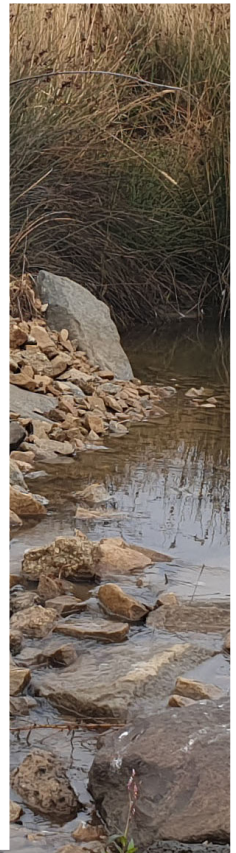




2022 - 2023

Stormwater Victoria  
Corporate Sponsorship  
Prospectus





# About Stormwater Victoria



Stormwater Victoria is the pre-eminent body in Victoria representing organisations and individuals involved in stormwater flow, environmental quality and use. Stormwater Victoria adopts an integrated approach to stormwater management by encouraging interaction between the many disciplines and parties engaged in our industry. Our membership represents a field of diverse, knowledgeable and committed professionals: architects and designers, construction specialists, engineers, planners, policy makers, product manufacturers, researchers and educators.

Stormwater Victoria is a non-profit, incorporated association working directly with Stormwater Australia. As a peak body, we represent the interests of our members in advocating for improved management of stormwater, promoting and recognising industry best practice, building industry capacity to deliver sustainable urban water management solutions and raising the awareness of stormwater management within the wider community.

Urban stormwater management is an evolving series of techniques which offer an exciting opportunity to provide fully integrated urban water solutions which combine drainage, harvesting of stormwater, improved water quality and protection of urban streams and waterways.

Stormwater Victoria strives to ensure the Management Committee includes a balanced representation of the member base and industry that Stormwater Victoria represents, including councils, water authorities, consultants, manufacturers and researchers. The aim to achieve good diversity in experience and gender within the committee, including:

- At least 40% representation of each gender
- At least two committee members with less than 10 years' experience in the stormwater industry
- Provisions to include interaction with and representation from key industry partners at committee meetings, including Clearwater, AWA, AILA, EA and ALDE.

# Partnering with Stormwater Victoria

This document has been prepared by the Stormwater Victoria to showcase the value of the association to your organisation and ultimately the broader industry. This document highlights the financial, educational and social benefits to your organisation that a sponsorship with Stormwater Victoria would bring.

## **Who is the Membership and your Audience:**

As of the 30th April 2022, Stormwater Victoria has 229 individual, student, corporate and sustaining members. Our mailing list extends well beyond our membership and our LinkedIn account has well over 3,500 connections, meaning our reach is well beyond our immediate members. We reach:

- All levels of government, with interests in environmental management, planning, hydrology, construction, education, drainage, engineering and research
- Civil and consulting engineers
- Surveyors and urban planners
- Academics and students
- Manufacturers and Suppliers
- Service industries to the environment, stormwater and the water quality industry

## **Benefits to your Organisation**

The Sponsorship Packages for Stormwater Victoria have been designed to provide your business with maximum exposure to our membership and industry stakeholders. While historically Victorian focused, our audience for events has spread nationally through the accessibility of our online events.

All Sponsors have the opportunity to:

- Launch new products to key decision makers in the urban water management sector.
- Raise your profile with stormwater practitioners and add value to your brand.
- Connect with and be visible to urban water management professionals across Victoria and beyond.
- Promote your organisation across Victoria and nationally, through relevant publications and advertising, including editorials, promotional emails, newsletters, LinkedIn and Twitter.
- Add value to your marketing strategy and accelerate the buying process.





# Corporate Sponsorship Packages

Package Inclusions	PLATINUM Association Sponsor	GOLD Association Sponsor	SILVER Association sponsor	BRONZE Association Sponsor
Sponsorship Fee	\$12,000	\$9,000	\$6,000	\$4,000
Quantity Available	Multiple	Multiple	Multiple	Multiple
Logo placement on..	<ul style="list-style-type: none"> <li>Home page of website as platinum sponsor with link to company website</li> <li>Supporter page of Association website</li> <li>LinkedIn page banner</li> </ul>	<ul style="list-style-type: none"> <li>Home page of website as Gold Sponsor with link to company website</li> <li>Supporter page of Association website</li> </ul>	<ul style="list-style-type: none"> <li>Supporters page of website as Silver Sponsor with link to company website</li> </ul>	<ul style="list-style-type: none"> <li>Supporter page of website as Bronze Sponsor with link to company website</li> </ul>
Stormwater Victoria Membership	Corporate membership – 4 company representatives	Corporate membership – 4 company representatives	Corporate membership – 4 company representatives	Individual membership – 1 company representative
Pull Up Display Banners	1 banner at all physical events (on stage)	1 banner at all physical events (not on stage)		
Association eDM's (Advertising Email)	<ul style="list-style-type: none"> <li>Logo included in all association email marketing (linked to sponsor home page)</li> <li>Logo included in all Awards for Excellence email marketing (linked to sponsor home page)</li> </ul>			
Acknowledgement on formality PowerPoint	Holding slides at all events			
Promotional address to attendees	5 minute (max) speaking spot at Excellence Awards			
Collateral provided at physical events	1 item at all physical events	1 item at all physical events		
e-Newsletter* (posts/articles to be clearly marked as sponsored. Not endorsed by Stormwater Victoria)	Short promotional article in 2 bi-monthly newsletter issue linked to further information (if warranted)	Short promotional article in 2 bi-monthly newsletter issues linked to further information (if warranted)	Short promotional article in 2 bi-monthly newsletter issues linked to further information (if warranted)	Short promotional article in one newsletter issue linked to further information (if warranted)
LinkedIn** (posts to be clearly marked as sponsored. Not endorsed by Stormwater Victoria)	6 sponsored posts or article links (limit 1 per month)	4 sponsored posts or article links (limit 1 per month)	2 sponsored posts or article links (limit 1 per month)	
Full delegate listing*** (only contacts who agreed for details to be disclosed)	✓	✓		
Discount Offers (if referenced event/s are held)	50% discount on Conference Exhibition Booth	25% discount on Conference Exhibition Booth	10% discount on Conference Exhibition Booth	10% discount on Conference Exhibition Booth
Event Tickets (if referenced event/s are held)	3 full Conference Registrations including social events	2 full conference registration including social events	1 full conference registration including social events	1 full conference registration including social events

# Corporate Sponsorship Packages (continued)

Package Inclusions	Webinar Sponsor	Operations and Maintenance Workshop Sponsor (full-day)	e-Newsletter Sponsor (6 per year)	Awards for Excellence Category Sponsor
Sponsorship Fee	\$2,000	\$2,500	\$3,000	\$2,500
Quantity Available	4	2	1	6
Logo placement on..	<ul style="list-style-type: none"> <li>Supporter and Events pages of website with link to company website</li> <li>Sponsored webinar eDM (Normally 4 per event)</li> </ul>	<ul style="list-style-type: none"> <li>Supporter and Events pages of website with link to company website</li> <li>Sponsored workshop eDM (Normally 4 per event)</li> </ul>	<ul style="list-style-type: none"> <li>Supporter page of website</li> <li>Every e-newsletter (Bi-monthly = 6 issues per year)</li> </ul>	<ul style="list-style-type: none"> <li>Category award labelled as 'sponsored by' throughout marketing</li> </ul>
Pull Up Display Banners		On stage at workshop		
Association eDM's (Advertising Email)	<ul style="list-style-type: none"> <li>Logo included in webinar email marketing (linked to sponsor home page)</li> <li>Sponsor highlight in 1 eDM (sponsor to provide content if warranted)</li> </ul>	<ul style="list-style-type: none"> <li>Logo included in workshop email marketing (linked to sponsor home page)</li> <li>Sponsor highlight in 1 eDM (sponsor to provide content if warranted)</li> </ul>	Logo included in all e-newsletters (linked to sponsor home page)	Award sponsor reference in each call for nominations and event advertising email (no logo or links)
Acknowledgement on formality PowerPoint	Holding slides for sponsored webinar	Holding slides for sponsored workshop		For sponsored award category
Promotional address to attendees	3-minute (max) short video/ speaking spot at the start of the sponsored webinar (sponsor to supply video)	5-minute (max) speaking spot at sponsored workshop (if warranted)		Representative photo opportunity during sponsored award handover on stage only
Collateral provided at physical events		1 item at sponsored workshop		1 item at Excellence Awards
e-Newsletter* (posts/articles to be clearly marked as sponsored. Not endorsed by Stormwater Victoria)			Short promotional article per e-newsletter issue linked to further information (if warranted)	Award winners reference including sponsor recognition
LinkedIn** (posts to be clearly marked as sponsored. Not endorsed by Stormwater Victoria)	Highlight as sponsor during webinar advertising posts	Highlight as workshop sponsor during event advertising posts		Award winners post including sponsor recognition
Full delegate listing*** (only contacts who agreed for details to be disclosed)	✓	✓		✓
Discount Offers (if referenced event/s are held)	2 x registrations to sponsored webinar	2 x registrations to sponsored workshop		2 x tickets to the awards for excellence
Event Tickets (if referenced event/s are held)				

## Platinum Association Sponsor

Annual Sponsorship Fee - \$12,000

Available Packages: Multiple

### Package inclusions:

- Acknowledgement as Platinum Association Sponsor with logo and weblink placement on:
  - 'Home' page and 'Supporters' page of association website
  - Exclusive LinkedIn page banner
- Stormwater Victoria Corporate Membership (four (4) company representatives)
- Acknowledgement as Platinum Association Sponsor on all association marketing emails with logo hyperlinked to sponsor website.
- Acknowledgement as Platinum Association Sponsor on the formality holding slides for all association events
- Acknowledgement as Platinum Association Sponsor at annual Awards for Excellence event (if held) with a 5-minute address.
- Opportunity to erect one (1) pull up banner on stage at all physical events hosted by Stormwater Victoria
- Opportunity to provide one (1) sponsor collateral item to be distributed at all physical events hosted by Stormwater Victoria
- E-newsletter brief promotional article in two (2) bi-monthly newsletter issues, linked to further information (if warranted)
- Six (6) sponsored LinkedIn posts or article links (limit 1 per month)
- Full delegate listing from all events (only those contacts who agreed for details to be disclosed)
- **50% discount** on Conference Exhibition Booth (if event is held)
- Three (3) Full Conference Registrations including social events (if event is held)

## Gold Association Sponsor

Annual Sponsorship Fee - \$9,000

Available Packages: Multiple

### Package inclusions:

- Acknowledgement as Gold Association Sponsor with logo and weblink placement on 'Home' page and 'Supporters' page of association website
- Stormwater Victoria Corporate Membership (four (4) company representatives)
- Opportunity to erect one (1) pull up banner off stage at all physical events hosted by Stormwater Victoria
- Opportunity to provide one (1) sponsor collateral item to be distributed at all physical events hosted by Stormwater Victoria
- E-newsletter brief promotional article in up to two (2) bi-monthly newsletter issue, linked to further information (if warranted)
- Four (4) sponsored LinkedIn posts or article links (limit 1 per month)
- Full delegate listing from all events (only those contacts who agreed for details to be disclosed)
- **25% discount** on Conference Exhibition Booth (if event is held)
- Two (2) Full Conference Registrations including social events (if event is held)

## Silver Association Sponsor

Annual Sponsorship Fee - \$6,000

Available Packages: Multiple

### Package inclusions:

- Acknowledgement as Silver Association Sponsor with logo and weblink placement on 'Supporters' page of association website
- Stormwater Victoria Corporate Membership (four (4) company representatives)
- E-newsletter brief promotional article in up to two (2) bi-monthly newsletter issue, linked to further information (if warranted)
- Two (2) sponsored LinkedIn posts or article links (limit 1 per month)
- **10% discount** on Conference Exhibition Booth (if event is held)
- One (1) Full Conference Registrations including social events (if event is held)

## Bronze Association Sponsor

Annual Sponsorship Fee - \$4,000

Available Packages: Multiple

### Package inclusions:

- Acknowledgement as Bronze Association Sponsor with logo and weblink placement on 'Supporters' page of association website
- Stormwater Victoria Individual Membership (One (1) company representative)
- E-newsletter brief promotional article in (1) bi-monthly newsletter issue, linked to further information (if warranted)
- **10% discount** on Conference Exhibition Booth (if event is held)
- One (1) Full Conference Registration including social events (if event is held)

## Webinar Sponsor

Sponsorship Fee - \$2,000 (per webinar)

Available Packages: 4

### Package inclusions:

- Acknowledgement as Webinar Sponsor with logo and weblink placement on 'Supporters' and 'Events' pages of association website
- Acknowledgement as Webinar Sponsor on sponsored webinar email marketing with link to sponsor home page (Usually 4 per event)
- Sponsor Highlight in one (1) webinar eDM (sponsor to provide content if warranted)
- Acknowledgement as Webinar Sponsor on the formality holding slides for sponsored webinar
- Acknowledgement as Webinar Sponsor with 3-minutes (maximum) short video/address at the start of the sponsored webinar (sponsor to supply video)
- Highlight as Webinar Sponsor on LinkedIn webinar advertising posts
- Full delegate listing from sponsored webinar (only those contacts who agreed for details to be disclosed)
- Two (2) registrations to sponsored webinar

## Operations and Maintenance Workshop Sponsor (full-day)

Sponsorship Fee - \$2,500 (per workshop)

Available Packages: 2

### Package inclusions:

- Acknowledgement as O&M Workshop Sponsor with logo and weblink placement on 'Supporters' and 'Events' pages of association website
- Acknowledgement as O&M Workshop Sponsor on all workshop email marketing with link to sponsor home page. (Usually 4 per event)
- Sponsor Highlight in one Workshop eDM (sponsor to provide content if warranted)
- Acknowledgement as O&M Workshop Sponsor on the formality holding slides for sponsored event
- Opportunity to erect one (1) pull up banner on stage at sponsored workshop event
- Opportunity to provide one (1) sponsor collateral item to be distributed at sponsored workshop
- Acknowledgement as O&M Workshop Sponsor with 5-minutes (maximum) address at the sponsored event
- Highlight as O&M Workshop Sponsor on LinkedIn workshop advertising posts
- Full delegate listing from sponsored workshop events (only those contacts who agreed for details to be disclosed)
- Two (2) registrations to sponsored workshop event

## e-Newsletter Sponsor (6 publications per year)

Sponsorship Fee - \$3,000

Available Packages: 1

### Package inclusions:

- Acknowledgement as e-Newsletter Sponsor with logo and weblink placement on 'Supporters' page of association website
- Acknowledgement as e-Newsletter Sponsor with logo and weblink placement on every bi-monthly newsletter. (6 publications per year)
- E-newsletter brief promotional article in each bi-monthly newsletter issue, linked to further information (if warranted)

## Awards for Excellence Category Sponsor

Sponsorship Fee - \$2,500

Available Packages: 6 award categories

### Package inclusions:

- Category sponsored award labelled as 'Sponsored by' throughout Awards for Excellence marketing
- Acknowledgement as Category Sponsor on the formality holding slides against sponsored category at Awards for Excellence event
- Representative photo opportunity with award recipient/s at time of award handover on stage
- Opportunity to provide one (1) sponsor collateral item to be distributed at Awards for Excellence event
- Sponsor recognition in award winners post on LinkedIn
- Full delegate listing from Awards for Excellence event (only those contacts who agreed for details to be disclosed)
- Two (2) tickets to the Awards for Excellence event



## Further information

Should you have any questions regarding any of the information contained within this Prospectus, please contact the Stormwater Victoria Association Secretariat via email at:

[office@stormwatervictoria.com.au](mailto:office@stormwatervictoria.com.au)

or phone (02) 9744 5252

