



SPONSORSHIP PROSPECTUS

FINANCIAL YEAR 20/21 - RELEASED MAY 2020



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A MESSAGE FROM THE PRESIDENT

The SCA WA sponsorship prospectus 2020/21 is presented to you against the backdrop of two momentous events.

The first is the May 1st proclamation of the Strata Titles Amendment Act 2018 and associated regulations. The Act represents the culmination of years of work to bring forth much needed, progressive change to the legal and regulatory architecture governing Strata in WA. Sustainable urban development in WA requires the continued growth of Strata titled developments, and the new Act represents a vital step in facilitating that development. SCA WA has, and will continue to work with members, and external stakeholders, to assist them adapt to the 'new world' ushered in by the Act.

The second is the Coronavirus pandemic and its far-reaching consequences, known and unfolding, for the entire Global community. SCA WA and its members have been energised by 'Strata reform' but, like everyone else, we must continue to operate within the guidelines set out by State and Federal Government to keep the community safe from harm. Educational and social events and workshops are a mainstay of our work and an important mechanism to facilitate interaction between our valued sponsors and members. At time of writing, Government restrictions prevent us from having 'face to face' educational and social events. As such, our events calendar for the year to June 2021 has been set out to cater for remote and online learning. This prospectus details how SCA WA will continue to offer meaningful benefits to sponsor those events and, naturally, we will look to move back to 'face to face' events when the time is right.

SCA WA is also improving its external communications functions in a way that, I believe, enhances our previous offering to sponsors. A new website, developed in concert with our national colleagues, enables us to offer content relevant to the Strata businesses, strata companies and individual lot owners online with far greater reach than before. This new operating model is reflected in the sponsorship benefits listed. Finally, unlike previous years, and arising from the uncertainty created by the Coronavirus pandemic, this prospectus does not include information and sponsorship opportunities for the Convention and Awards Gala. Normally held in November, the SCA WA board has decided to postpone this year's convention in expectation that it will be a position to set a date for the 2021 convention later this year. SCA WA will host an online awards ceremony later in 2020 with associated event support and partnering opportunities for sponsors detailed in this prospectus.

If you have any questions or comments about the sponsorship prospectus or sponsorship of SCA WA in general, please do not hesitate to get in touch.

Thanks,



Scott Bellerby





PARTNERING WITH SCA WA

When you sponsor SCA WA, the partnership will help you to:

- Reach strata managers who manage over 150,000 strata lots
- Increase your brand's presence with strata management firms
- Develop relationships with decision-makers in strata management
- Engage with active strata owners
- Generate business leads
- Share knowledge and thought leadership
- Showcase products and services

HOW SPONSORS SUPPORT US

The support of our sponsors is integral to the work that we do for our members and the broader strata community. Our sponsors help us to:

- Hold regular [education and professional development events](#) for members and the public;
- Hold [social and networking events](#) for members and related parties;
- Distribute [news, information and education](#) to members via e-bulletins, the media and other resources;
- [Advocate](#) for reform and for the betterment of the strata industry.

In turn, our sponsors receive a range of entitlements and opportunities to promote their business and develop relationships with stakeholders.

CHOOSING THE RIGHT SPONSORSHIP PACKAGE

Consider a base sponsorship package that is appropriate for your business and the level of exposure you're seeking

PLATINUM

GOLD

SILVER

BRONZE

ADDITIONAL OPPORTUNITIES ALSO AVAILABLE

BRONZE SPONSORSHIP PACKAGE

INVESTMENT: \$1,800+GST

Bronze is our entry level Annual Sponsorship package. Designed as an affordable opportunity to become an SCA WA sponsor, Bronze status will assist your business to engage with our members.

ADVERTISING & DIGITAL

Website

- Business listing under Sponsors tab on website under Bronze Sponsor category
- Business listing in Supplier Directory on website with acknowledgement of level of sponsorship

Social Media

- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn

MEMBERSHIP

- Choice of Corporate Strata Services Membership
 - Corporate Strata Services Small - Includes the Business and up to 2 delegates
 - Corporate Strata Services Large – Includes the Business and 3 or more delegates

OTHER

- SCA WA Bronze Sponsor logo to be used on your marketing material and email signature
- 10% discount on coffee cart sponsorship (subject to availability)
- Priority to renew sponsorship at this level for the next financial year

SILVER SPONSORSHIP PACKAGE

INVESTMENT: \$6,000+GST

Also designed as an affordable opportunity to become an SCA WA sponsor, Silver status will enable your business to engage with our members. Additional benefits include opportunities to provide content for SCA WA communications, event support opportunities and complimentary registration for our education and networking events.

A maximum of 15 Silver Sponsors will be accepted. 2019-20 Silver Sponsors have the first right to renew.

ADVERTISING & DIGITAL

Website

- Business listing under Sponsors tab on website under Silver Sponsor category
- Business listing in Supplier Directory on website with acknowledgement of level of sponsorship

Logo Exposure

- Logo in Silver section of events banner

Weekly E-News Bulletins and SCA WA blog

- Two opportunities to provide an article of interest for inclusion in our weekly newsletter and the SCA WA blog located on our website.

Social Media

- 1 x Feature post on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in event wrap up post on Facebook & LinkedIn where Sponsor was Event Supporter

SILVER SPONSORSHIP PACKAGE CONTINUED

INVESTMENT: \$6,000+GST

EVENTS

- **Free Event Registration** for 1 x delegate to all SCA WA events (subject to availability and excludes Principals Retreat. Sponsor is required to contact the SCA WA office to register for each event. Flights and accommodation, if applicable, are not included)
- 1 x **Event Support**– Includes:
 - 1 x banner to be displayed at event, the ability to provide promotional material for attendees (Note, this benefit may not be offered for social events)
 - Acknowledgement on event marketing including e-bulletins, website, Facebook and LinkedIn
 - Acknowledgement by facilitator in opening and closing address
 - Logo exposure on opening rotating slides (note, this may not be offered for social events)

MEMBERSHIP

- Choice of Corporate Strata Services Membership
 - Corporate Strata Services Small - Includes the Business and up to 2 delegates
 - Corporate Strata Services Large – Includes the Business and 3 or more delegates

OTHER

- SCA WA Silver Sponsor logo to be used on your marketing material and email signature
- 15% discount on coffee cart sponsorship (subject to availability)
- Priority to renew sponsorship at this level for the next financial year

GOLD SPONSORSHIP PACKAGE

INVESTMENT: \$12,500+GST

Gold is our penultimate sponsorship level. It affords businesses significant access and exposure to the SCA WA membership through opportunities for event attendance and sponsorship and the full suite of digital communications.

A maximum of 5 Gold Sponsors will be accepted. 2019-20 Gold Sponsors have the first right to renew.

ADVERTISING & DIGITAL

Website

- Business listing under Sponsors tab on website under Gold Sponsor category
- Business listing in Supplier Directory on website with acknowledgement of level of sponsorship

Logo Exposure

- Logo features in SCA WA Staff email signatures
- Logo in Gold section of events banner

Weekly E-News Bulletins and SCA WA blog

- 3 x opportunities to provide an article of interest for inclusion in our weekly newsletter and the SCA WA blog located on our website
- 3 x opportunities to provide a banner advertisement for inclusion in the e-News
- Inclusion in 'Call a Sponsor' banner at the bottom of all e-News bulletins

Social Media

- 1 x Feature post on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in event wrap up post on Facebook & LinkedIn where Sponsor was Event Supporter

GOLD SPONSORSHIP PACKAGE CONTINUED

INVESTMENT: \$12,500+GST

EVENTS

- **Free Event Registration** for 1 x delegate to all SCA WA events. Sponsor is required to contact the SCA WA office to register for each event (Excludes Principal's retreat)
- 3 x **Event Support**– Includes:
 - 1 x banner to be displayed at event (location to be confirmed by SCA WA staff on the day of the event, dependent on venue.
 - Provide promotional material for attendees (to be placed on tables by Sponsor. Note, this may not be offered for social events)
 - Acknowledgement on event marketing including e-bulletins, website, Facebook and LinkedIn
 - Acknowledgement by facilitator in opening and closing address
 - Logo exposure on opening rotating slides (note, this may not be offered for social events)
- 1 x **Event Promotion** where SCA WA will promote a Sponsor held event to members via inclusion in 2 x e-news bulletins under "Upcoming Events" with a link to the Sponsor's registration page or email address
- **Second Priority to Present** as an educator/ industry expert should the opportunity become available (subject to SCA WA having confidence that the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event)

MEMBERSHIP

- Choice of Corporate Strata Services Membership
 - Corporate Strata Services Small - Includes the Business and up to 2 delegates
 - Corporate Strata Services Large – Includes the Business and 3 or more delegates

OTHER

- SCA WA Gold Sponsor logo to be used on marketing material and email signature
- 25% discount on coffee cart sponsorship (subject to availability)
- Priority to renew sponsorship at this level for the next financial year

PLATINUM SPONSORSHIP PACKAGE

INVESTMENT: \$22,000+GST

Platinum is our premier level of annual sponsorship. Platinum is aimed at businesses highly engaged with the strata sector wishing to maintain regular and meaningful relationships with members and establish or maintain themselves as industry leaders. Platinum sponsors are provided with highest level of access to education and networking events and opportunities to contribute to our communications output.

A maximum of 5 Platinum Sponsors will be accepted. 2019-20 Platinum Sponsors have the first right to renew.

EVENTS

- **Free Event Registration** for up to 2 x delegates to all SCA WA events including the Principals Retreat (flights and accommodation costs to be covered by Sponsor). Sponsor is required to contact the SCA WA office to register for each event. Flights and accommodation, if applicable, are not included)
- 1 x **Event Partnership** – Includes:
 - Sponsor invited to give a 5 minute welcome address
 - 2 x company banners displayed at event (location to be confirmed by SCA WA staff on the day of the event, dependent on venue)
 - Provide promotional material for attendees (to be placed on tables by Sponsor)
 - Acknowledgement on event marketing including e-bulletins, website, Facebook and LinkedIn posts
 - Acknowledgement by facilitator in opening and closing addresses
 - Logo exposure on rotating and transition slides during event
- 2 x **Event Support**– Includes:
 - 1 x banner to be displayed at event (location to be confirmed by SCA WA staff on the day of the event, dependent on venue. Sponsor to supply, transport and setup own banners)
 - Provide promotional material for attendees (to be placed on tables by Sponsor. Note, this may not be offered for social events)
 - Acknowledgement on event marketing including e-bulletins, website, Facebook and LinkedIn posts
 - Acknowledgement by facilitator in opening and closing address
 - Logo exposure on rotating and transition slides during event (note, this may not be offered for social events)
- 2 x **Event Promotions** where SCA WA will promote a Sponsor held event to members via inclusion in 2 x e-news bulletins under “Upcoming Events” with a link to the Sponsor's registration page or email address
- **First Priority to Present** as an educator/ industry expert should the opportunity become available (subject to SCA WA having confidence that the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event)

PLATINUM SPONSORSHIP PACKAGE CONTINUED

INVESTMENT: \$22,000+GST

ADVERTISING & DIGITAL

Website

- Business listing under Sponsors tab on website under Platinum Sponsor category
- Business listing in Supplier Directory on website with acknowledgement of level of sponsorship

Logo Exposure

- Logo featured in SCA WA staff email signatures
- Logo in Platinum section of events banner
- Logo included in welcome communication to new members

Weekly e-News Bulletins and SCA WA blog

- 2 x exclusive e-News bulletins – Includes: Acknowledgment that ‘This e-News is brought to you by *Sponsor*’ with logo, corporate profile, article of interest and banner advertisement. No other sponsors will feature in this bulletin with the exception of relevant event sponsors and the recurring ‘Call a Sponsor’ banner at the bottom of the bulletin.
- 4 x opportunities to provide an article of interest for inclusion in the e-News and for publication on the blog
- 4 x opportunities to provide a banner advertisement for inclusion in the e-News
- Inclusion in ‘Call a Sponsor’ banner at the bottom of all e-News bulletins

Social Media

- 2 x Feature posts on Facebook & LinkedIn – Can be an article of interest, a competition or promotion of business
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in End of Financial Year Thank You to our Sponsors post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in Christmas Closure Post on Facebook & LinkedIn
- Acknowledgement and tag (if Sponsor has Facebook & LinkedIn) in event wrap up post on Facebook & LinkedIn where Sponsor was Event Partner or Event Supporter

PLATINUM SPONSORSHIP PACKAGE CONTINUED

INVESTMENT: \$22,000+GST

MEMBERSHIP

- Choice of Corporate Strata Services Membership
 - Corporate Strata Services Small – Includes the Business and up to 2 delegates
 - Corporate Strata Services Large – Includes the Business and 3 or more delegates

OTHER

- Exclusivity at Platinum sponsorship level for the Sponsor's field of business
- SCA WA Platinum Sponsor logo that sponsor can use for own marketing purposes
- 50% discount on coffee cart sponsorship (subject to availability)
- Priority to renew sponsorship at this level for the next financial year

SCA WA Events in the Coronavirus Era

State and Federal Government guidelines set down in response to the Coronavirus pandemic prohibit SCA WA from hosting, for the time being, 'Face to face' educational and social events for members.

SCA WA has responded, and will continue to respond, by using remote and online meeting technology such as Zoom to create live and recorded webinars. Participation and feedback from events already run in this way to provide training on Strata reform show clearly that our members are adapting well to this format; and in some cases, prefer it.

Silver, Gold and Platinum sponsors will be offered the same opportunities to support and partner with us on our events adapted to the online format. For example, instead of a banner being placed behind a speaker podium at face to face event, it will be placed behind the speaker(s) at an online webinar.

Equally, instead of placing promotional material on tables, sponsors will be invited to provide a thirty second ad or similar promoting their brand that SCA WA will play at the beginning of live events or place at the beginning of pre-recorded webinars. There is no substitute for the opportunity to sponsors to network presented by being at a face to face SCA WA event. However, we believe that online training and events constitute a valuable support and partnering benefit for sponsors.



APPLYING FOR SPONSORSHIP

If you are an existing sponsor:

Existing sponsors can apply to renew their sponsorship for the 2020/21 financial year right away. SCA WA will only assess applications from new sponsors following confirmation or otherwise from existing sponsors regarding their intent to renew. Renewing your sponsorship is subject to any outstanding debts being paid.

Existing sponsors must return their complete application from to communications.wa@strata.community no later than June 8th, 2020.

If you are not already a sponsor:

With every sponsorship package except for Bronze, 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: Complete the application for and return to communications.wa@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.

Payment Terms:

Sponsors will be issued an invoice for a 50% deposit within 14 days of their application being accepted which we request is paid within seven days. The balance must be paid upon completion of the contract.

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE FOR PURCHASE

ADVERTISING & DIGITAL

- 1 x Article for E-Bulletin (subject to availability) \$300 + GST
- 1 x Banner Advertisement for E-Bulletin (subject to availability) \$150 + GST
- 1 x Social Media post (subject to availability) \$100 + GST
- 1 x Event Promotion (subject to timing & availability) \$150 + GST

COFFEE CART

- Sponsor may display signage/ a banner next to the coffee cart with logo to be displayed on the coffee cart either on TV screen or printed signage (subject to sponsor providing necessary information to SCA WA). Branded stickers for the cups provided or Sponsor may supply branded coffee cups \$1,500 + GST

OTHER

- Exclusivity to host a door prize at an event (subject to availability) \$150 + GST



ADDITIONAL SPONSORSHIP OPPORTUNITIES CONTINUED

AWARDS

Live Online Event

SCA WA will host a live online awards event later in 2020. The online event will offer associated event support and partnering opportunities for sponsors. In the absence of face-to-face events, sponsors will be invited to promote their brand in the online event through the awards detailed below.

AVAILABLE OPPORTUNITIES: 6

INCLUDES:

- Logo and acknowledgement on marketing and communications relating to awards
- Logo and acknowledgement on rotating slides prior to online event
- Logo on award trophy and certificate
- 1 x attendance to winners lunch(s)
- Acknowledgement in Awards Wrap up on Facebook and LinkedIn

Categories

	Investment:
Strata Community Management Business - Small	\$2,000 *
Strata Community Management Business - Large	\$2,000 *
Strata Community Manager of the Year	\$1,500 *
Strata Community Manager of the Year - Rising Star	\$1,250 *
Support Team Member	\$750 *
Essay Award	\$500 *

*Excludes GST



ABOUT US

SCA WA is the peak industry body for strata and community titles in Western Australia, representing 150,000 strata lots under management. 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.

OUR MISSION

SCA WA is committed to the ongoing support of our members by:

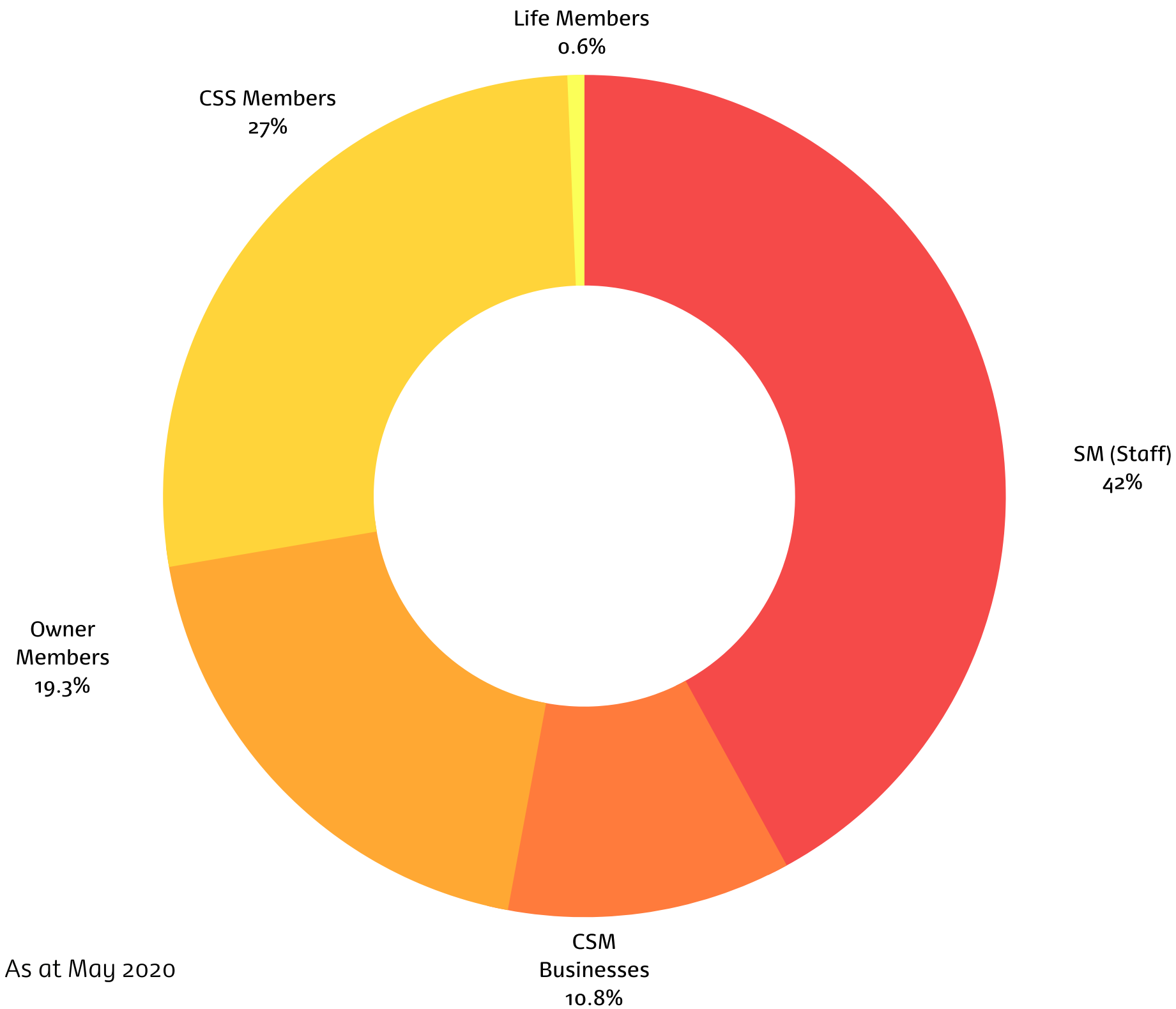
- Providing education and professional development;
- Promoting professionalism and a code of conduct; and
- Providing strong advocacy and direction to government, community and members.

OUR MEMBERS

SCA WA membership is open to anyone with an interest in strata in WA; including strata managers, strata lot owners and organisations that provide products and services to the strata sector. With close to 1,000 members with an interest in strata titles in Western Australia, SCA WA continues to work in the best interest of its members.



OUR MEMBERSHIP



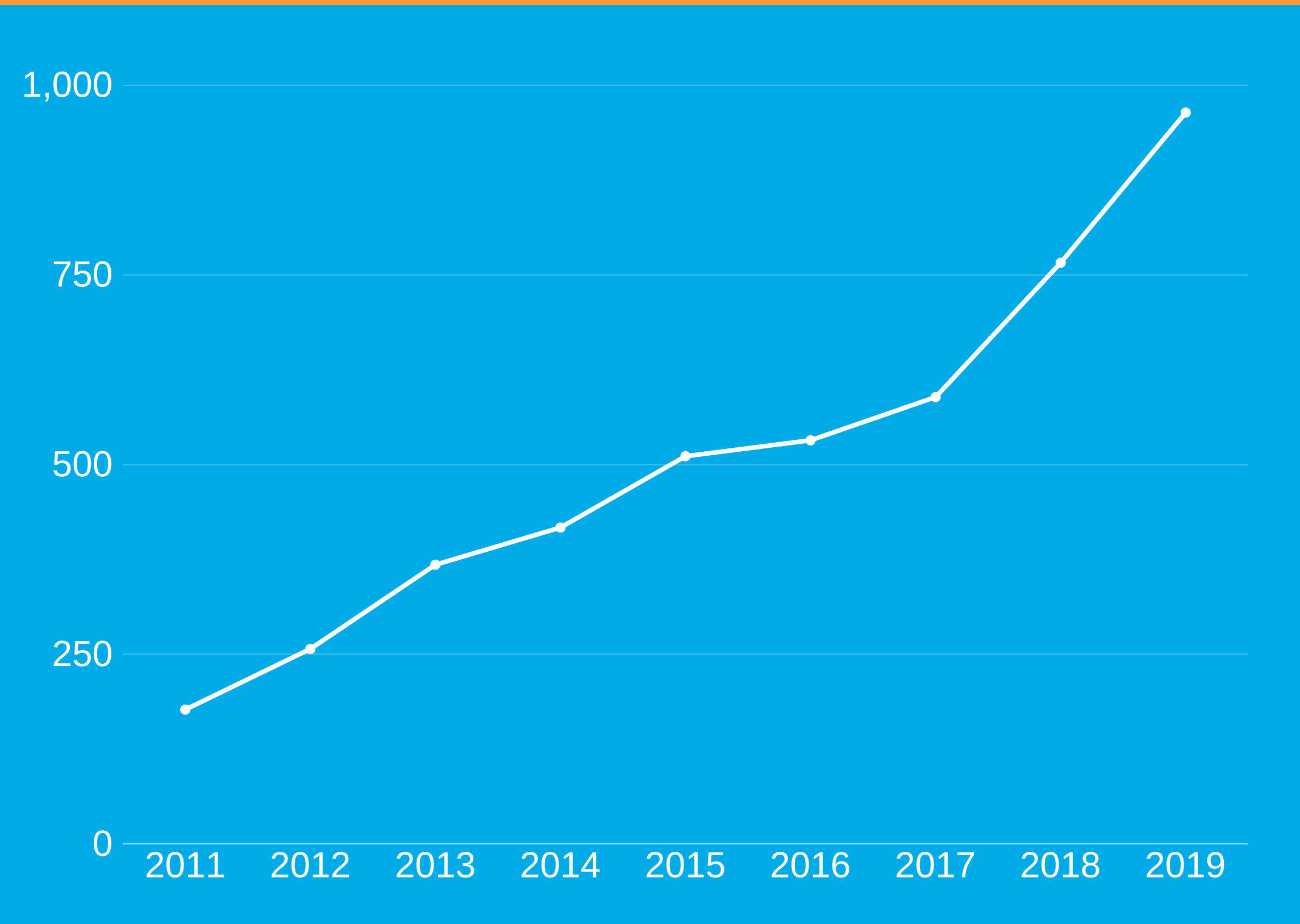
As at May 2020

390	Strata Manager (Staff) Members
101	Corporate Strata Management Business Members
180	Owner Members
251	Corporate Strata Services Business & Staff Members
6	Life Members

TOTAL MEMBERS

928

A GROWING ORGANISATION



The strata sector is growing, and we are growing with it.

In the last financial year our membership has grown by over 20%