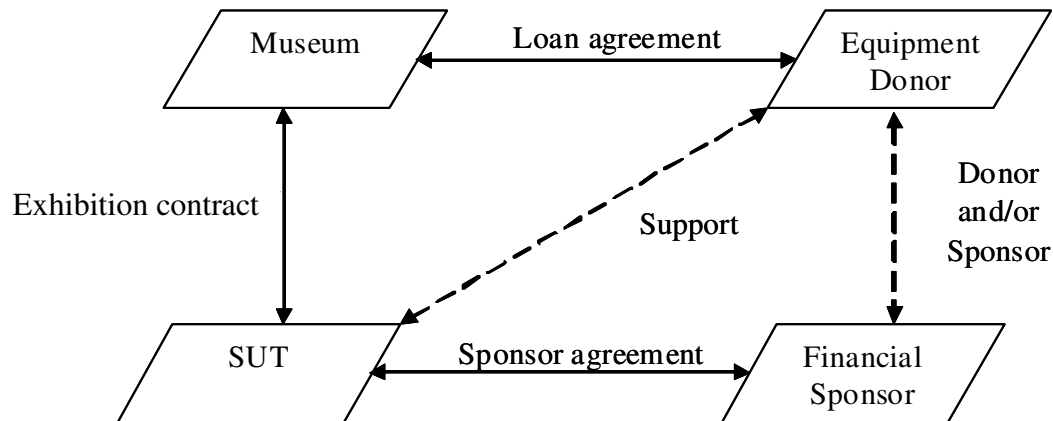
- Interactive mind-map of subsea and physical layout map of the exhibition gallery.
- Links to videos, photos and animations from SUT members on various aspects of subsea technology, as an example and subject to being authorised:
 - Corporate Documentaries
 - Industry or Corporate 3D Animations
 - Industry project DVDs.

DVD Development and Management

- The Western Australian Maritime Museum will author the interactive front end of the DVD, and SUT will manage the content directly with sponsors.
- Contributions of DVD content will be restricted to the exhibition's bronze financial sponsors and above or from non-commercial organisations.
- These DVDs will be made available:
 - Free (x2 copies) to each school group visiting the subsea technology exhibition.
 - To purchase by the public visiting the exhibition.
 - Free to SUT Subsea Awareness Course participants.
 - Free to interested students at the Year 10 Science and Engineering Challenge.
 - Free to interested students at the AOG careers day.
 - Free to interested students at the SUT Curtin / UWA beer and pizza information evenings.

Contract Structure for Exhibit

The proposed contract structure is shown below:



The rationale for this structure is as follows:

- Enabling SUT to negotiate and finalise the financial sponsorship agreements, “subject to finalisation of the Exhibition Contract between SUT and the Western Australian Museum”.
- SUT must secure the total financial commitment target set, from sponsorships, in order to sign the Exhibition Contract with the Western Australian Museum, which will be based on the existing signed MOU.
- Sponsors may have the opportunity to audit via their sponsorship agreements with SUT.
- SUT undertakes the cash-flow management, in line with an agreed budget with the Museum, enabling prompt payment of outgoing Museum costs as they arise and are invoiced.
- Exhibition equipment loan agreements are to be entered into directly between the equipment lenders and the Museum, allowing for the Museum to manage the condition on receipt and return of equipment and materials, insurances, liabilities and other obligations of the Museum in receiving items for an exhibition.

Nomination for Sponsorship Form

Nomination for Sponsorship		
Company Name:		
Contact Name & Title:		
Contact Numbers:		
E-mail:		
Signature of Company Representative:		
Company Address:		
City:	State:	Post Code:
Sponsorship Levels		
Platinum	<ul style="list-style-type: none"> • Minimum of \$50k contribution 2010; and • Similar financial contribution allocated for 2011; and • Optional provision of loan equipment for the exhibition. 	
Gold	<ul style="list-style-type: none"> • Minimum of \$50k contribution in 2010; and • Optional provision of loan equipment for the exhibition. 	
Silver	<ul style="list-style-type: none"> • Minimum \$30K contribution in 2010; and • Optional provision of loan equipment for the exhibition. 	
Bronze	<ul style="list-style-type: none"> • Minimum \$5K contribution in 2010; and/or • Loan of equipment (being substantial in value/amount) for the exhibition. 	
Sponsorship Amount:	\$ _____, 2010 \$ _____, 2011 Please indicate the amount(s) you wish to sponsor for the exhibition. <i>If you would like to make a smaller one off donation we welcome the support.</i>	
Equipment Donation		
Item Description:		
Your Company Description:		
Office Use		
<input type="checkbox"/> Exhibit equipment/materials received		
<input type="checkbox"/> Company logo and information received		
<input type="checkbox"/> Information for DVD received		
<input type="checkbox"/> Confirmation sent		
<input type="checkbox"/> Contract for sponsorship signed		

Nomination for Sponsorship can be faxed to: 08 9446 9905 or emailed to perth@sut.org