



9th - 11th April
Gardens Point Campus
Queensland University of Technology



Brisbane Model United Nations Conference 2010

Sponsorship Proposal

INVITATION

Dear Sir/Madam

Please find enclosed a submission to interested parties on behalf of the Secretariat for the Brisbane Model United Nations Conference (BrizMUN) 2010, about a unique opportunity to engage a concentrated audience of future leaders, at this year's conference. We are a body of students from the Queensland University of Technology, Griffith University and the University of Queensland organising and operating BrizMUN 2010, the largest city-based Model UN conference in Australia. We believe that our conference will be a unique opportunity for YOU to engage with a concentrated audience of approximately 250, undergraduate and postgraduate university students, who over the next few years will make first-rate recruitment candidates.

BrizMUN is Queensland's premier youth diplomacy event, and one of the largest in Australia. It is a unique event which aims to engage university students in contemporary global issues by simulating the debates and processes of the United Nations, its associated organs, and other multilateral institutions. At our conference students have the opportunity to examine, explore and debate in an open forum, views and opinions on a topical issue or situation. Through this rigorous examination, delegates aim to collaboratively, come to a solution to the issue, drawing on all that they have learnt, researched, and experienced from their diverse fields of study and general life experiences. It is our belief that this is an opportunity for sponsors to engage with the future leaders of industry, community, and generally some of the brightest minds, from all three of the largest universities in Queensland and from around Australia.

Our theme for the conference is 'Unite the Present, Challenge the Future'. This recalls the difficulties that we, as global citizens face as we seek to unite and find practical solutions to the problems of today and tomorrow. BrizMUN is scheduled to run from the 9th -11th of April.

Our conference has been growing steadily since its inception in 2008, however we require ongoing financial support, in the form of sponsorship from interested parties to ensure the quality of the content we can offer our delegates. We humbly offer you the opportunity to partake in our exclusive sponsorship packages, as well as limited advertising opportunities throughout the conference. We believe that with YOUR involvement of this year's conference, we can greatly enrich the experience we can offer to our delegates. We are more than happy to discuss tailored arrangements with you.

Kind regards,

The BrizMUN 2010 Secretariat



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EXECUTIVE SUMMARY



The Brisbane Model United Nations Conference (BrizMUN) is a unique event which engages university students in contemporary global issues through a simulation of the workings of the United Nations and other multilateral institutions. BrizMUN is an intensive long weekend of youth diplomacy and leadership development designed to enhance a sense of community amongst students from Brisbane and the rest of Australia. In its third year, BrizMUN will take place at the Gardens Point campus of the Queensland University of Technology, and will be hosted by a dedicated team of volunteer students from the Queensland University of Technology, Griffith University, and University of Queensland.

The range of committees open to delegates, including the Human Rights Council, International Monetary Fund and the infamous Security Council, is one that extends across almost every academic area. BrizMUN's true strength, however, is its ability to help students from all fields to meet their potential by introducing them to new ideas from other disciplines; enriching their academic experience; and by developing their leadership, public-speaking and other skills for the professional world. It encourages active involvement in the wider community, and fosters a sense of connection between fellow university students.



Kind regards,
The BrizMUN 2010 Secretariat

We are seeking financial support from interested parties so that we can open the conference to a greater number of students, ensure them a positive conference experience, and realise the full promise of BrizMUN. Fulfilment of this request will entitle sponsors to a range of tailored promotional and profiling opportunities through a wide range of media.

This sponsorship request introduces you to the many possibilities offered to sponsors at BrizMUN. If you have any further questions, please do not hesitate to contact us using the details on the final page.

MODEL UNITED NATIONS



Model United Nations is a special form of tertiary student conference where delegates engage in a simulation of the processes and debates of global multilateral institutions and United Nations organs. Delegates must faithfully represent their assigned State whilst they discuss, negotiate and collectively formulate solutions to some of the most pressing international issues facing our world today.

Delegates can participate in a wide variety of UN committees, from the archetypal Security Council, to the International Monetary Fund, and selected UN General Assemblies. They may also participate as a reporter for the International Press Gallery. This BrizMUN innovation allows students to practise journalism in a real-life simulation of fast-paced discussions and pressing deadlines to provide information and even entertainment to members of other committees.

Model UN conferences are events with an established global following. Examples include the Sydney University Model United Nations Conference (SydMUN), the Asia-Pacific Model United Nations Conference (AMUNC), the Harvard World Model United Nations Conference (WorldMUN), and now for its third year running, the Brisbane Model United Nations Conference (BrizMUN).



ABOUT BRIZMUN



BrizMUN is the premier Model United Nations (MUN) in Queensland, and the largest city-based MUN in Australia. The conference builds on the successes, proud traditions, and legacy of MUNs at the University of Queensland, Queensland University of Technology, and Griffith University. BrizMUN is an opportunity for students to *put theory into practice*: it provides them with a platform on which to utilise academically acquired knowledge of law, international affairs, journalism, environmental science, medicine, and economics in the context of real world scenarios. BrizMUN organisers attract students from these diverse backgrounds by selecting issues that involve a wide range of interests and areas of expertise.

The 2010 Secretariat are unwavering in their commitment to cement the growth that previous BrizMUNs have created in student networking, strengthening intervarsity cooperation, fostering a culture of youth diplomacy in the city, and with promoting student engagement in international issues. Delegates also derive great personal benefit from their experiences at BrizMUN. The conference improves their self confidence as well as their capacity for negotiation and teamwork;

it enhances their ability to express ideas in a professional environment; and it encourages an understanding of national and international affairs. BrizMUN is undoubtedly a meeting point for students – and would be professionals – of a high calibre. Many have gone on to represent themselves, their university and Australia at regional or international MUNs, these including the prestigious Global Model United Nations Conference (GMUN) at the UN Headquarters in Geneva.

Established MUN networks will see many previous delegates return and thus strengthen the growing popularity of Model UN conferences in Brisbane. This year the Secretariat is specifically reaching out to regional and inter-state participants, further developing the culture of youth diplomacy, intellectual exchange, and intervarsity cooperation that BrizMUN has come to represent.



BRIZMUN HIGHLIGHTS

Conference Date

Friday 9th – Sunday 11th of April 2010

Venues

Committee Sessions:

Queensland University of Technology
Gardens Point Campus

Opening Ceremony:

Old Parliament House

Social Events:

To be confirmed

Attendance

Approximately 250 delegates from around Queensland and Australia

Programme Highlights

Opening Ceremony

BrizMUN's opening ceremony will be attended by dignitaries and guest speakers from a range of Australian diplomatic, community and academic institutions.

Career's Fair

Registration will be accompanied by a showcase of employment, volunteering and post-graduate opportunities in the international field. This includes an advertising opportunity for sponsors.

Vibrant Socials

BrizMUN's social calendar will highlight the energy and multicultural elements of the inner city, and provide a chance for delegates to relax and experience the 'social side' of Brisbane.



CONFERENCE THEME



Unite the Present, Challenge the Future

The BrizMUN 2010 theme is a challenge to us, as members of the global community, to unite in the face of adversity and find pragmatic solutions to the trials of today for the benefit of tomorrow. This reflects the difficulties facing the United Nations and intergovernmental agencies regarding reactions and solutions to international security threats, economic crises and environmental decline. The BrizMUN logo is equally symbolic as it reflects the will of the Secretariat as well as delegates to aim higher and reach further in this and all other endeavours.

Throughout BrizMUN, this theme will remind delegates of the power of diplomacy, and of the necessity of planning for the future. It will also remind them of their own potential to take action and form solutions to issues that confront us – the wider community – in the short and long term.



CONFERENCE GOALS & OUTCOMES



BrizMUN is designed to foster a set of skills and sense of community invaluable to the future leaders of Brisbane, Queensland, and indeed, Australia. It connects students to the academic sphere and business world. This combination of fun, learning and professionalism is unique amongst the co-curricular activities available at universities. For active students, the appeal of Model UN is enduring; and because of this, the tradition of Model United Nations conferences in Brisbane is set to endure. BrizMUN 2010 has three aims for a successful MUN, each with specific initiatives. These goals demonstrate that, while BrizMUN does have promotional value, sponsors also benefit from the chance to interact with the skilled young professionals of tomorrow.

Legacy

Our aim

To ensure that BrizMUN 2010 has an impact far beyond one weekend and on its official delegates. This event will be a significant contribution to the legacy of youth engagement in global issues, both in Brisbane and beyond.

Our strategy

- To continue the tradition of Model UNs as a valuable extracurricular experience for tertiary students, and to maintain BrizMUN as a regular feature of the Queensland and Australian MUN calendar.
- To expand dialogue and cooperation between student societies, multicultural groups and community organisations.
- To enhance cooperation between Model UN Societies and UN Youth Associations throughout Queensland and Australia.
- To set an example in professionalism and cultural inclusiveness, and to foster an understanding of differing global perspectives.

Engagement

Our aim

To engage student interest in global issues and to promote positive, innovative problem-solving. This will encourage and empower young people to become active global citizens and positive contributors to their communities.

Our strategy

- To offer engaging, focussed, contemporary topics in formats that increase delegate participation and understanding of international issues.
- To enhance the MUN experience by providing delegates with comprehensive training, preparation and in-committee support.
- To nurture lifelong skills in writing, speaking, listening and negotiating.
- To promote personal development, volunteering and other professional opportunities, notably through the 'Careers Fair' and its showcase of career choices and further study options.

Community

Our aim

To strengthen and expand the network of students and young leaders across the country, using the Model UN as a forum to unite a diverse range of people, ideas, cultures and academic disciplines.

Our strategy

- For marketing campaigns to make use of the ties established between Brisbane students and their regional and interstate counterparts at past Model UNs.
- To facilitate lasting personal and professional connections by providing a positive working environment, encouraging practice of teamwork and persuasion, and using social networking tools as a medium for reaching students and helping them to maintain contact.
- To organise events that immerse delegates in Brisbane's cultural environment.

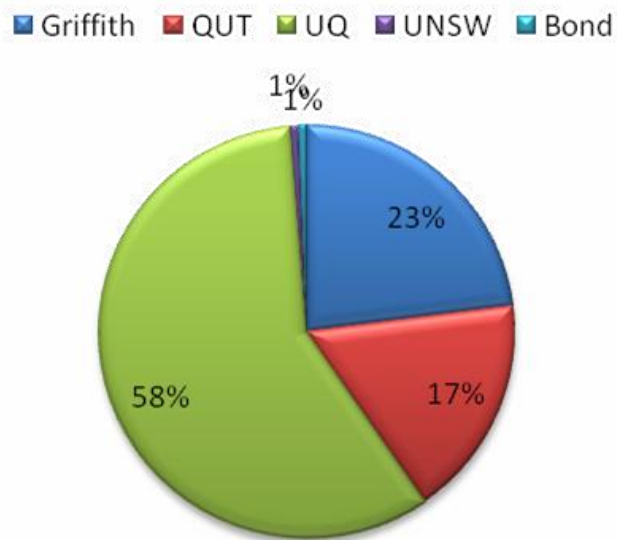
DELEGATE PROFILE

BrizMUN traditionally attracts delegates from universities across Brisbane; the Secretariat aims to expand this audience to include more interstate and regional universities in 2010. Although the conference is relatively young, it has experienced strong growth in delegate numbers. From 2008 to 2009 there was on average a 33% increase in delegation sizes from the Queensland University of Technology, Griffith University, and the University of Queensland. The success of past BrizMUNs and the legacy of the 2009 Asia-Pacific Model United Nations Conference at the University of Queensland will contribute to an expected 20% increase in delegate numbers for 2010.

Age

Delegates are typically **18-26** years of age.

Delegate Breakdown by University (2009)



Education

BrizMUN attracts undergraduate and postgraduate students studying in a variety of academic disciplines. These include international relations, law, economics, journalism, arts, medicine and environmental science.

Socio-economic background

Participants range from individuals with low to relatively high disposable income.

Geography

Delegates are primarily from Brisbane, but there is also increasing representation from other major urban areas in Queensland and Australia.

Motivation

Delegates are typically motivated by opportunity: they are socially aware, highly active in all aspects of student life and keen to make positive contributions to society.

MARKETING

BrizMUN will be advertised through an array of media that specifically targets university students. Sponsors are well-positioned to benefit from these marketing strategies. Key components of our marketing campaign include:

Direct Communication

The Secretariat and supporting students will deliver oral presentations in lectures and at relevant youth and community forums; we also utilise promotional events, stalls and word-of-mouth.

Print Media

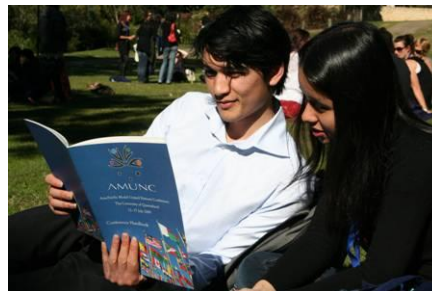
Our strategy involves print media, including posters, flyers, and other signage, to be distributed at universities.

Networks

BrizMUN will develop and advertise through existing youth groups and networks, in particular student UN societies, international relations interest groups, and other appropriate special interest organisations. The BrizMUN Secretariat has maintained strong relationships with a number of interstate student groups which will provide access to a wider student audience, as well as to prominent community leaders.

Online Resources

The Secretariat plans to utilise the internet and social networking tools that feature prominently in student life. These include our website, www.brizmun.org (under maintenance until February 25), university websites, websites of related organisations (youth groups, student societies and community groups), as well as online social networking sites such as Facebook and Twitter.

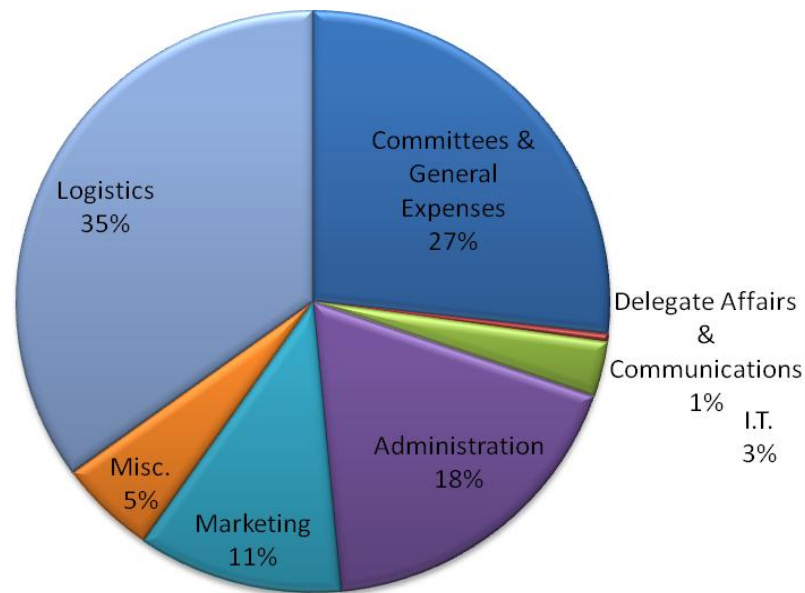


SPONSORSHIP REQUEST

BrizMUN 2010 humbly requests that interested parties contribute to BrizMUN, in order to realise the vision of the 2010 conference. We are currently offering sponsorship packages ranging from a negotiable \$2,000AUD to as little as \$500. Please see the website to see a full list of current sponsors. (<http://brizmun.org/sponsors.html>)

Proposed Use of Sponsorship Funds

Sponsorship funds will be approximately applied in the following areas:



SPONSORSHIP PACKAGES

Organising BrizMUN 2010 is a significant undertaking, and a holistic sponsorship strategy involving many stakeholders is required to realise its aims. Gold, Silver, Bronze, and Committee Sponsor packages, options for 'in kind' support, and the opportunity to purchase additional advertising are offered in recognition of your generous contribution to the Brisbane Model United Nations Conference.

The Queensland University of Technology has been granted Host Sponsorship of BrizMUN 2010 and are entitled to all features of the Gold package, excluding speaking rights at the Opening Ceremony, and conference naming rights. Gold Sponsorship is also no longer available as it has been secured by the QUT Business Faculty. These contribution values are indicative only and negotiable.

Sponsorship Tiers	Gold	Silver	Bronze	Committee
Number of Opportunities	1	5 – 8	∞	7
Contribution Value (AUD)	\$3,000	\$2,000	\$1,000	\$500
Naming Rights				
Conference Naming Rights	x			
Single Event Naming Rights	Negotiable	Negotiable	Negotiable	Negotiable
Committee Naming Rights				x
Invitations				
Speaker at Opening Ceremony	x			
Promotional Stall at Careers Fair	Free	Free	½ Price	
Media Exposure/Advertising				
Acknowledgment in Major Publications	x	x	Selective	Selective
Prime Position of Logo on Major Publications	x	x		
Logo on Major Publications	x	x	x	x
Logo on Major Marketing Materials	All	All	Selective	Selective
Complimentary Advertisement in Conference Handbook and Press Gallery Publication	1 Page	½ Page	¼ Page	¼ Page

SPONSORSHIP PACKAGES (CONT.)

Sponsorship Tiers	Gold	Silver	Bronze	Committee
Delegate Resources				
Satchel Promotional Insert or Literature in Delegate Pack	x	x	Selective	Selective
Logo on Delegate Accreditation (ID, placard)	x	x		
Logo on Committee Placard				x
Website				
Rotating Advertisement on Home Page (Hyperlinked to Sponsor Website)	x	x		
Hyperlinked Logo on Home Page	x			
Hyperlinked Logo on Sponsors Page	x	x	x	
Hyperlinked Logo on Sponsored Committee Page				x

Additional Opportunities

Conference Handbook	Cost
Full Page Advertisement	\$600
Half Page Advertisement	\$350
Quarter Page Advertisement	\$300
Press Gallery Publication	
Full Page Advertisement	\$400
Half Page Advertisement	\$250
Quarter Page Advertisement	\$200
Stalls at Careers Fair	
Dependant on Space	\$400

In Kind Support

The Secretariat understands that direct financial contributions may be difficult in this current economic climate. We therefore welcome offers of non-financial support in the form of supplies such as pens or water bottles. These contributions would generate advertising benefits and further opportunities comparable to those of financial sponsors.

GOLD PACKAGE

Contribution

\$3,000 AUD

Exclusivity

Available to only 1 Sponsor.

Key Benefits

Exposure

Address to delegates at the Opening Ceremony; sponsor logo on all major documents and marketing materials.

Publicity

Includes naming rights to the conference (i.e. "BrizMUN 2010 is brought to you by Sponsor"), with recognition on the BrizMUN website and on all major documents, banners and advertisements.

Delegate Pack

Sponsor receives a promotional insert circulated to all delegates with the Delegate Pack, and a premier full page advertisement (valued at \$600 AUD) in the Conference Handbook with your logo printed on the front cover.

Career's Fair

Exclusive access to a stall in prime position at the Careers Fair.

Additionally

- Sponsor logo on Committee Placards (used throughout the duration of the conference).
- A free full page advertisement in the Press Gallery Publication valued at \$400 AUD.

SILVER PACKAGE

Contribution

\$2,000 AUD

Exclusivity

Available to 5 to 8 Sponsors.

Key Benefits

Exposure

Sponsor logo on major documents and publications, and on the front inside cover of the Conference Handbook and all major marketing materials.

Publicity

Recognition as Silver Sponsor, and an advertisement on the BrizMUN website.

Delegate Pack

Sponsor receives a promotional insert circulated to all delegates with the Delegate Pack, and a free half page advertisement (valued at \$350 AUD) in the Conference Handbook.

Career's Fair

Exclusive positioning of a stall at the Careers Fair.

Additionally

- Free half page advertisement in the Press Gallery Publication, or half price for a full page.

BRONZE PACKAGE

Contribution

\$1,000 AUD

Exclusivity

Unlimited.

Key Benefits

Exposure

Logo printed on major documents and publications.

Publicity

Recognition as Bronze Sponsor on major documents and selected marketing materials.

Delegate Pack

Sponsor receives promotional inserts in selected Delegate Packs, and a free quarter page advertisement in the Conference Handbook.

Career's Fair

Exclusive positioning of a stall at the Careers Fair, after Gold and Silver Sponsors.

COMMITTEE PACKAGE

Contribution

\$500 AUD

Exclusivity

One per committee; may sponsor multiple committees.

Key Benefits

Exposure

May have a display on the wall of the Committee Room, logo on the Committee Placard, as well as a logo or message on the Delegate Placard.

Publicity

Committee naming rights.

Delegate Pack

Sponsor receives a promotional insert in Delegate Packs for the sponsored committee.



COMMITTEES



- **Security Council**

Topic – Response to the discovery of an advanced nuclear facility in Iran (hypothetical)

- **Human Rights Council**

Topic – Questioning possible human rights violations during the recent conflict in Sri Lanka

- **1st General Assembly (Disarmament & International Security)**

Topic – Questioning the threat to international security posed by cyber attacks

- **6th General Assembly (Legal)**

Topic – Questioning the addition of legal provisions to the *Convention on the Law of the Sea* to address disputed economic maritime boundaries

- **United Nations Environment Programme**

Topic – Questioning the role of States in preserving biodiversity hotspots

- **International Monetary Fund**

Topic – Questioning the possible establishment of an official world reserve currency to replace the US dollar

- **International Press Gallery**

The International Press Gallery involves student journalists observing, covering and reporting on the happenings and discussions of all other BrizMUN committees. Furthermore, the Press Gallery will release a Conference Publication (conference news) at the conclusion of BrizMUN.

THE SECRETARIAT



BrizMUN 2009 is organised by an inter-varsity host team comprised of students from the University of Queensland, Queensland University of Technology and Griffith University. This Secretariat enjoys the support of the three universities' UN societies.

Members of the Secretariat are experienced students who have organised Model UN conferences such as AMUNC, participated in prestigious MUNs such as Global MUN and Harvard World MUN, and hail from a diverse array of backgrounds. They bring to the team a variety of professional skills and knowledge stemming from involvement in industry, extra-curricular activities, and community work.



Co Secretary-General

Arlou Arteta

Arlou is a fifth year Bachelor of Law/Arts student majoring in Ethics and Human Rights at QUT. She has participated in numerous Model UN conferences, namely BrizMUN 2009, AMUNC 2009, SydMUN2009 and the inaugural Global Model United Nations Conference 2009 (GMUN) hosted in Geneva by the United Nations and officially opened by UN Secretary General Ban Ki Moon. Arlou currently holds the office of President for the QUT Student Guild United Nations Association.

Co Secretary-General

Aaron Santelises

Aaron Santelises is a third year student at Griffith University studying Law and International Relations. Aaron has considerable experience in Model United Nations, having attended AMUNC 2008, AMUNC 2009, SydMUN 2008, SydMUN 2009, BrizMUN 2009 and the prestigious 2009 Harvard WorldMUN. Aaron is a founding member of the UN Student Association of the Griffith Gold Coast Campus (UNSAGC), and is currently Vice-President of the Labour Party Burleigh Branch.





Deputy Secretary-General

Lanz De Jesus

Lanz is a third year Bachelor of Arts student at the University of Queensland studying International Relations, Peace & Conflict Studies, Philosophy, and French. He is the chief architect, mastermind and first Director of the acclaimed Crisis Council for the Asia-Pacific Model United Nations Conference. Lanz has significant leadership experience in international relations. He started out as a volunteer Research Assistant for the Office of Senator Trood, and is currently serving as a Steering Committee member for the Asia-Pacific Responsibility to Protect Student Coalition as well as Vice-President of Education for the United Nations Student Association at UQ.

Committees – Under Secretary-General

Alexander Mack

Alexander is a third year University of Queensland student studying a Bachelor of Arts, and majoring in International Relations and Chinese. He is a MUN veteran, having attended 7 MUN conferences over the past 2 years, including BrizMUN 2009, SydMUN 2009, AMUNC 2009, and the prestigious 2009 Harvard WorldMUN Conference at The Hague. Throughout 2009, Alexander served as the Assistant Secretary-General for Committees at AMUNC, and as the Education Officer for the United Nations Student Association at UQ. He attended the 19th International Youth Leadership Conference in Prague last January and will be representing Australia for a second time at the Harvard WorldMUN conference in Taipei as Vice-Head Delegate of the Australian Delegation.



Socials – Under Secretary-General

Megan Fowke

Megan is a fourth year Bachelor of Law (QUT)/Bachelor of Arts (UQ) majoring in French and Peace and Conflict Studies. Megan has been involved with several Model UN conferences including BrizMUN 2009, AMUNC 2009 and SydMUN 2009. She currently holds the office of Social Director of the QUT Student Guild UN Association. In March she will be representing Australia as a member of the Australian delegation at the 2010 Harvard World Model United Nations Conference in Taiwan.



Logistics – Under Secretary-General

Sarah Newman

Sarah is a 2nd year Bachelor of Laws/Business student at the Queensland University of Technology majoring in International Business. She participated in her first MUN in Sydney 2009 where she represented Jordan in the First General Assembly. She currently holds the office of Publications Director for the QUT Student Guild United Nations Association. Sarah looks forward to fulfilling her challenging role as USG for Logistics for BrizMUN 2010 and anticipates a fantastic and thought-provoking conference.

Marketing – Under Secretary-General

Kate Stevenson

Kate is a second year Honours College student at Griffith University studying Asian Studies, International Relations and Japanese. Kate represented Brisbane as a Young Professional on the Lord Mayor's Delegation to the 2009 Asia Pacific Cities Summit in South Korea, and recently returned from a winter exchange at Sookmyung University in Seoul. BrizMUN 2009 was her first MUN experience, and led to her participation in AMUNC and BondMUNC the same year. Kate currently holds the office off Co-MUN Convenor for the United Nations Student Association at Griffith.



Information Technology – Under Secretary-General

Thomas McNair

Thomas is a second year UQ student studying a Bachelor of Information Technology, majoring in Games Modelling and Multimedia, and taking minors in Web Design, Graphics, and Database Modelling. He has completed a Certificate III in Information Technology and in 2009 participated in an exclusive UQ program to develop problem solving strategies for code writing.



Finance – Under Secretary-General

Michael Nowland

Michael is a third year Bachelor of Commerce and Economics student at UQ, dual majoring in Finance, and International Trade. He has attended numerous Model UN conferences, consecutively winning 'Best Delegate' awards at BrizMUN 2009, AMUNC 2009, and SydMUN 2009. He has travelled extensively and lived abroad for extended periods, most recently in Taipei, Taiwan. Michael has gained practical business experience through numerous positions. His most recent forays include the office of Treasurer for the UQ United Nations Student Association in the second half of 2009, and an internship with KPMG's Corporate Finance division.

Delegate Affairs – Under Secretary-General

Margaret Freyne

Margaret Freyne is a final year Bachelor of Law student at the University of Queensland, having graduated with a Bachelor of Arts in 2008 with majors in German and International Relations. Margaret is a citizen of the world, with her travels including a semester abroad at the University of Copenhagen. She has participated in numerous Model UN conferences including BrizMUN 2008 and 2009, SydMUN 2009, and AMUNC 2009 (where she received an Honourable Mention). In March, Margaret will represent Australia as a member of the Australian delegation at the prestigious 2010 Harvard WorldMUN Conference in Taiwan.



CONTACT

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