

SPONSORSHIP PROSPECTUS 2019/2020

SCA (ACT) believes that mutual relationships are incredibly beneficial to all involved.

Our sponsorship opportunities aim to strengthen our relationships with sponsors by ensuring your products and services are utilised to the full extent.

CONTACT

For further information please contact:

Strata Community Australia (ACT)

E shari.ujdur@strata.community

P 0407 668 312



strata
community
association®
ACT

Who is SCA (ACT)?

Strata Community Association Limited (SCA) is the peak industry body for Owners Corporation and Community Title Management in the Australian Capital Territory. Membership includes Owners Corporation manager firms, Strata Managers, support staff, industry Sponsors, students and suppliers of products and services to the industry. SCA (ACT) proudly fulfils the dual roles of a professional institute and consumer advocate.

We are in a unique position and play a pivotal role in providing educational resources to professional Strata Managers, Lot Owners and service providers to the strata community.

Why Sponsor with SCA (ACT)?

The Value Proposition

- Sponsor with and support the association that represents one of the fastest growing industries in the nation.
- Reach an industry that represents around 70% of 54,000 strata lots in ACT. SCA (ACT) members are in daily contact with thousands of lot owners in Owners Corporations in this booming sector.
- Reach owners corporations that collect and spend millions of dollars per year maintaining and upgrading their buildings.
- Network with the decision-makers – as well as employee owners corporation managers. The membership of SCA (ACT) includes the principals and senior managers of owners corporation firms.
- Align your business with an association that is focused on engaging with its members and their clients to enhance the value of the services they deliver.
- Sponsoring with SCA (ACT) gives you direct contact with Strata Managers who have contact with a vast list of clientele.

The Packages

SCA (ACT) is offering recognised and valued suppliers to the industry a choice of sponsorship packages for the 2019-20 financial year.

The packages have been designed to leverage the value you receive from your sponsorship and build long term sponsorships. The sponsorships available are:

- Platinum (exclusive to 1)
- Gold (limited number - exclusivity for your industry)
- Silver (tailored to help deliver a direct message)



SCA (ACT) Platinum Sponsor

One opportunity \$10,000 + GST Investment

The premier SCA (ACT) Platinum Sponsorship package is exclusively available to one leading supplier. As an SCA (ACT) Platinum Sponsor, you show your passion for the strata sector. The SCA (ACT) Platinum Sponsors receives premium opportunities to promote strata matters to ACT members, as well as the broader community. Sponsoring with us enables you to engage new audiences, helps enhance your brand and provides you with access to our extensive professional network.

The Platinum Sponsor will enjoy the below benefits:

- **Exclusivity**
 - There is only one opportunity as a SCA (ACT) Platinum Sponsor, affording you exposure above all other Sponsors, a very distinct competitive advantage
 - Receive first right of refusal for renewal of your Platinum Sponsorship for the 2020-21 financial year.
- **All Year Access to Members**
 - Complimentary admission to standard CPD/Social events for SCA (ACT) 2019-20 events for five people. This excludes the ACT Awards .
 - Advertising exposure: branding on the SCA (ACT) website, marketing materials and email alerts as an SCA (ACT) Platinum Sponsor
 - Opportunity to host one SCA (ACT) Networking Night that provides social networking, or an SCA (ACT) Round Table discussion. This opportunity is at the sponsor's expense.
- **Inside Strata Magazine Exposure**
 - 10% discount on the advertising rate card of Inside Strata magazine. This publication is distributed to over 2,500 members across Australia and is also published online.
- **Membership**
 - 1 x Annual corporate membership for SCA (ACT) worth \$995 p/a
 - 2 x Individual annual memberships for SCA (ACT) worth \$395 p/a each
- **E-Newsletter Exposure**
 - 2 x Opportunities to be featured in the SCA (ACT) e-Newsletter. The news-worthy editorial articles are supplied by sponsor and to be approved by SCA .
- **Exposure at All Events**
 - Up to 10 minutes speaking time at all SCA (ACT) social and educational events, excluding the ACT Awards
 - The opportunity to provide suggestions for the content of the CPD events
 - Company Logo advertised on name tags at events and on the presentation slides (if produced)
 - Verbal acknowledgement of your sponsorship by the Convenor
 - Opportunity to display your company banner (up to 2m in height, provided by the sponsor)
 - Acknowledgement of your company as a "Platinum Sponsor" on all marketing material (if produced)
 - Opportunity to provide promotional material and giveaways to all attendees, items to be approved by SCA .
- **Advertising opportunities**
 - Company logo featured on the SCA (ACT) website
 - Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
 - SCA (ACT) 2019-20 platinum Sponsor logo provided for marketing purposes
- **Email alert to SCA (ACT) Members**
 - Opportunity to participate in a direct e-mail to SCA (ACT) members. Content is to be provided by the sponsor and approved by SCA . The email is to be facilitated by SCA (ACT).

SCA (ACT) Gold Sponsor

Gold Sponsor

\$6,000 + GST Investment

Gold sponsorships are offered to leading suppliers seeking the opportunity to build a sustained presence with SCA (ACT) members.

Your sponsorship investment for 2019-20 will provide the following benefits:

- **Event Exposure**
 - Up to 5 minutes speaking time at 1 advertised SCA (ACT) social or educational event, excluding the Awards Night.
 - Company Logo advertised on the presentation slides (if produced)
 - Verbal acknowledgement of your sponsorship by the Convenor
 - Opportunity to display your company banner (up to 2m in height, provided by the sponsor)
 - Acknowledgement of your company as a "Gold Sponsor" at all advertised social and educational events.
 - Opportunity to bid for the naming rights to any advertised SCA (ACT) events where the Platinum Sponsor does not take up the naming rights, at additional cost.
- **Advertising**
 - Company logo featured on the SCA (ACT) website
 - Opportunity for you to send 1 x email alert to SCA (ACT) members. Editorial content to be provided by sponsor and facilitated and approved by SCA .
 - Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
 - SCA (ACT) 2019-20 gold sponsor logo provided for marketing purposes
- **Membership**
 - 1 x Annual corporate membership for SCA (ACT) worth \$995 p/a
 - 1 x Individual annual membership for SCA (ACT) worth \$395 p/a

SCA (ACT) Silver Sponsor

Silver Sponsor

\$2,500 + GST Investment

Silver sponsorships are offered to leading suppliers seeking the opportunity to build a sustained presence with SCA (ACT) members.

Your sponsorship investment for 2019-20 will provide the following benefits:

- **Event Exposure**
 - Verbal acknowledgement of your sponsorship by the Convenor .
 - Acknowledgement of your company as a "Silver Sponsor" at all advertised social and educational events.
 - Opportunity to bid for the naming rights to any advertised SCA (ACT) events where the Platinum Sponsor or Gold Sponsor does not take up the naming rights, at additional cost.
- **Advertising**
 - Company logo featured on the SCA (ACT) website
 - Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
 - SCA (ACT) 2019-20 silver sponsor logo provided for marketing purposes