



**ASIA-PACIFIC
COMMERCIAL
MEDIATION
COMPETITION**

SPONSORSHIP
PROSPECTUS



ADC-ICC ASIA-PACIFIC COMMERCIAL MEDIATION COMPETITION

The 4th Annual ADC-ICC Asia-Pacific Commercial Mediation Competition creates a unique opportunity for university students to practice their negotiation skills in a commercial mediation setting; an essential area of dispute resolution in international commercial law.

The ADC and ICC seek to empower tomorrow's business leaders and legal minds, equipping them with skills to better meet the dispute resolution needs of international commerce in an expanding and increasingly complex marketplace. Through this Competition, students learn to effectively combine the use of negotiation strategies, mediation and collaborative problem-solving skills to successfully represent their client's interests and seek settlement.

The Competition acts as a regional preliminary round to the ICC International Commercial Mediation Competition, held annually at the ICC Global Headquarters in Paris, France. There is a reserved place in the prestigious Paris Competition 2021 for the winning team from the ADC-ICC regional event. In an exciting 2020 Paris Grand Final, the winning team from last year's Asia-Pacific Competition were again the winners, against 65 international teams.

The aims of the Competition are to:

1. Create a unique opportunity for students to showcase their negotiation skills in a commercial mediation environment.
2. Develop students' skills in collaborative commercial problem solving, analytical judgement and persuasion.
3. Connect aspiring students to strong professional networks.

Teams are drawn from leading Universities in Australia, Asia, the South Pacific and the Americas, with support provided by professional mediators and lawyers.

Online Competition 2020

With ongoing travel restrictions, and student safety paramount, the Competition will be held online in 2020.

In an exciting collaboration the specialist ODR platform is being powered and sponsored by Modron.

The online capability offers sponsors significant profile opportunities before and during the competition.



Why Partner with the Asia-Pacific Commercial Mediation Competition?

The ADC-ICC Asia-Pacific Commercial Mediation Competition brings together major law firms, universities, businesses and government agencies in support of the Region's next generation of commercial negotiators and ADR-skilled professionals.

Sponsors benefit from:

- Increasing your brand's visibility and awareness across national and international academic, legal, business and ADR communities.
- Aligning your corporate image with a high-profile pro-bono opportunity created by the Australian Disputes Centre and the International Chamber of Commerce; regional and global leaders in ADR.
- Developing closer relationships with the ADC and ICC and other key domestic and international stakeholders
- Supporting University students who are studying commercial negotiation, mediation, and other Alternative Dispute Resolution processes.
- Creating unique networking and recruitment possibilities for your firm.

We invite you to partner with the ADC and ICC to make the 2020 Asia-Pacific Commercial Mediation Competition the most successful regional event to date.

This 4th Annual Competition offers a broad and exciting range of online options, with different levels of sponsorship that can be adjusted to your specific interests.

We can work with you to achieve your unique marketing objectives, and tailor a sponsorship package offering that meets your business objectives. This includes cross-promotional opportunities for the Competition and associated events, and the opportunity for your young lawyers to contribute as volunteers as part of their work.

All partnership agreements are negotiated and executed on an exclusive one-one basis.

Sponsorship Opportunities

We offer a number of logo-placement, branding and networking benefits for sponsorship of the Competition. A range of defined corporate sponsorship packages are available up to \$25,000.

In addition, we can work with you to identify further opportunities, and tailor packages to meet your organisation's specific sponsorship needs.

In addition to our corporate packages, the ADC and ICC are pleased to offer other opportunities to be part of this prestigious competition. These include financial and in-kind support for specific aspects of the competition, including hosting:

- Training Webinars for the University Teams.
- The Judges' and Mediators' Training Seminar.
- Roulette Networking events.
- Competition Event 'App'
- Online Wellness events/webinars
- Social Photo Booth
- Social Media Display
- Digital Swag Bags
- Video Interviews

Media Partnerships

The ADC and ICC are pleased to offer cross-promotional media partnerships. Partnerships are negotiated on an individual basis.

A media partnership with the Competition can offer distribution of publications and promotional material, logo identification as a media partner on the website and during the competition, and shared database information in accordance with Privacy Laws.

In most cases, we seek electronic distribution of Competition promotional material, logo placement on website and social media, and an announcement article of the Competition.

For media partnership enquiries, please email us at adr@disputescentre.com.au.



Sponsorship Menu

The sponsorship menu below summarises sponsorship types and benefits. We are excited to work with you to identify a package that best meets your needs.

	PRINCIPAL \$25,000	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000
LOGO PLACEMENT				
Logo on opening page of Competition Webcast	✓			
Logo on front page of event brochure	✓	✓		
Logo displayed during Welcome Event	✓	✓		
Logo displayed on advertising screen during Competition Final	✓	✓	✓	
Logo on the Competition website	✓	✓	✓	✓
Logo on the back of the event brochure	✓	✓	✓	✓
Logo on the back of the bio booklet	✓	✓	✓	✓
ADDITIONAL BRANDING				
Possibility to offer named prizes for Competition winning team and individuals and prize list displayed online.	✓	✓		
Advertorial Blog on event social media	✓	✓		
Sponsor support publicised by ADC through event social media	✓	✓	✓	✓
Verbal acknowledgement as a Sponsor throughout the competition by master of ceremonies	✓	✓		
NETWORKING				
Video Interviews shown through social media	✓	✓		
Wellness webinars	✓	✓	✓	
Virtual booth for 'Roulette Networking' event.	✓	✓	✓	✓
Hosting Mediators training	✓	✓	✓	
Hosting a Participant Training webinar	✓	✓	✓	
Hosting a virtual social or educational event for participants and stakeholders prior to or during the competition	✓	✓		
TARGETED MARKETING AND OTHER				
Digital Swag Bags	✓	✓	✓	
Possibility to send participants a promotional email	✓	✓	✓	
Sponsoring Social Photo Booth	✓	✓	✓	
12 month subscription to Australian Chamber of Commerce and industry's Australian Chamber Insights e-newsletter	✓	✓	✓	✓

About ADC

Established in 1986, the Australian Disputes Centre (ADC) is Australia's pre-eminent, independent, not-for-profit institution dedicated to advancing the interests of commerce, government and communities through timely, cost-efficient and private dispute resolution processes. ADC undertakes its work domestically and internationally across four key areas:

Professional Development Training

Australia is a global leader in the uptake and best-practice of mediation in all sectors of civil society, and ADC has been at the forefront of developing this expertise for over 34 years. Specialising in commercial dispute resolution, its foundation mediation courses are recognised internationally by Australia's Mediator Standards Board, and by the Chartered Institute of Arbitrators (London), which offers ADC alumni recognition for Clarb membership, under its mediation stream.

Disputes Management

Named in commercial and government contracts, ADC is an appointing authority for mediators, conciliators, arbitrators and experts, drawn from its highly regarded panel of advanced ADR practitioners.

Thought Leadership

ADC is an energetic and progressive advocate for the commercial and community benefits of ADR processes. In addition to its research and professional development course, its Thought Leadership initiatives include the annual ADR Address Series, in collaboration with Australia's Supreme Courts, and hosting the Annual Australian ADR Awards.

ADR Centre

ADC provides exceptional custom-built dispute resolution facilities in the heart of Sydney's legal and financial district, an Online Dispute Resolution platform, ADC Virtual, and a network of other venues across Australia.

About ICC Australia

Founded in 1919, the Paris-based International Chamber of Commerce serves world business by promoting trade and investment, open markets for goods and services, and the free flow of capital.

ICC Australia, the Australian branch of the ICC, is part of the Australian Chamber of Commerce and Industry. ICC Australia was established in 1927 as the ICC's 11th national committee, making it one of the oldest affiliates.

ICC Australia gives voice to Australian business in the international arena, connects the concerns of Australian industry to the policy aims of the ICC, and is the conduit for the flow of information between Australian businesses and global commerce.

Members of ICC Australia can learn about the latest developments in international commerce through access to news from the ICC's network of over 120 national committees.

ICC Australia continues the Australian Chamber's tradition of powerful international advocacy on behalf of the Australian business community.

About the Australian Chamber

The Australian Chamber of Commerce and Industry is the largest and most representative business advocacy network in Australia, speaking on behalf of Australian business at home and abroad.

The Australian Chamber represents more than 300,000 businesses of all sizes, across all industries and all parts of the country employing over 4 million people. It advocates on behalf of the business community on issues including economics, tax, trade, workplace relations, education and training and work health and safety.

The Australian Chamber represents Australian business in international forums including the International Chamber of Commerce, the International Organisation of Employers and the OECD's Business and Industry Advisory Council.



**For all enquiries contact
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Deadline for Sponsorship Packages is 30 June 2020

ADC-ICC Asia-Pacific Mediation Competition Dates

Online

30 August - 1 September 2020

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