



2020 / 2021 Annual Sponsorship Packages and Media Kit

CONTACT

Sponsorship enquiries:

E: secretary@plumbing.org.au

**Advertising and content bookings
for The Plumbing Hub**

Petra Wouters - Communications

E: communications@plumbing.org.au



WHY WE SEEK YOUR HELP

Since its inception the Institute of Plumbing Australia has provided a professional voice for plumbers and plumbing that is independent of any one sector of the wider plumbing industry. The objects of the Institute say it all:

- (I) The promotion, for the benefit of the public in general, of the art, science, technology, profession and practice of Plumbing and/or its Associated Callings and
- (II) The advancement of education in the said art, science, technology, profession, and practice; and for those purposes, but for no other purposes to do any of the following things:

Brief descriptions of pertinent points

- Hold Meetings
- Provide for holding discussions and debates
- To facilitate the interchange of ideas respecting Plumbing and Associate Callings
- To protect and improve the professional standards of proficiency and training in Plumbing and Associate Callings

Provided also that the Institute shall not support with its funds, any object, or endeavour to impose on, or procure to be observed by its members or others, any regulations, restriction or condition which, if an object of the Institute, would make it a Trade Union.

In days gone by we were able to pursue the above objects more at a State and Territory level but we now find that to be effective we need to be on the national and international stage.

We are keen advocates of consistency across Australia in all things plumbing including training, regulations, standards, licensing etc. and to that end we are members, instigators and promoters of national projects, committees, open discussion forums and research.

This commitment is expensive and as the Institute does not hold large unallocated reserve funds, we are ever conscious of expending our annual income before our contribution is complete. As a professional body we bring to the discussion table a viewpoint that is all for the plumber and plumbing. At all times we seek outcomes that champion best practice above all else.

We are told that in pursuing our professional approach we have helped to make a difference and to allow us to continue with this input we are asking a select few members of the plumbing community to assist us through sponsorship. It is not our intention to enlist a large number of sponsors and where possible will limit overlaps by core business sectors; nor is it our intention to amass large reserves of unspent sponsored funds other than what is considered prudent to allow for increased advocacy as may be required and in a timely manner.

The funds we seek in this annual sponsorship proposal are not for the day to day operation or social functions of the institute but to offset the cost implication for future growth in providing the best persons at the right time to advocate best practice for the benefit of the public. Time spent will continue to be provided voluntarily.

Operating costs of the Institute and its Secretariat will continue to be funded out of member's subscriptions.

WHAT WE WILL USE FUNDING FOR

Funding is required to offset travel and accommodation costs for Institute representatives to attend and participate on numerous Industry and Government Committees including but not limited to the following.

Training

The IPA is an active member of the Technical Advisory Group providing advice, support and assistance in the development and implementation of the Construction, Plumbing and Services Training package.

Standards

The IPA is a nominating organisation to Standards Australia and an active member of plumbing related Technical Committees, Working Groups and projects for plumbing installation and product standards.

Regulators

- Monitor, comment, and input to the ABCB, WaterMark, WELS and other national regulator bodies
- Liaison with various State Plumbing Regulators
- Member of Plumbing Industry Reference Group to the Plumbers Licensing Board in Western Australia

Research

- Member and Secretariat to the ASFlow Plumbing Drainage Research Group
- Promoter and Secretariat to Building Water Services Research group

World Plumbing Council

Input into various committees including the Education and Training Committee and the Research and Development Committee.

SPONSORSHIP

We believe that there exists an opportunity to establish a mutually beneficial sponsorship relationship between The Institute of Plumbing Australia and your business, and we will keep the packages as simple as possible to provide you with a package that suits your budget and business needs. **(Agreement valid for 12 months from date of signing).**

SPONSOR BENEFITS INCLUDE

- Raised profile and recognition as an industry partner
- Networking with the plumbers and the plumbing fraternity
- Access to our database (highly targeted and qualified audience) with your own content in a sponsored newsletter. You just need to provide your logo, text and images and we do the rest
- Tax deductible
- Direct marketing opportunities to a brand-new modern website
- Direct marketing opportunities via The Plumbing Hub e-newsletters and active social media presence (Facebook, Instagram and LinkedIn)
- Gain exposure among a captive audience
- Put your brand in front of newcomers to the industry for future sales

GOLD SPONSORSHIP

\$3,500 PA

BENEFITS

Recognition as Gold Sponsor with company logo on the homepage of the new IPA's website, with hyperlink to company website.

Recognition as Gold Sponsor with company logo on The Plumbing Hub e-newsletter, with hyperlink to company website.

Recognition as Gold Sponsor on supporters' page on IPA's new website, includes 150-word company profile.

Recognition on list of Gold Sponsors with company logo and company name (minimum - colour A3 Poster) on IPA's booth at any trade show that the Institute participates in.

Recognition as Gold Sponsor with company logo and company name at Australian National Plumbing Forum or similar Institute discussion forums and seminars.

250-word technical article in up to 3 issues of The Plumbing Hub e-newsletter - please book your articles on the booking form below.

50-word advert with hyperlink for IPA's social media platform The Plumbing Hub - LinkedIn - Facebook - Instagram (up to 4 per annum).

Free Industrial Associate membership of Institute of Plumbing Australia (Company) - worth \$250.

2 New Personal Memberships for Company Employees (Member, Licentiate or Associate subject to qualifications) Free of membership annual subscriptions for life of sponsorship.

Provide an email address list and we will add it to our distribution of The Plumbing Hub e-newsletter. Privacy respected and only used for newsletter distribution.

Gold Sponsor Certificate for display at main place of business -
Additional sponsor certificates for display at business branch premises.

Tax deductible.



SILVER SPONSORSHIP

\$2,500 PA

BENEFITS

Recognition as Silver Sponsor on The Plumbing Hub e-newsletter, with hyperlink to company website.

Recognition as Silver Sponsor on supporters' page on IPA's new website, includes 50-word company profile

Recognition on list of Silver Sponsors with Company Logo and Company name (minimum - colour A3 Poster) on IPA's booth at any trade show that the Institute participates in.

Recognition as Silver Sponsor with Company Logo at Australian National Plumbing Forum or similar Institute discussion forums and seminars.

200-word technical article in up to 2 issues of The Plumbing Hub e-newsletter - please book your articles on the booking form below.

50-word advert with hyperlink for IPA's social media platform The Plumbing Hub - LinkedIn - Facebook - Instagram (2 per annum).

Free Industrial Associate membership of Institute of Plumbing Australia (Company).

One New Personal Membership for Company Employees (Member, Licentiate or Associate subject to qualifications) Free of membership annual subscriptions for life of sponsorship.

Provide an email address list and we will add it to our distribution of The Plumbing Hub e-newsletter. Privacy respected and only used for newsletter distribution.

Silver Sponsor Certificate for display at main place of business.

Tax deductible.



BRONZE SPONSORSHIP

\$1,000 PA

BENEFITS

Recognition as Bronze Sponsor with company name on: The Plumbing Hub e-newsletter.

Recognition as Bronze Sponsor on supporters' page on IPA's new website.

Recognition on list of Bronze Sponsors with Company Logo and Company name (minimum - colour A3 Poster) on IPA's booth at any trade show that the Institute participates in.

Recognition as Bronze Sponsor with Company Logo at Australian National Plumbing Forum

200-word technical article in 1 issue of The Plumbing Hub e-newsletter - please book your article on the booking form below.

50-word advert with hyperlink for IPA's social media platform The Plumbing Hub - LinkedIn - Facebook - Instagram (1 per annum).

Free Industrial Associate membership of Institute of Plumbing Australia (Company).

Provide an email address list and we will add it to our distribution of The Plumbing Hub e-newsletter. Privacy respected and only used for newsletter distribution.

Bronze Sponsor Certificate for display at main place of business.

Tax deductible.



INDUSTRIAL ASSOCIATE

\$260 PA

BENEFITS

Industrial Associate Company Membership Certificate - may be displayed at place of business.

Company name listed on Industrial Associates page in Institute new website.

50-word advert with hyperlink for IPA's social media platform The Plumbing Hub - LinkedIn - Facebook - Instagram (4 per annum).

Tax deductible.

All prices are GST exclusive.

2020 / 2021 SPONSORSHIP AGREEMENT

GOLD SILVER BRONZE INDUSTRIAL ASSOCIATE



I wish to take up the Institute of Plumbing Australia Inc. annual sponsorship package nominated below.

Financial commitment: \$ _____ (excluding GST)

Business Name: _____ Contact Name: _____

Position: _____ Address for invoicing: _____

Phone: _____ Email: _____

Company ABN: _____

I am authorised to sign this document on behalf of the company: _____

This sponsorship agreement is valid for 12 months from the date signed.

Signature: _____ Date: _____

A tax invoice will be issued to the address shown above. Please email this form to secretary@plumbing.org.au.

We look forward to forging a lasting relationship with you and your company for the benefit of all.

MEDIA KIT

E-NEWSLETTER

The newsletter contains editorial comment on current affairs regarding plumbing, papers provided by members, information on standards and regulations and other items of interest and will include technical articles submitted by sponsors.

The newsletter is also used to publicise forthcoming events; both IPA projects and other events that the IPA is involved with and/or believes to be of benefit to its members and other plumbing professionals.

Our Gold, Silver and Bronze sponsors are recognised within each publication. Gold, Silver and Bronze sponsors are invited to add email addresses (both internal and customer) to distribution list.

The content will continue to report on and reinforce the view of plumbing professionals that only best practice training, regulation and standards in plumbing will maintain public health and safety to the requirements of an ever-growing community.

The Plumbing Hub e-newsletter is distributed to ±500 recipients, including members and selected other professionals within the wider plumbing community, and publishes on a 4 to 6-week cycle or as required with an average opening rate of 48%!

SOCIAL MEDIA

- The Plumbing Hub's LinkedIn page followers have grown in recent time to +700%.
- Followers of Facebook and Instagram social media platforms are growing at a rapid pace. The number of people across Australia that are seeing and liking the published posts on these platforms has increased in recent time to +2596%.

THE PLUMBING HUB E-NEWSLETTER ADVERTISING AGREEMENT

Please fill in and email to **communications@plumbing.org.au**

PUBLICATION DATE	PLEASE INDICATE WHICH MONTH YOU WOULD LIKE TO ADVERTISE	PUBLICATION DATE	PLEASE INDICATE WHICH MONTH YOU WOULD LIKE TO ADVERTISE
November 2020		January 2021	
March 2021		May 2021	
July 2021		September 2021	
November 2021		December 2021	

Please note that material submission is required 7 days before the publication date!

BOOKING DETAILS

Business Name: _____ Contact Name: _____

Position: _____

Address for invoicing: _____

Phone: _____ Email: _____

Total cost (exclusive of GST): \$ _____

I am authorised to sign this document on behalf of the company: _____

Signature _____ Date: _____

THE PLUMBING HUB SOCIAL MEDIA ADVERTISING AGREEMENT

Please fill in and email to **communications@plumbing.org.au**

PUBLICATION DATE	PLEASE INDICATE WHICH MONTH YOU WOULD LIKE TO ADVERTISE	PUBLICATION DATE	PLEASE INDICATE WHICH MONTH YOU WOULD LIKE TO ADVERTISE	PUBLICATION DATE	PLEASE INDICATE WHICH MONTH YOU WOULD LIKE TO ADVERTISE
October 2020		November 2020		December 2020	
January 2021		February 2021		March 2021	
April 2021		May 2021		June 2021	
July 2021		August 2021		September 2021	
October 2021		November 2021		December 2021	

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Signature _____ Date: _____