

**Sponsorship  
Prospectus**



**South Australia**

**IPWEA**

INSTITUTE OF PUBLIC WORKS  
ENGINEERING AUSTRALASIA

**2024**

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**Annual General Meeting  
Sponsorship**

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## Introduction

The Institute of Public Works Engineering Australasia (SA Division) offers companies opportunities to sponsor our Annual General Meeting and Christmas Lunch - it's a great way to showcase your abilities, successful projects, and new technologies *directly* to the people who will be most likely to recommend or approve your services. You can't get a more targeted advertising spend than that!

This financial support in turn allows IPWEA SA to have a lower per person cost for the AGM and lunch, attracting more attendees and helping us to build a stronger community of practice here in South Australia.

Investing in the IPWEA SA Annual General Meeting sponsorship not only enhances your brand's recognition but also demonstrates your commitment to advancing the field of public works in South Australia. There are two tiers of sponsorship available, **Major Sponsor** and **Table Sponsor**, tailored to suit your specific objectives and budget. From exclusive branding opportunities to direct engagement with decision-makers during networking sessions, your sponsorship ensures your company stands out as a leader in driving innovation and excellence in public infrastructure development and management. Join us in shaping the future of public works in South Australia while establishing lasting connections and fostering meaningful partnerships.

## Who is IPWEA SA?

The Institute of Public Works Engineering Australasia SA Division (IPWEA SA) is a professional association providing member services and advocacy for those involved in and delivering public works and engineering services to the community. The Institute has been around for over 100 years and membership primarily consists of Public Sector/Local Government professionals specialising in Infrastructure and Public Works. Members come from the wide range of professions involved in public works and services, including engineers, technicians, public works directors, contractors, consultants, managers, and strategic planners. Our members include those working in the areas of roads, asset management, stormwater systems, airports, cemeteries, parks and gardens, and coastal and harbour facilities. All IPWEA SA events are open to both members and non-members, but the AGM is really targeted at members.

## Sponsorship Benefits

Participating partners will gain a unique opportunity to demonstrate their organisation's level of support and expertise. They can also:

- Gain exposure to a wider audience
- Connect directly with key clients and stakeholders in both public and private sectors
- Build new relationships with IPWEA SA and its members and strengthen existing connections
- Communicate your message to local professionals
- Demonstrate how you can address your customers' needs and concerns
- Increase brand awareness
- Showcase your latest products and services
- Tap into the ever-growing engineering and public works sectors.

## Major AGM Sponsor

Ensure your company will receive exposure while driving brand awareness and engage with key clients who can propel your business into the future through targeted advertising. Major Sponsors are **\$2500 + gst**, and there are a limit of two each year.

Major AGM Sponsors will receive the following entitlements:

### Pre-Event

- Company logo featured on the event homepage\*
- Marketing promotion as a Sponsor through IPWEA SA member and non-member Electronic Marketing in the lead up to the event

### During Event

- 50% shared AGM Lunch naming rights—logo on all the menus, holding slides, and one pull up screen at the front of the room during the event
- Five (5) minute presentation including audio-visual (the timing to be set according to the run sheet on the day)
- Four (4) complimentary registrations
- Through preferential voting, and a first-in-best-dressed tiebreaker, sponsors can choose some of the attendees they prefer to be seated with
- Acknowledgement as sponsor during the opening address and closing remarks
- Opportunity to provide a prize of under \$25 for a business card draw at the end of the event

### Post Event

- Inclusion in IPWEA SA post-event marketing
- Delegate list supplied to continue the conversation, subject to delegate consent

*\*Sponsor to supply all artwork/material*

## Table Sponsorship

Table Sponsorship is **\$300 +gst** per table, and companies can sponsor up to two tables. Table Sponsors receive the following entitlements:

- Company logo to be included on the event page, in the meeting invite / agenda provided to registrants, and any electronic marketing solely for this event
- One pull up banner may be placed at the table they are sponsoring
- One complimentary registration (to be seated at the table sponsored)
- Through preferential voting, and a first-in-best-dressed tiebreaker, sponsors can choose some of the attendees they prefer to be seated with
- Acknowledgement as sponsor during the opening address and closing remarks
- Opportunity to provide a prize of under \$25 for a business card draw at the end of the event

## Secure A Sponsorship!

Securing an AGM sponsorship is very easy. We've created an online portal to accept applications for sponsorship. You can fill it out at any time, and will be invoiced about two months before the AGM. Filling it out early secures your sponsorship and it's priority order, and only takes a couple of minutes. You can book it now at this link:

<https://app.smartsheet.com/b/form/34eb3bcae7ed4ae783a986cdfbfc389>

## Terms and Conditions

All sponsors must agree to the following terms and conditions for sponsoring an IPWEA SA Event. Sponsoring an IPWEA SA Event entitles you to only the named event. IPWEA SA reserves the right to accept or reject any application for sponsorship at its discretion. Sponsorship packages which may be limited in number, will generally be allocated to those organisations who apply earliest. Application of sponsorship packages regardless of the preference is at the discretion of IPWEA SA, whose decision will be final.

## Sponsorship Benefits, Obligations and Due Dates

- The Sponsor agrees to pay the sponsorship fee in accordance with the amount selected in the online Sponsorship Agreement.
- Full payment is subject to the IPWEA SA terms of trading, payable within 14 days of receiving invoice. If your payment is not received by the due date, the sponsorship will become available to other interested organisations. Returning an Acceptance and Booking Form does not guarantee a place as a Sponsor.
- In the event of any late payment beyond the invoice due date, admin fees of 1.5% percent of the full amount will be added onto the invoice on a monthly basis until the balance is settled. Such fees will be in addition to the outstanding sponsorship fee and will not be negotiable.
- The Sponsor will act at all times in a manner which is consistent with the good name, goodwill and reputation of IPWEA SA.
- IPWEA SA is responsible for administration of the event/ activity and coordinating all details of events/ activities that are held.
- The Sponsor is permitted the specified amount of registration/s as stated in the entitlements.
- The Sponsor is responsible for providing the required artwork, logos and text as relevant by the due date(s) advised by IPWEA SA.
- Logos will be requested in a jpeg format, high resolution 300dpi. Should an alternative format be received IPWEA SA cannot be held responsible for the quality of logos displayed in any of the promotional material and through the online, live event.
- In the event that materials, information or artwork required by IPWEA SA are not received by the designated due date(s), the use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded.
- Promotional/Marketing material is to be provided by the sponsor/company representative prior to the virtual event. Marketing material can include advertisements, news articles, LinkedIn posts and logos.