

2023-2024



SCA (WA) Sponsorship Prospectus

*Reach and
connect to the
strata sector*



strata
community
association®
WA

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<https://www.wa.strata.community/>

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A Message from the SCA (WA) President

Sponsors are the backbone of Strata Community Association (WA), and nothing we do would be possible without the support of our valued sponsors. We are excited to present herein the 2023/24 sponsorship prospectus; to grow the strata industry and increase professionalism, together.

While we are prepared to adapt during what I'm sure will be another year of change, we are excited to increase social events where we can do so safely, to allow sponsors more chances to create valuable connections. SCA (WA) has introduced accreditation for our suppliers, and are working on providing opportunities for sponsors and suppliers to showcase their knowledge and commitment to the strata industry.

We are privileged to work with sponsors who understand the strata sector, and welcome those who want to learn more. SCA (WA) continues to raise the profile of the strata sector, and we are honoured to welcome you on board as a 2023/24 sponsor.



CATHERINE LEZER

PRESIDENT

STRATA COMMUNITY ASSOCIATION (WA)



About SCA (WA)

The Strata Community Association (SCA) is the peak body in Australia and New Zealand for Industry Managers, Lot Owners, Tenants and Stakeholders living in or affected by Strata Title, Body Corporate, Community Title and Owners Corporations.

As a not-for-profit, member-based organisation, SCA (WA) is committed to the ongoing support of its members by providing education, advocacy, and promoting professionalism. SCA National provides collaborative services to expand our sponsor and member entitlements.

In conjunction with industry stakeholders and various educational institutions, SCA (WA) works to raise the profile of the industry through law reform, public education and training.

Partnering with SCA (WA)

Our sponsors help us to raise the profile of the industry by;

- Delivering [educational](#) and [professional development](#) events for members and the public
- Holding [Senior Leader networking](#) events
- Distributing [news, information](#) and [training](#)
- [Advocating](#) for law reforms and for the betterment of the strata industry

We seek expressions of interest from sponsors who share our vision of good governance and are active in the strata sector to help create strong and vibrant strata communities. You are the subject matter experts in your fields.



The partnership will help you to:

- [Increase your brand presence](#) with strata management firms
- Develop relationships with [decision-makers](#) in strata management
- Promote your business as a key leader in the strata industry
- Engage with [active strata owners](#)
- Be part of a body that advocates for [better community living](#)
- Share your [knowledge](#) and thought leadership
- Generate [business leads](#) and promote your products

A Growing Industry

132,053

Strata lots managed by our 98 strata management firm members.

707

Total individual members of SCA (WA), comprising of strata management firms and service supplier companies.

6,105

Increase in the number of Strata Lots registered at Landgate over the past year.

Our Members*

98 Strata management firms

83 service supplier companies

545 individual owner subscribers

*SCA (WA) Statistics from March 2023

Platinum Sponsorship Package

\$25,000 + GST

Maximum 6 Platinum Sponsors

Events

- **Two Complimentary registrations** to the exclusive Senior Leaders Retreat, Senior Leaders Luncheon, Senior Leaders Night Off and CHU SCA (WA) 2023 Annual Convention & Awards Gala.
- **Eight complimentary** registrations to attend SCA (WA) education events throughout the year. Excludes Senior Leader events and Convention & Awards Gala
- **Board Directors Luncheon** for up to 2 delegates to the exclusive life members and incoming and outgoing board directors luncheon
- **Two Co-Event Partnership** Includes two complimentary registrations, ability to address the audience, ability to display two banners and inclusion on all promotional activities.
- **Co-Event Supporters** at the Senior Leaders Retreat and Senior Leaders Night Off with other Platinum Sponsors
- **Extra education tickets** can be purchased at a 50% discount
- **50% discount** on event sponsorship, including CHU SCA (WA) 2023 Annual Convention and Awards Gala sponsorship
- Company logo included on the Platinum Sponsor banner displayed at all SCA (WA) events

Brand Promotion

Member Update e-Newsletters and SCA (WA) Website

- Two exclusive weekly member update e-Newsletters throughout the year.
- Four opportunities* to provide a banner advertising within the Member Update e-Newsletter.
- Two opportunities to promote sponsor event within Member Update e-Newsletter.
- Company logo included on
 - "Thank you to our Platinum and Gold Sponsors" banner at the bottom of all Member Update e-Newsletters
 - All SCA (WA) staff email signatures
 - "Home" and "Our Sponsors" pages of the SCA (WA) website
 - Contents page of SCA (WA) Annual Report
 - CPD course materials and PowerPoint presentations

*Opportunity to purchase additional digital banner advertisement in the weekly member update newsletter, subject to availability. (Cost is \$750 + GST)

Platinum Sponsorship Package

Social Media & Inside Strata Magazine

- Opportunity to provide **two featured posts** on the SCA (WA) LinkedIn and Facebook social media pages
- Opportunity to provide up to **eight** educational editorial online **articles** for inclusion on the national Online **Inside Strata** Platform
- 10% discount on the advertising rate card of Inside Strata, distributed to over 2,500 members
- Company logo and tag included in two (2) sponsor acknowledgement posts on LinkedIn and Facebook

Member Directory

- **Detailed featured listing** on member supplier directory on website, with: below inclusions:
 - Link to your company website
 - Company logo
 - Email and phone contact details
 - Detailed Business Description
 - Cover Image
 - Imagery – add up to six additional images
 - Additional Phone Number
 - Additional Uploads – add additional files
 - Hours of Operation
 - Additional Locations – add eight additional locations
 - Videos – add up to ten videos
 - Add your socials – Facebook, Instagram, Twitter
 - Article Association – add up to eight (8) articles



Platinum Sponsorship Package

Exclusivity

No directly competing company or organisation of the sponsor in a similar industry will be accepted as a sponsor of SCA (WA) at Platinum tier for the sponsorship period without consultation and consideration for existing sponsors.

Membership

Corporate Strata Services Large (Value: \$1,650.00 GST inc) – Includes the Business and unlimited delegates

Additional Opportunities

- **First priority** when allocating Co-Event Partnership roles according to sponsor preferences
- **First priority for seating arrangements** for major events such as CHU SCA (WA) 2023 Annual Convention & Awards Gala
- **Priority to renew sponsorship** at this level for the next financial year
- **SCA (WA) Platinum Sponsor logo** for Sponsor to use for marketing purposes.
- **Full delegate lists** to all events attended (within privacy law requirements)
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Invitation to participate** in working committees and other forums where the sponsor has specific expertise or experience
- **Provided promotional material** distributed by SCA (WA) wherever suitable or practical



Gold Sponsorship Package

\$14,500 + GST

Maximum 7 Gold Sponsors

Events

- **Two Complimentary registrations** to the exclusive Senior Leaders Night Off and CHU SCA (WA) 2023 Annual Convention & Awards Gala.
- **One Complimentary registration** to attend the Senior Leaders Luncheon.
- **Five complimentary** registrations to attend SCA (WA) education events throughout the year. Excludes Senior Leader events and Convention & Awards Gala
- **One Co-Event Partnership*** Includes two complimentary registrations, ability to address the audience, ability to display two banners and inclusion on all promotional activities.
- **25% discount** on event sponsorship, including CHU SCA (WA) 2023 Annual Convention and Awards Gala sponsorship

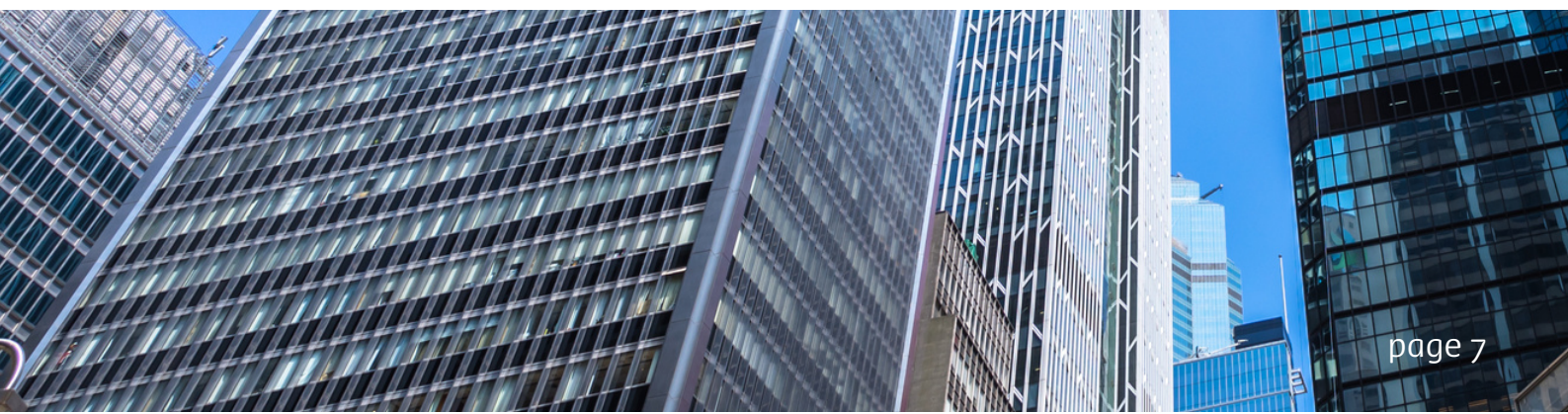
*Opportunity to add on additional Co-Event Partnership, subject to availability. (Cost is 2,500 + GST)

Brand Promotion

Member Update e-Newsletters and SCA (WA) Website

- **Three opportunities*** to provide a banner advertising within the Member Update e-Newsletter
- **Two opportunities** to promote sponsor event promotions within Member Update e-Newsletter
- **Company logo** included on
 - "Thank you to our Platinum and Gold Sponsors" banner at the bottom of all Member Update e-Newsletters
 - All SCA (WA) staff email signatures
 - "Home" and "Our Sponsors" pages of the SCA (WA) website
 - Contents page of SCA (WA) Annual Report

*Opportunity to purchase additional digital banner advertisement in the weekly member update newsletter, subject to availability. (Cost is \$750 + GST)



Gold Sponsorship Package

Social Media & Inside Strata Magazine

- Opportunity to provide **two featured posts** on the SCA (WA) LinkedIn and Facebook social media pages
- Opportunity to provide up to **five** educational editorial online **articles** for inclusion on the national Online **Inside Strata** Platform
- **5% discount** on the advertising rate card of Inside Strata, distributed to over 2,500 members
- **Company logo and tag** included in two (2) sponsor acknowledgement posts on LinkedIn and Facebook

Member Directory

- **Detailed featured listing** on member supplier directory on website, with: below inclusions:
 - Link to your company website
 - Company logo
 - Email and phone contact details
 - Detailed Business Description
 - Cover Image
 - Imagery – add up to three additional images
 - Additional Phone Number
 - Additional Uploads – add additional files
 - Hours of Operation
 - Additional Locations – add one additional location
 - Videos – add up to five videos
 - Add your socials – Facebook, Instagram, Twitter
 - Article Association – add up to five articles



Gold Sponsorship Package

Exclusivity

No directly competing company or organisation of the sponsor in a similar industry will be accepted as a sponsor of SCA (WA) at Gold tier for the sponsorship period without consultation and consideration for existing sponsors.

Membership

- **Corporate Strata Services Large** (Value: \$1,650.00 GST inc) – Includes the Business and unlimited delegates

Additional Opportunities

- **Second priority** when allocating Co-Event Partnership according to sponsor preferences
- **Second priority for seating arrangements** based on sponsorship tiers for events such as Annual Convention & Awards Gala
- **Priority to renew sponsorship** at this level for the next financial year
- **SCA (WA) Gold Sponsor logo** for Sponsor to use for marketing purposes.
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Invitation to participate** in working committees and other forums where the sponsor has specific expertise or experience
- Provided **promotional material distributed** by SCA (WA) wherever suitable or practical



Silver Sponsorship Package

\$7,000 + GST

Maximum of 15 Silver Sponsors

Events

- **One complimentary registration** to attend the Senior Leaders Luncheon and the CHU SCA (WA) 2023 Annual Convention and Gala.
- **Three complimentary** registrations to attend SCA (WA) education events throughout the year. Excludes Senior Leader events and Convention & Awards Gala.
- **One event support er package.** Include one complimentary registration, ability to display one banner and inclusion on all promotional activities.
- **15% discount** on CHU SCA (WA) 2023 Annual Convention and Awards Gala sponsorship (subject to availability). Excludes other major events.

Brand Promotion

Member Update e-Newsletter and SCA (WA) Website

- Three opportunities* to provide a banner advertising within the Member Update e-Newsletter.
- One opportunity to promote sponsor event within Member Update e-Newsletter.
- Company logo included on
 - Home page and Our Sponsors page of SCA (WA) website
 - Contents page of SCA (WA)'s Annual Report

*Opportunity to purchase additional digital banner advertisement in the weekly member update newsletter, subject to availability. (Cost is \$750 + GST)

Silver Sponsorship Package

Social Media & Inside Strata Magazine

- Opportunity to provide **one featured post** on the SCA (WA) LinkedIn and Facebook social media pages.
- Opportunity to provide up to **three** educational editorial online **articles** for inclusion on the national Online **Inside Strata** Platform.
- Company logo and tag included in two (2) sponsor acknowledgement posts on LinkedIn and Facebook.

Member Directory

- **Detailed featured listing** on member supplier directory on website, with: below inclusions:
 - Link to your company website
 - Company logo
 - Email and phone contact details
 - Detailed Business Description
 - Imagery – add one additional image
 - Hours of Operation
 - Additional Locations – add one additional location
 - Videos – add up to three videos
 - Add your socials – Facebook, Instagram, Twitter
 - Article Association – add up to three articles

Membership

Corporate Strata Services Large (Value: \$1,650.00 GST inc)
Includes the Business and unlimited delegates

Additional Opportunities

- **Third priority** when allocating Event Support roles according to sponsor preferences
- **Priority to renew sponsorship** at this level for the next financial year
- **Opportunity to provide fact sheets** and articles on area of expertise
- **SCA (WA) Silver Sponsor logo** for Sponsor to use for marketing purposes.
- Provided promotional material distributed by SCA (WA) wherever suitable or practical

Bronze Sponsorship Package

\$2,500 + GST

No limit on Bronze Sponsors

Events

- **Opportunity to purchase** one delegate ticket to attend Senior Leaders Luncheon, subject to availability.
- **10% discount** on CHU SCA (WA) 2023 Annual Convention and Awards Gala sponsorship (subject to availability). Excludes other major events.

Brand Promotion

- **Company logo** included on
 - Home page and Our Sponsors page of SCA (WA) website
 - Contents page of SCA (WA)'s Annual Report.
- **50% discount** to purchase online articles to be listed on Online Inside Strata platform. Discounts apply for up to 2 articles.
- **Company logo and tag** included in two sponsor acknowledgement posts on LinkedIn and Facebook.

Member Directory

- **Detailed featured listing** on member supplier directory on website, with: below inclusions:
 - Link to your company website
 - Company logo
 - Email and phone contact details
 - Business Description
 - Article Association – add up to one article.

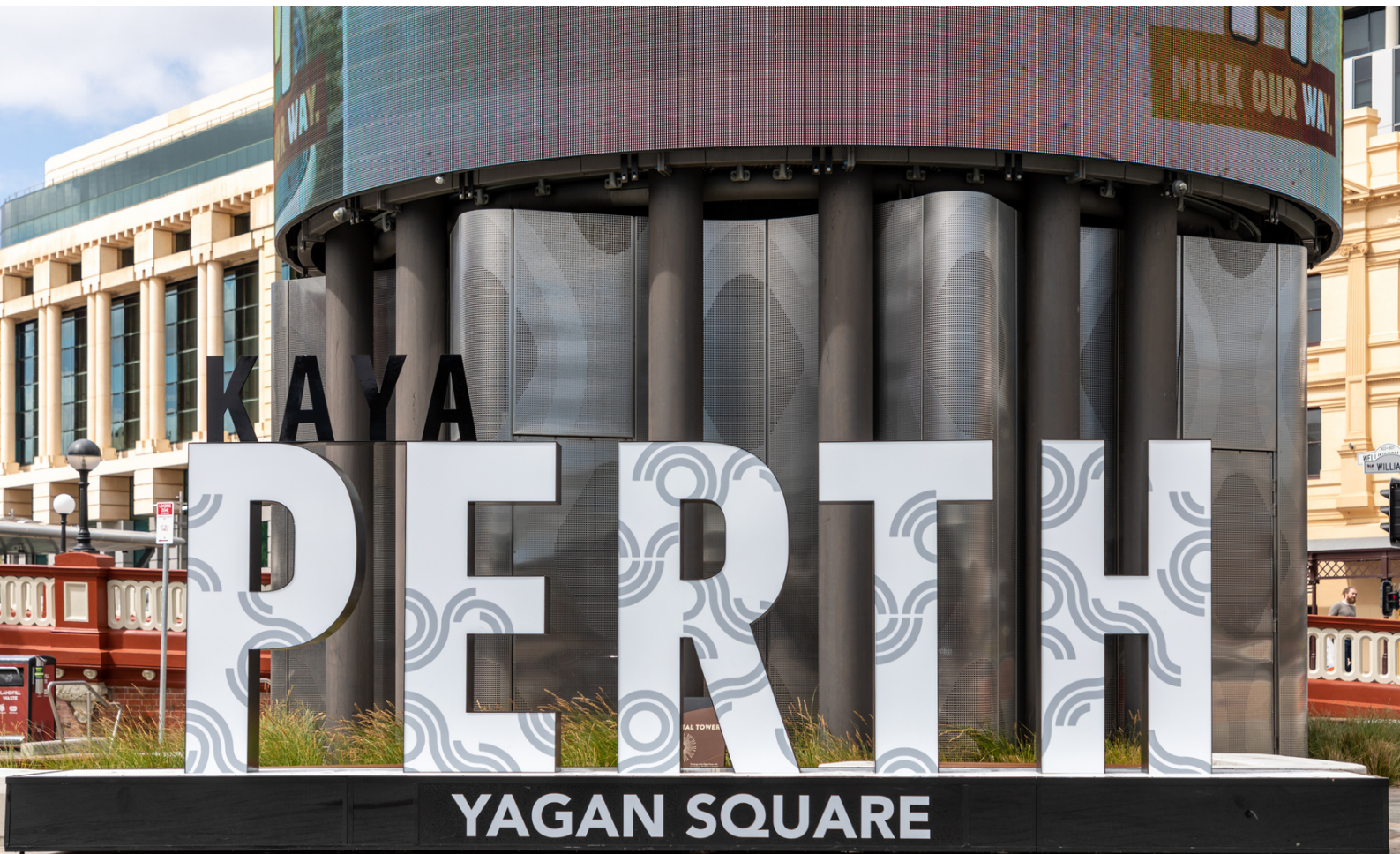
Bronze Sponsorship Package

Membership

Corporate Strata Services Large (Value: \$1,650.00 GST inc)
Includes the Business and unlimited delegates

Additional Opportunities

- **Fourth priority** when considering sponsor preferences
- **SCA (WA) Bronze Sponsor logo** for Sponsor to use for marketing purposes.
- **Provided promotional material** distributed by SCA (WA) wherever suitable or practical



Friday, 24 November 2023 - Crown Perth

The CHU SCA (WA) Annual Convention and Awards Gala is the premier event for the strata industry in Western Australia.

Take this opportunity to join SCA (WA) for our biggest event of the year where over 200 strata industry members come together to gain new perspectives about working and living in strata.

Featuring a full program of expert speakers, a trade show exhibition and extensive opportunities for networking, this convention will provide sponsors a perfect opportunity to connect and engage with members from across the Strata industry.

SCA (WA) Platinum, Gold, Silver and Bronze sponsors receive a discount on sponsorship packages for this event, in line with their benefits.

Sponsorship opportunities will be offered to existing sponsors before being opened to New sponsors.

With over [240 Strata Professionals](#) attending the 2022 Convention and in excess of [315 people attending](#) the Gala Awards, this is an opportunity you cannot miss.



Exhibition Booth & Trade Show

Investment \$4,500 + GST

The trade show of the CHU SCA (WA) 2023 Annual Convention provide an interactive forum for your company to reach a large contingent of Strata Professionals in one day. It provides the perfect opportunity to show your products and services to delegates and show what makes your company different to your competitors.

For 2023, there will be up to 30 exhibition places available within the trade exhibitor hall, the central location for morning tea, coffee and lunch breaks throughout the day. Delegates will have dedicated time to visit the displays and will be encouraged to come and speak with all exhibitors.

Each exhibitor will receive:

- Two complimentary full-day convention registrations, including catering and tickets to:
 - CHU SCA (WA) 2023 Annual Convention, Pre-Convention Welcome Sundowner and Awards Gala.
- Exhibition booth supplied and installed, consisting of:
 - 3m * 3m built shell scheme booth
 - Fascia signage - up to 30 characters
 - Media wall display
 - Lighting - two lights per stand
 - Power - one 4amp GPO per stand
 - Trestle table and two chairs provided as standard
 - Additional furniture, AV and IT equipment available direct from supplier at own costs.
- Promotion in Convention social media marketing.
- Business details and logo included in the convention program.
- Inclusion in the CHU SCA (WA) 2023 Annual Convention Trade passport program.
- Option to provide door prize to be drawn at the end of the event. Sponsor to collect business cards for the draw throughout the event and may keep business cards after the event.
- 10% discount on Presentation, Coffee cart, Food Station and/or WIFI sponsorship if packaged with an exhibitor sponsorship.

**Less existing Sponsor discount if applicable and excluding GST



Presentation Sponsorship

Investment

Keynote	\$3,300 + GST
Presentation /Panels	\$1,800 + GST

Align your brand with the topics of discussion at the CHU SCA (WA) 2023 Annual Convention by securing a presentation sponsorship opportunity.

What this will get you:

- Acknowledgement from Convention MC at beginning and close of the session.
- Company Pull-Up Banner on stage for the duration of the session.
- Company Logo and "Sponsored by" in the CHU SCA (WA) 2023 Annual Convention program beside the session details.
- Company Logo and "Sponsored by" on the opening welcome slides of the presentation.
- One complimentary delegate registration to attend CHU SCA (WA) 2023 Annual Convention.
- Promotion in Convention social media marketing.

**Less existing Sponsor discount if applicable and excluding GST



Additional Opportunities

Coffee Cart

Investment \$2,400 + GST **

Be where the delegates head to first!

Coffee is guaranteed to attract nearly every delegate at least once. The coffee cart will be available to delegates during registration, morning tea and lunch. Sponsorship will include:

- Option to supply branding to be displayed on the coffee cart.
- Ability to display one pull up banner beside coffee cart.
- Option to provide branded cups or stickers to be added to supplied cups.
- One complimentary delegate registration to attend CHU SCA (WA) 2023 Annual Convention.
- Ability to meet and interact with delegates as they order their coffees.
- Business details and logo included in the convention program.

Conference WiFi

Investment \$1,500 + GST **

Connect the Delegates

WiFi at a conference is essential and delegates all want to have the details to connect - have them associate connection with your business. Sponsorship will include:

- Sponsor Name to used as the WiFi Name for the conference.
- WiFi password to be configured as per sponsors request.
- WiFi details and sponsor logo to be included within the convention program.
- WiFi details and sponsor logo to be on display throughout the Convention.
- One complimentary delegate registration to attend CHU SCA (WA) 2023 Annual Convention.
- Business details and logo included in the convention program.

Food Station

Investment \$600 + GST

- Sponsor Name and Logo to be displayed on main screen for duration of meal breaks (morning tea and lunch).
- Acknowledgment as sponsor by MC before the breaks.
- Sponsor Name and logo to be displayed at the meal stations.
- Business details and logo included in the convention program.

**Less existing
Sponsor discount if
applicable and
excluding GST

CHU SCA (WA) Strata Community Excellence Awards

Investment \$2,750 + GST **

The annual CHU SCA (WA) Strata Community Excellent Awards recognise and reward businesses and individuals from the strata industry across eleven categories.

The Award provide an opportunity for businesses to align themselves with those who strive for excellence and make a significant contribution to the strata industry and community.

Sponsorship of an Award provides:

- Opportunity to present award to the recipient onstage at the CHU SCA (WA) 2023 Awards Gala.
- Photograph with award recipient, displayed on Social Media and online.
- Sponsor logo and acknowledgement on marketing and communications relating to awards.
- Logo on awards sponsor event banner on stage during awards
- Sponsor logo and acknowledgement on rotating slides at the Awards Gala.
- Sponsor logo included on Award trophy and certificate.
- Two complimentary tickets to attend CHU SCA (WA) 2023 Annual Awards Gala.
- Opportunity for organisational representative to attend the exclusive "Award Winners Lunch."
- Acknowledgement in Awards wrap up on Social Media.



Applying for Sponsorship

If you are an existing sponsor:

Existing sponsors can apply to renew their sponsorship for the 2023-2024 financial year right away.

New sponsorship opportunities will be considered once existing sponsors have confirmed their intentions for the new financial year.

Renewing your sponsorship is subject to any outstanding debts being paid.

Email kerrin.simmonds@strata.community to confirm your sponsorship.

If you are not already a sponsor:

With the exception of Bronze sponsorship, SCA (WA) limits the numbers of sponsors it works with and considers this a key sponsor benefit. Existing sponsors are given the option to renew before new sponsors are considered.

Step 1: To discuss sponsorship options, please email kerrin.simmonds@strata.community.

Step 2: We will consider the applications and let applicants know within 14 days of receipt whether their application has been accepted. Accepted applicants, subject to availability of places, will receive a formal contract which must be completed and returned within 14 days.