

**Sponsorship
Prospectus**



South Australia

IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

2024

**Symposium, Tech Talk, and
Site Tour Event Sponsorship**

Prospectus

Introduction

The Institute of Public Works Engineering Australasia (SA Division) offers companies opportunities to sponsor events on topics related to their business. 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 put on more events each year, and build a stronger community of practice here in South Australia. Sponsors become our partners in delivering great events to our members.

IPWEA SA's face to face and virtual events provide a unique, engagement-driven experience for presenting partners to shape the future of SA communities. Presenters will provide the latest insights into industry specific areas, current issues and trends with room for live Q&A. These events help to establish and maintain effective professional relationships with conversations continuing afterward. We aim to create events are relevant for all levels of public works professionals and provide the perfect medium for partners and suppliers to present products and/or technologies, share experiences, discuss emerging challenges and provide insights into new projects to key decision makers in SA Councils. We encourage partnering with public sector clients who have implemented the products and / or technologies being demonstrated to show their relevance in a relatable situation.

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.

Sponsorship Benefits

Sponsors 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.

Sponsorship Types and Descriptions

Advertising Level Sponsorship

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. Advertising Level Sponsorships may not be offered for an event and are normally restricted to **Site Tours** and **Symposiums**. Advertising Level Sponsorships are typically **\$500 +gst** per event.

Advertising Level 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

- Two (2) complimentary registrations (if applicable)
- Acknowledgement as sponsor during the opening address and closing remarks

Event Post- Event

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

**Partner to supply all artwork/material*

Tech Talk Sponsorship

Tech Talks are an hour plus questions, and are often online. The sponsor for the tech talk chooses the topic and gives the main presentation; sometimes a client or a council that has used their product / service presents. The presentation is technical and informative (not a sales pitch).

Tech Talk Sponsors are the key component in the success of the event. In addition to receiving the highest level of exposure, IPWEA SA will work alongside you to maximise your promotional opportunities and commercial rewards. Sponsorship is **\$1200 +gst** per event, limited to one event every two years. You will receive all of the Advertising Level entitlements (above) and also receive the following additional entitlements:

- Company logo to be included in the meeting invite / agenda provided to registrants

And Either:

- A nominated speaker will present on a topic and be promoted through IPWEA SA Marketing for the event

OR

- An opportunity to welcome attendees to the event during the event start up. This time will be negotiated with IPWEA SA and may include the 60 second pre-recorded promotional video. During this time you can display your own PowerPoint slides and company logo. Speakers for this option include academics or client presentations about

the service or products of the sponsor.

Symposium Sponsorship

Symposiums are topic-focused multi-speaker events, held as a simultaneous face to face and online event. They have higher attendance than Tech Talks and Site Tours and typically go for more than four hours. We try to have two or more sponsors mixed in with other presentations on the topic. In 2024 we will have a **Stormwater Management Symposium** in the autumn and an **Asset Management Symposium** in the spring. Sponsors give a technical presentation in an area related to the topic.

There are two levels of sponsorship for Symposiums. The Advertising Level sponsorship (detailed above) and Symposium Sponsorship. Symposium Sponsorship is **\$1500 +gst** per event, and you will receive all of the Advertising Level entitlements and also receive the following ADDITIONAL entitlements:

- Company logo to be included in the meeting invite / agenda provided to registrants
- IF SUITABLE to the event, a breakout session for Q&A around a topic specified by the sponsor(s) relevant to the event.
- A nominated speaker will be present on a topic relevant to the event and be promoted through IPWEA SA Marketing for the event

OR

- In lieu of a technical presentation, sponsors can welcome attendees to the event during the event start up. This time will be negotiated with IPWEA SA and may include the 60 second pre-recorded promotional video. During this time you can display your own PowerPoint slides and company logo and talk about your products and services.

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.

Confirmation and Invoicing

As each event is organised independently and dates for events during the year are not all finalised, confirmation of an event will only be possible after consultation with SA's Executive Manager Sean Lewis. Once details have been confirmed (topic, date, speaker, etc), you will be asked to fill and submit an online acceptance form. Invoices will be issued after the online acceptance form has been submitted, although allowances can be made for financial year timing.

Sponsorship Benefits, Obligations and Due Dates

- The Sponsor agrees to pay the sponsorship fee in accordance with the amount selected in the in the Sponsorship Agreement they are directed to complete by the Executive

Manager.

- 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.