



New South Wales

IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

VIRTUAL EVENT SPONSORSHIP PROPOSAL

VIRTUAL EVENTS

**A PARTNERSHIP THAT
DEMONSTRATES LEADERSHIP WITHIN
THE PUBLIC WORKS INDUSTRY**



BE PART OF AN IPWEA NSW VIRTUAL EVENT

The Institute of Public Works Engineering Australasia (NSW Division) events deliver current expert knowledge on issues, trends and challenges across the state whilst maximising opportunities for our partners.

While we are in unknown territory surrounding the global COVID-19 situation, it is imperative that we unite and continue to share our knowledge.

The world has changed and virtual/hybrid events are becoming the new norm. IPWEA NSW are embracing this challenge to maintain excellence in Public Works. It is important to remain on the forefront of innovation and utilise the most advanced technology, providing the best reliable live streaming service.

IPWEA NSW will be hosting virtual events throughout 2020 and beyond to ensure that we can all enhance the future of NSW Communities.

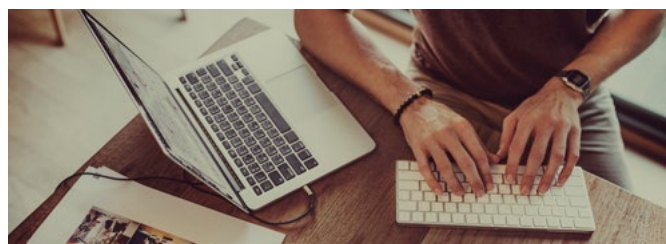
WHO IS IPWEA NSW?

The Institute of Public Works Engineering Australasia NSW Division (IPWEA NSW) is a professional organisation 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, bridges, asset management, water supply and sewerage, stormwater systems, airports, cemeteries, parks and gardens, and coastal and harbour facilities.

All IPWEA NSW events are open to Members as well as Non-Members.



INVEST IN A REWARDING RELATIONSHIP

Partnering with IPWEA NSW enables organisations to align themselves with our mission and form a partnership that demonstrates their leadership within the Public Works industry. Our Virtual Events offer education, commercial benefits, branding opportunities and much more.

- ✓ Reach a wider audience throughout NSW
- ✓ An easily accessible, convenient platform for attendees to view your content
- ✓ Participate in a flawless livestream experience that stands out from your traditional 'Zoom meeting'
- ✓ Enabling people to connect, communicate and collaborate
- ✓ Build new relationships with IPWEA NSW and its Members
- ✓ Engage with your key clients and stakeholders
- ✓ Communicate your message to local professionals
- ✓ 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

VIRTUAL EVENT PURPOSE

A virtual event is an online platform that involves people interacting in a virtual environment, rather than meeting in a physical location. You can join in on the experience from the comfort of your home or office, using only a laptop or mobile phone and an internet connection.

IPWEA NSW Virtual Events provide an engaging online platform for you to share your technical expertise with like-minded colleagues whilst having the opportunity to shape the future of the Public Works Industry.

Presenting speakers provide captivating insights into industry specific areas, current issues, trends with room for live Q&A and an opportunity to continue the conversation offline.

Captivating graphics and visual prompts highlight key messages through strategic visual marketing and will increase the value of any business.

These events are relevant for all levels of Public Works professionals and is a perfect opportunity for Members, partners and suppliers to present on products, technologies, share experiences, discuss emerging challenges and provide insights into upcoming projects.



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IPWEA NSW 2020
Virtual Events



VIRTUAL EVENT TOPICS

IPWEA NSW Virtual Events will explore a variety of key areas of Public Works such as:

- Digital Engineering
- Bridge Management
- Road Safety
- Flood Risk Management
- Sustainability
- Innovation

Share your company values by aligning your branding and/or sharing your expertise in one of the above key areas.

IPWEA NSW welcome the opportunity for you to choose your own topic and share your story outside of the suggested topics.

KEY SPONSORSHIP CONTACT

If you have any questions or require further information regarding sponsorship opportunities and packages, please do not hesitate to contact:

Jenny Ban Events Manager

☎ (02) 8267 3006 📠 0478 804 773

✉ jenny.ban@ipweansw.org

The Virtual Events homepage also contains further details

www.ipweansw.org/ipwea-nsw-virtual-events

JOIN US AS A PARTNER

IPWEA NSW Virtual Event sponsorship packages are designed to enhance brand awareness, incorporate additional branding opportunities, display engaging advertisements and increase commercial reward.

Prior to going live, the Virtual Event will be promoted heavily through internal IPWEA NSW channels including on the IPWEA NSW website, fortnightly newsletters, LinkedIn and Twitter.

Choose from one of the partnership opportunities included in this prospectus and our friendly Events Team will work closely with you to ensure your company remains in the spotlight.

STAND OUT FROM THE REST

IPWEA NSW Virtual Events offer more engagement, interaction and visual appeal than other traditional online platforms.

- Experienced and highly skilled professionals to support you during the event
- Visual marketing such as advertisements, pop up ads, transition slides and prominently positioned company logos
- Visually appealing title slides
- Captivating graphics and transitioning camera angles
- Interactive live Q&A function
- Engaging panel discussions





VIRTUAL EVENT PACKAGES

ELITE PARTNER

\$2,800
PLUS GST

As Elite Partner, you are a key component in the success of the Virtual Event. In addition to receiving the highest level of exposure, the IPWEA NSW Events Team will work alongside you to maximise your promotional opportunities and commercial rewards.

As Elite Partner you will receive the following entitlements:

Pre-Event

- Company logo featured on the Virtual Event homepage with a link to your company's website*
- Social Media recognition as Elite Partner through IPWEA NSW posts and Member EDM's in the lead up to the event
- Nominated speaker promoted through IPWEA NSW marketing in the lead up to the event

During Event

- Four (4) full complimentary registrations (including presenter)
- Acknowledgement as Elite Partner during the Opening Address and Closing Remarks
- Company logo displayed on the bottom of the screen during the Opening and Closing Address*
- Introduction of as Elite Partner before the commencement of your presentation
- One (1) dedicated presentation timeslot (30 minutes including Q&A) inclusive of your own PowerPoint slides and company logo*
- Rotating logo displayed on the bottom of the screen during your presentation*
- Company logo displayed on the bottom of the screen with a link to your company's homepage*
- Opportunity to provide a 30 second pre-recorded promotional video advertisement to be played during the Virtual Event
- Company logo included in the intermission*
- Company logo to be included in the Virtual Event agenda*

Post-Event

- Inclusion in IPWEA NSW post-event marketing
- Delegate survey supplied
- Delegate list supplied to continue the conversation

**partner to supply all artwork/material*

KEYNOTE PARTNER

\$1,900
PLUS GST

This package provides an opportunity for you to steer the conversation throughout the Public Works industry. Engage with participants through a dedicated presentation slot and have your voice heard.

As Keynote Partner you will receive the following entitlements:

Pre-Event

- Company logo featured on the Virtual Event homepage with a link to your company's website*
- Social Media recognition as Keynote Partner through IPWEA NSW posts and Member EDM's in the lead up to the event

During Event

- Three (3) full complimentary registrations (including presenter)
- Acknowledgement as Keynote Partner during the Opening Address and Closing Remarks
- Introduction as Keynote Partner before the commencement of your presentation
- One (1) dedicated presentation timeslot (30 minutes including Q&A) inclusive of your own PowerPoint slides and company logo*
- Rotating logo displayed on the bottom of the screen during your presentation*
- Company logo displayed on the bottom of the screen with a link to your company's homepage*
- Company logo included in the intermission*
- Company logo to be included in the Virtual Event agenda*

Post-Event

- Inclusion in IPWEA NSW post-event marketing
- Delegate survey supplied
- Delegate list supplied to continue the conversation

**partner to supply all artwork/material*





VIRTUAL EVENT PACKAGES

ADVERTISING PARTNER

**\$1,200
PLUS GST**

This is the perfect opportunity to ensure your company will receive exposure while driving brand awareness. Engage with key clients who can propel your business into the future through targeted advertising.

As Advertising Partner you will receive the following entitlements:

Pre-Event

- Company logo featured on the Virtual Event homepage with a link to your company's website*
- Social Media recognition as Advertising Partner through IPWEA NSW posts and Member EDM's in the lead up to the event

During Event

- Two (2) full complimentary registrations
- Acknowledgement as Advertising Partner during the Opening Address and Closing Remarks
- Company logo displayed on the bottom of the screen with a link to your company's homepage*
- Company logo to be included in the Virtual Event agenda*
- Opportunity to provide a 60 second pre-recorded promotional
- Company logo included in the intermission*
- video advertisement to be played during the Virtual Event

Post- Event

- Inclusion in IPWEA NSW post-event marketing
- Delegate survey supplied
- Delegate list supplied to continue the conversation

**partner to supply all artwork/material*

***advertisement placement is at the discretion of IPWEA NSW*

POP UP PARTNER

**\$700
PLUS GST**

Pop Up banners/logos are a great way to highlight branding opportunities for sponsors. Pop Up banners/logos appear on screen when transitioning between slides or speakers to increase your brand visibility.

As Pop Up Partner you will receive the following entitlements:

Pre-Event

- Company logo featured on the Virtual Event homepage with a link to your company's website*
- Social Media recognition as Pop Up Partner through IPWEA NSW posts and Member EDM's in the lead up to the event

During Event

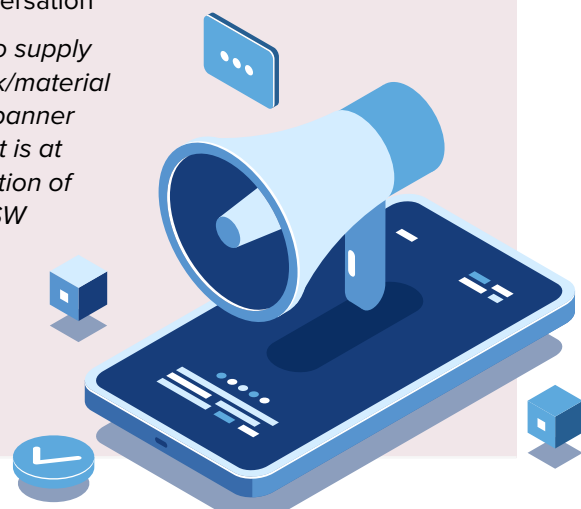
- One (1) full complimentary registration
- Acknowledgement as Pop Up Partner during the Opening Address and Closing Remarks
- One (1) Pop Up banner/logo displayed two (2) times in between presentations*
- Company logo displayed on the bottom of the screen*
- Company logo included in the intermission*
- Company logo to be included in the Virtual Event agenda*

Post- Event

- Inclusion in IPWEA NSW post-event marketing
- Delegate survey supplied
- Delegate list supplied to continue the conversation

**partner to supply all artwork/material*

***pop up banner placement is at the discretion of IPWEA NSW*





TERMS AND CONDITIONS

All sponsors/partners must agree to the following terms and conditions for partnering in an IPWEA NSW Virtual Event.

Sponsoring an IPWEA NSW Virtual Event entitles you to one online event.

IPWEA NSW 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 NSW, whose decision will be final.

Confirmation and Payment:

To confirm your booking, please complete the Acceptance and Booking Form and return it to Events Manager, Jenny Ban at IPWEA NSW together with full payment of total booking cost.

- On receipt of the Acceptance and Booking Form, written confirmation and a tax invoice will be sent to you.
- Full payment is subject to the IPWEA NSW 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.

Sponsorship Benefits, Obligations and Due Dates:

- The Sponsor agrees to pay the sponsorship fee in accordance with the amount and payment terms set out in the Sponsorship Agreement.
- The Sponsor will act at all times in a manner which is consistent with the good name, goodwill and reputation of IPWEA NSW.
- IPWEA NSW is responsible for administration of the event/activity and coordinating all details at which such events/activities 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 NSW.
- Logos will be requested in a jpeg format, high resolution 300dpi. Should an alternative format be received IPWEA NSW 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 NSW 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 and logos.
- The Events Team to determine where the advertisement will fit best within the program.
- Pre-recorded video advertisements and Pop Ups are required to be sent to the Events Team for approval by the designated due date.

Cancellation Policy:

Cancellation of your sponsorship must be received by IPWEA NSW in writing. Cancellations received less than seven days after date of invoice being issued will receive a refund of 50% of booking amount. Any cancellations seven days or more after date of invoice being issued will be required to pay the full amount as nominated in the Acceptance and Booking Form.

If the virtual event is cancelled by IPWEA NSW, Sponsors are entitled to a full refund.

Consequential Damage:

IPWEA NSW will not be liable for any indirect or consequential damages arising out of a breach of this sponsorship contract.

Exceptional Circumstances:

- IPWEA NSW reserves the right to change the online platform and duration if exceptional circumstances demand it.
- In the event of a change of online platform and/or duration, the agreement to participate will remain in force as long as the Sponsor is informed at least 7 days before the planned Virtual Event. IPWEA NSW will use reasonable endeavours to remedy the impact of exceptional circumstances.
- Should IPWEA NSW be unable to hold the Virtual Event due to acts of God, government or events beyond its control, Sponsors will receive a full refund. IPWEA NSW is not responsible for any further costs incurred by partners in connection with the event.
- Whilst IPWEA NSW take precautions to ensure that the quality and speed of the internet is as best as possible during the live event, we decline responsibility for internet issues/difficulties.

Additional Registrations:

All packages include a defined number of registrations as outlined in the Sponsorship entitlements. Additional sponsor registration/s can be secured at \$65 + GST per person, per event (maximum 2). If the sponsor wishes to register further company representatives, they will be required to register these online at fixed Member/Non-Member rates.

Australian Privacy Act:

The delegate list will be provided after the Virtual Event and will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

The Virtual Event will also be recorded and made available for delegates to access post-event.



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IPWEA NSW 2020
Virtual Events



BOOKING AND ACCEPTANCE FORM

To confirm your sponsorship of an IPWEA NSW Virtual Event and to secure the benefits outlined in this proposal, please complete the form below and email to IPWEA NSW Events Manager, Jenny Ban to: jenny.ban@ipweansw.org

DETAILS

Salutation

Name

Position

Organisation

Address

Suburb

Postcode

Phone

Mobile

Email

Partnership Opportunities

Please indicate your selection

Elite Partner.....\$2,800 + GST

Keynote Partner \$1,900 + GST

Advertising Partner \$1,200 + GST

Pop Up Partner \$700 + GST

Terms and Conditions

I have read and agree to the terms and conditions outlined in this prospectus. Companies will be allocated packages on a first come basis once full payment is received. Please sign and return with payment.

Signature

Date

/ /

PAYMENT METHOD (select one)

Please send me an invoice:

Purchase Order No. (if required)

Accounts Payable

Name

Email

Phone

We wish to pay via EFT to:

Commonwealth Bank
Bank: CBA King Street, Sydney
BSB: 062 032
Account Number: 2801 0678
Account Name: IPWEA NSW
Reference: DEF and Company name

We wish to pay via company cheque:

Note all cheques must be made payable to:
'IPWEA NSW'
Please send to Jenny Ban
IPWEA NSW, Level 12, 447 Kent Street,
SYDNEY NSW 2000

We wish to pay by Credit Card:

If you would like to pay via credit card, please contact our Finance Manager, Andrew Dermott on (02) 8267 3001

For further information, please contact Jenny Ban

P: 02 8267 3006 **M:** 0478 804 773 **E:** jenny.ban@ipweansw.org