

Invitation
to sponsor
the Clarity 2016
conference

The Business of Clarity

An evidence-based approach to the benefits of accessible
writing in law, business, and government

6th international Clarity conference — Wellington, New Zealand
3–5 November 2016

Hosted by

WRITE
clarity

Clarity 2016 offers you the chance to connect your brand with a strong professional movement that benefits citizens, consumers, and businesses around the globe.

With packages from \$250 to \$20,000, you'll find a sponsorship opportunity to suit your budget.



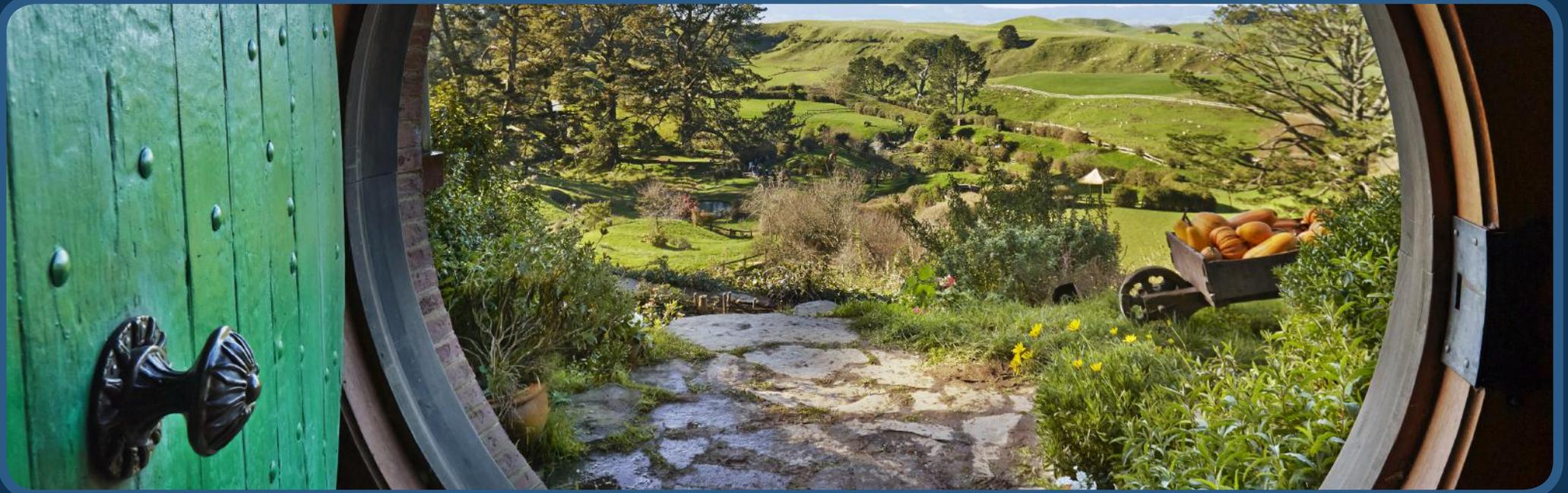
About the conference

Clarity 2016 will bring together experts from around the world to focus on the benefits and practice of using plain language in legal, business, and government documents.

The theme **The Business of Clarity** will strongly promote the link between clarity, reputation, and effectiveness.

Delegates will enjoy a variety of session formats including plenary sessions, concurrent seminars and practical workshops, case study presentations, panel discussions, mentoring appointments, and 'speed learning' events.

A welcome reception, an informal 'This is New Zealand' social evening, and a gala dinner will allow plenty of time for relaxing and networking.



Inspiration and education

Compelling keynote speakers and other plain language professionals from around the globe will inspire and educate on topics such as:

the case for plain language in the professions

the philosophy and ethics of reader-focused communication

approaches to plain language training

accessibility in a digital world

the intimate link between clarity and design

and much more

'...because law touches almost everything in some way, so does the fog of legalese. I think no reform would more fundamentally improve our profession and the work we do than learning to express ourselves in plain language.'

Professor Joseph Kimble, *Lifting the Fog of Legalese: Essays on Plain Language*

Who's coming?

We expect 250 or more national and international delegates will attend the conference. They'll be a large contingent of New Zealand and Australian delegates plus significant numbers from Europe, the UK, the US, Canada, the Middle East, Asia, and South America.

The delegates
will be:

lawyers, legislative
drafters, legal writers,
and community
legal educators

writers from
organisations whose
documents refer to
the law or have
some legal basis
(most businesses)

writers
from financial
organisations including
banks, insurance
companies, financial
planners, and
investment
companies

plain language
professionals

marketing,
communications,
and public relations
professionals

designers and usability
professionals

What will you get as a sponsor?

We've made sure our sponsors will be well rewarded and recognised for their contributions. From the time we start the call for papers and invite delegates in early 2016, your name will be out there!

Clarity 2016 offers a rare opportunity to get both national and international exposure for your brand.



Interested in Platinum or Gold sponsorship? We're happy to work with you to create personalised benefits that work best for you.

Sponsor benefits at a glance

For detailed benefits of each package, see the tables on the next two pages.
Sponsor amounts are in New Zealand dollars.

Sponsor package	Sponsor amount	Packages available	Passes included	Banners displayed	Special thanks	Logo displayed	Bag insert
Platinum	\$20,000	1	10	✓	✓	✓	✓
Gold	\$12,000	2	6	✓	✓	✓	✓
Silver	\$6,000	2	3	✓	✓	✓	✓
Welcome reception	\$5,000	1	2	✓	✓	✓	✓
Lunch	\$5,000	2	2	✓	✓	✓	✓
Conference bags	\$3,500	1	2	✓	✓	✓	✓
Tea break	\$2,500	4	1	✓	✓	✓	✓
Treats	\$1,500	2	1	—	✓	✓	✓
Wifi code	\$1,500	1	1	—	—	✓	—
Bag insert	\$250	6	—	—	—	✓	✓
Pre-conference workshop	\$1,500	2	1	✓	✓	✓	—

Sponsor package details

Sponsor package	What do I get?
Platinum	10 conference passes 5-minute speaking opportunity on conference theme at a plenary session 3-minute speaking opportunity or other prominent involvement at gala dinner logo on lanyards logo on conference bag your banners in all conference rooms including registration area, welcome reception area, and at gala dinner your branded item in conference bag logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in speeches the option to have a booth on registration day email addresses of delegates
Gold	6 conference passes 5-minute speaking opportunity at a plenary session your banners in plenary room and in registration area, opening reception area, and at gala dinner your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in speeches email addresses of delegates
Silver	3 conference passes 5-minute speaking opportunity at the New Zealand-themed social event your banners in plenary room, registration area, and opening reception area your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in speeches email addresses of delegates
Welcome reception	2 conference passes your banners in registration and reception areas your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in opening reception speech email addresses of delegates
Lunch	2 conference passes your banners in registration and lunch areas your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in lunch announcement and in print on dining tables email addresses of delegates

Sponsor package details

Sponsor package	What do I get?
Conference bag	2 conference passes your logo and key message as single feature on one side of conference bags thanks in welcome reception your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions email addresses of delegates
Tea break	1 conference pass your banner in relevant morning/afternoon tea area your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in tea break announcement and in print on tea tables email addresses of delegates
Pre-conference workshop	1 conference pass logo displayed in promotional material as much as possible and on the conference website your banner at workshop venue your logo on workshop material thanks at workshop opening
Treats	1 conference pass logo displayed in promotional material as much as possible and on the conference website your branded item in conference bag special thanks for chocolate or ice-creams at afternoon tea
Wifi	1 conference pass your company name announced as wifi password
Bag insert	logo displayed in promotional material as much as possible and on the conference website your branded item in conference bag
Print sponsor	2 conference passes your banners in registration and reception areas your branded item in conference bags logo displayed in promotional material as much as possible and on the conference website social media mentions thanks in opening reception speech email addresses of delegates

About clarity

Clarity is a worldwide network of professionals who are committed to promoting plain legal language.

With more than 800 members from 50 countries, Clarity is the largest international plain language organisation.

Our members are people who believe in the benefits of plain legal language. They include judges, lawyers, government officials, scholars, and teachers, as well as corporate and NGO representatives.

Many are plain language practitioners — writers, editors, researchers, consultants, and trainers — with a wealth of knowledge, expertise, and experience in plain legal language.

Founded in the UK in 1983 by a small group of legal professionals, Clarity now has official representatives in around 30 countries and a team of dedicated volunteers who advocate locally for the use of plain legal language in place of legalese. Every second year, Clarity presents a conference with a local partner. In 2014 the conference was held in Antwerp, Belgium.



For more information about Clarity and its work, go to: www.clarity-international.net.

About WRiTE

Write is a professional services firm that helps government and business organisations create clear, reader-friendly communications that get results.

Founded by Chief Executive Lynda Harris in 1989, Write is recognised nationally and internationally as a leader in providing evidence-based solutions to communications needs.

The company offers everything from document and website redrafts to comprehensive user-testing and company-wide plain language projects.

Write is actively involved in making the public aware of the need for clear 'citizen language' in all public, legal, financial, and health information. Write is also proud to be founding sponsor and host of the annual WriteMark New Zealand Plain English Awards.

Lynda Harris was recently awarded a prestigious international award at the PLAIN International Conference in Dublin, Ireland. The Mowat Award 'recognises a significant contribution to advancing plain language at the local, regional, national, or international levels'.



Want to say yes? Or find out more?

We'd love to talk with you to find a sponsor package that suits your situation and budget.

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