

2021-2022



SCA (WA) Sponsorship Prospectus

*Reach and
connect to the
strata sector*

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A Message from the SCA (WA) President

Strata Community Association (WA) is proud to present our sponsorship prospectus for financial year 2021/22. As I say at every event, none of what we do at SCA (WA) would be possible without sponsorship. Thank you. Working with sponsors who understand the strata sector is refreshing.

Off the back of a year of immense change, when we all started using the word "pivot", I am pleased the schedule for the year ahead is once again full of events, education opportunities, and social meet ups.

SCA (WA) is open for business and actively raising the profile of the strata sector. You will see SCA (WA) at the careers expo and supporting apartment awards. SCA (WA) recently expanded its marketing efforts and embraced social media, by creating content and cross promoting our sponsors posts. We welcome your suggestions and any opportunity to partner.



CATHERINE LEZER
PRESIDENT
SCA (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 [social](#) and [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
- 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

125,184

Strata lots managed by our 105 strata management firm members.

832

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

10,614

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

Our Members*

105 Strata management firms

209 individual lot owners

82 service supplier companies

*SCA (WA) Statistics from March 2021



Platinum Sponsorship Package

\$22,000 + GST



Events

- **Free Event Registration** for up to 2 delegates to all SCA (WA) events, including the exclusive Senior Leaders Retreat, Senior Leaders Lunch, Senior Leaders Night Off, Golf Day or Wine and Dine Tour, Convention & Awards Gala
- **1 x Event Partnership** where sponsors are invited to give a 5 minute welcome address, provide banners and promotional materials
- **3 x Event Support** where sponsors are invited to provide a banner and promotional materials
- **Event Support** at the Senior Leaders Retreat
- **Golf Day Hole Sponsor** with 2 player registrations (Value: \$1500)
- **50% discount** on Golf Day, and Convention and Awards Gala sponsorship (subject to availability)

Branding and Promotion

Logo displayed on:

- Home page and Our Sponsors page of SCA (WA) website
- SCA (WA) staff email signatures
- Joint banners promoting sponsor and SCA (WA)
- CPD Course Material
- Footer of all weekly e-News bulletins
- Contents page of SCA (WA)'s Annual Report
- Literature distributed by SCA (WA) wherever suitable or practical

Platinum Sponsorship Package

A maximum of 5 Platinum Sponsors will be accepted. 2020-2021 Platinum Sponsors have the first right to renew.

Digital Advertising

New Member Booklet

- Full page advertisement in the SCA (WA) New Member Booklet

Weekly e-Newsletter Bulletins and SCA (WA) Blog

- 2 x exclusive e-newsletter bulletins
- 4 x opportunities to provide an article
- 4 x opportunities to provide a banner advertisement
- 2x event promotions in the e-newsletter

Social Media

- 2 x feature posts on Facebook and LinkedIn
- 1 x video Q&A presentation
- 2x sponsor thank you posts for Christmas and EOFY

Inside Strata Magazine

- 10% discount on the advertising rate card of Inside Strata, distributed to over 2,500 members

Member Directory

- **Detailed listing** including link to your website, logo, cover image, PDF uploads, and videos
- **Up to 8 articles** to be listed on the directory

Continued on next page



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 – Includes the Business and unlimited delegates

Additional Opportunities

- **First priority** when allocating Event Support roles according to sponsor preferences
- **First priority for seating arrangements** for major events such as Annual Convention & Awards Gala, and Outlook Seminar
- **First priority to present** as an industry expert should the opportunity become available**
- **Priority to renew sponsorship** at this level for the next financial year
- **Full delegate lists** to all events attended
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Permission to feature SCA (WA) logo** on sponsor's promotional material and website
- **Invitation to participate** in working committees and other forums where the sponsor has specific expertise or experience.

** Subject to SCA (WA) confirming the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event.

Gold Sponsorship Package

\$12,500 + GST

Events

- **Free Event Registration** for 1 delegate to all SCA (WA) events including the Senior Leaders Lunch (excluding the Senior Leaders Retreat)
- **Free Event Registration** for 2 delegates at our Senior Leaders Night Off (including a choice of Golf Day or Wine and Dine Tour) and SCA (WA) Convention and Gala
- **3 x Event Support** where sponsors are invited to provide a banner and promotional materials
- **25% discount** on Golf Day, and Convention and Awards Gala sponsorship (subject to availability)

Branding and Promotion

Logo displayed on:

- Home page and Our Sponsors page of SCA (WA) website
- SCA (WA) staff email signatures
- Footer of all weekly e-News bulletins
- Contents page of SCA (WA)'s Annual Report
- Literature distributed by SCA (WA) wherever suitable or practical

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Gold Sponsorship Package



Digital Advertising

New Member Booklet

- Half page advertisement in the SCA (WA) New Member Booklet

Weekly e-Newsletter Bulletins and SCA (WA) Blog

- 3x opportunities to provide an article
- 3x opportunities to provide a banner advertisement
- 2x event promotions in the e-newsletter

Social Media

- 2x feature posts on LinkedIn and Facebook
- 1x video Q&A presentation
- 2x sponsor thank you posts for Christmas and EOFY

Inside Strata Magazine

- 5% discount on the advertising rate card of Inside Strata, distributed to over 2,500 members

Member Directory

- **Detailed listing** including link to your website, logo, cover image, PDF uploads, and videos
- **Up to 5 articles** to be listed on the directory

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.

Gold Sponsorship Package

Membership

Corporate Strata Services Large – Includes the Business and unlimited delegates

Additional Opportunities

- **Second priority** when allocating Event Support roles according to sponsor preferences
- **Second priority for seating arrangements** based on sponsorship tiers for events such as Annual Convention & Awards Gala, and Outlook Seminar
- **Second priority to present** as an industry expert should the opportunity become available**
- **Priority to renew sponsorship** at this level for the next financial year
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Permission to feature SCA (WA) logo** on sponsor's promotional material and website
- **Invitation to participate** in working committees and other forums where the sponsor has specific expertise or experience

** Subject to SCA (WA) confirming the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event.



Silver Sponsorship Package

\$6,000 + GST



Events

- **Free Event Registration** for 1 delegate to all SCA (WA) events, including the Convention & Awards Gala and Senior Leaders Lunch (excluding the Senior Leaders Retreat, Senior Leaders Night Off, Wine and Dine Tour, and Golf Day)
- **1 x Event Support**, where sponsors are invited to bring a banner and promotional materials
- **15% discount** on Golf Day, and Convention and Awards Gala sponsorship (subject to availability). Excludes other major events.

Branding and Promotion

Logo displayed on:

- Home page and Our Sponsors page of SCA (WA) website
- Contents page of SCA (WA)'s Annual Report
- Literature distributed by SCA (WA) wherever suitable or practical

Member Directory

- **Detailed listing** including link to your website, logo, cover image, PDF uploads, and videos
- **Up to 3 articles** to be listed on the directory

Membership

Corporate Strata Services Large – Includes the Business and unlimited delegates

Silver Sponsorship Package

Digital Advertising

New Member Booklet

- Quarter page advertisement in the SCA (WA) New Member Booklet

Weekly e-Newsletter Bulletins and SCA (WA) Blog

- 3x opportunities to provide an article
- 3x opportunities to provide a banner advertisement
- 1x event promotion in the e-newsletter

Social Media

- 1x feature posts on LinkedIn and Facebook
- 1x video Q&A presentation
- 2x sponsor acknowledgement and tag in Christmas and EOFY posts

Additional

- **Third priority** when allocating Event Support roles according to sponsor preferences
- **Third priority to present** as an industry expert should the opportunity become available**
- **Priority to renew sponsorship** at this level for the next financial year
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Permission to feature SCA (WA) logo** on sponsor's promotional material and website

** Subject to SCA (WA) confirming the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event.



Bronze Sponsorship Package

\$1,800 + GST

Events

- 10% discount on Golf Day, and Convention and Awards Gala sponsorship (subject to availability). Excludes other major events.

Branding and Promotion

Logo displayed on:

- Our Sponsors page of SCA (WA) website
- Contents page of SCA (WA)'s Annual Report
- Literature distributed by SCA (WA) wherever suitable or practical

Member Directory

- Detailed listing including link to your website, logo, cover image, PDF uploads, and videos

Membership

Corporate Strata Services Large – Includes the Business and unlimited delegates

Digital Advertising

Social Media

- 2x sponsor acknowledgement and tag in Christmas and EOFY posts

Bronze Sponsorship Package

Additional

- **Fourth priority** when sponsoring events
- **Fourth priority to present** as an industry expert should the opportunity become available**
- **Priority to renew sponsorship** at this level for the next financial year
- **Opportunity to provide fact sheets** and articles on area of expertise
- **Permission to feature SCA (WA) logo** on sponsor's promotional material and website

** Subject to SCA (WA) confirming the Sponsor has the necessary skills to deliver a presentation that meets the objectives of the education event.



2021 Convention & Awards Gala



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

OPTION 1 - EXHIBITION HALL

Investment \$3,800 *

Inclusions:

- Expo Stand (includes table and booth set up, additional furniture available for hire)
- Acknowledgement in Convention wrap up posts on Facebook and LinkedIn
- 2 x Tickets to Convention
- 2 x Tickets to Awards Gala
- 2 x Tickets to Pre-Convention Dinner with Senior Leaders
- Logo in program
- Optional Extra: Sponsor to provide a Door Prize to be drawn at the end of the event. The Sponsor will be invited on stage to draw the prize and will be photographed with the winner. Sponsor to collect business cards for the draw throughout the event and may keep business cards after the event.

*Less existing Sponsor discount if applicable and excluding GST

2021 Convention & Awards Gala

OPTION 2 – COFFEE CART SPONSORSHIP

Investment \$1,800 *

Inclusions:

- Coffee cart available to delegates during registration, morning tea and lunch
- 2 x Tickets to Convention
- 2 x Tickets to Awards Gala
- Sponsor may provide branded cups or stickers to be added to supplied cups
- Sponsor may supply branded shirts for baristas to wear
- Branding on coffee cart
- Sponsor may provide signage/banner to be displayed at coffee cart
- Sponsor may meet and greet attendees as they order their coffees
- Logo in program

*Less existing Sponsor discount if applicable and excluding GST

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2021 Convention & Awards Gala

OPTION 3 – SESSION SPONSORSHIP

Investment:

Keynote Speaker (Stream 1 – Industry Professionals)

\$3,000*

Presentations – (Stream 1 – Industry Professionals)

\$1,500*

Presentations – (Stream 2 – Owners in Strata)

\$750*

All session sponsorships include:

- Acknowledgement by MC before and after the presentation
- Acknowledgement in Convention wrap up posts on Facebook and LinkedIn
- Logo displayed on opening rotating slides
- Logo in program beside the sponsored presentation
- Logo and Sponsor acknowledgement for the speaker in the program
- Company banner on stage for speaker's presentation
- 1 x Ticket to Convention
- 1x Ticket to Awards Gala

*Less existing Sponsor discount if applicable and excluding GST

2021 Convention & Awards Gala

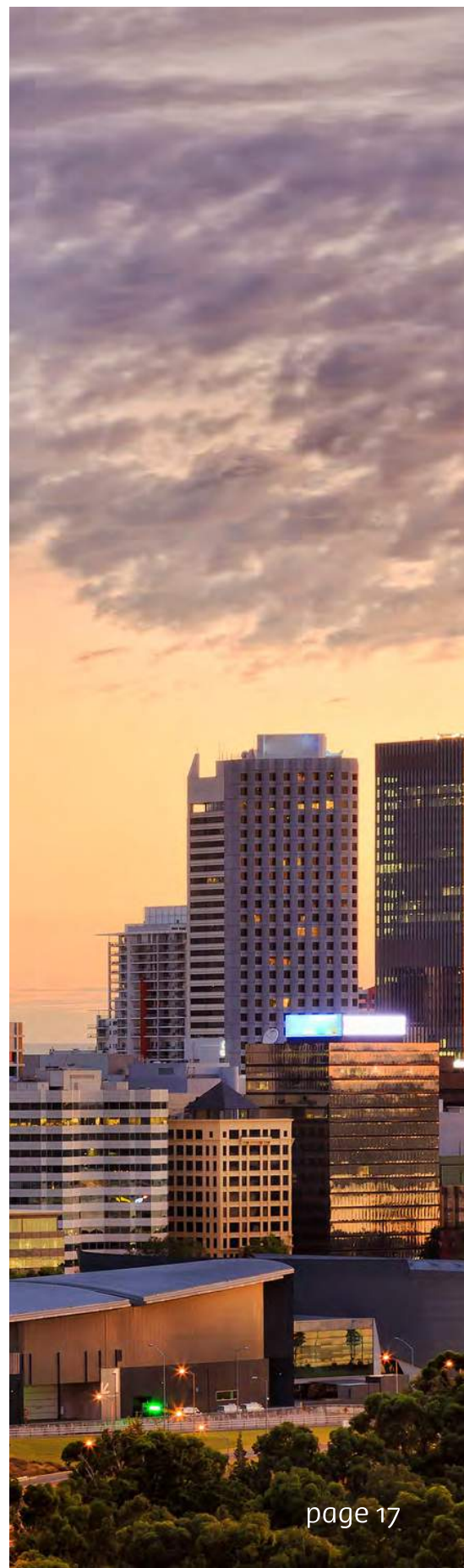
OPTION 4 - AWARDS SPONSORSHIP

Strata Community Management Business - Large	\$2,500*
Strata Community Management Business - Small	\$2,500*
Strata Community Manager	\$2,000*
Strata Community Manager - Rising Star	\$1,500*
Support Team Member	\$1000*
Essay	\$750*

All award sponsorships include:

- Opportunity to present award to the recipient
- Photograph with award recipient
- Logo and acknowledgement on marketing and communications relating to awards
- Logo on awards sponsor event banner on stage during awards
- Logo and acknowledgement on rotating slides
- Logo on award trophy and certificate
- 2 x tickets to awards gala
- 1 x attendance to winners' lunch
- Acknowledgement in Awards Wrap up on Facebook and LinkedIn

*Less existing Sponsor discount if applicable and excluding GST



2021 Golf Day



SCA (WA) Golf Day is back by popular demand. Have fun with colleagues and network among strata professionals while engaging in an activity you all enjoy.

OPTION 1 – NAMING RIGHTS

Investment: \$5,000*

Available positions - 1

Inclusions:

- Naming rights
- Company logo to be incorporated in to SCA (WA) Golf Day logo
- Logo displayed on email signatures, e-bulletins, flyers, website, Facebook, LinkedIn, trophies and certificates
- Company logo in program
- 4 x tickets to the SCA (WA) Golf Day including a private Golf Cart
- 1 x Sponsor a Hole
- Opportunity to provide gifts to attendees
- Opportunity to provide a 3–5-minute welcome presentation at the Golf Day
- Acknowledgement in event wrap up in E-news, SCA (WA) Website, Facebook and LinkedIn

*Less existing Sponsor discount if applicable and excluding GST

2021 Golf Day

OPTION 2 - SPONSOR A HOLE

Investment \$1,500 *

Available opportunities - 13, one hole per sponsor

Inclusions:

- Logo displayed on flyers, website, e-bulletin, Facebook, and LinkedIn promotions
- Teardrop banner at allocated hole (provided by sponsor)
- One company representative at hole
- Opportunity to conduct activity/competition at allocated hole (subject to approval)
- Opportunity to provide player prize for activity (subject to approval)
- Opportunity to supply corporate material and/or gift at allocated hole
- 2 x Golf registrations

*Less existing Sponsor discount if applicable and excluding GST

OPTION 3 - REFRESHMENT CART/STATION

Investment \$2,000 *

Inclusions:

- Logo displayed on flyers, website, e-bulletin, Facebook, and LinkedIn promotions
- Corporate signage on cart where applicable
- 2 x Golf registrations

*Less existing Sponsor discount if applicable and excluding GST



2021 Golf Day



OPTION 4 – TEAM PRIZES

Team prizes** for four people to be provided by sponsor (subject to SCA (WA) approval)

1st prize value approx. \$200 per person
Investment: \$800

2nd prize value approx. \$100 per person
Investment: \$400

3rd prize value approx. \$50 per person
Investment: \$200

Inclusions:

- Logo displayed on flyers, website, e-bulletin, Facebook, and LinkedIn promotions

**Subject to SCA (WA) approval

OPTION 5 – WINE AND DINE TOUR

Investment: \$1500

Available opportunities - 2

Inclusions:

- 2x tickets to the Wine and Dine Tour
- One company representative at the location
- Opportunity to conduct activity/competition at the location**
- Opportunity to supply corporate material and/or gift at the location

**Subject to SCA (WA) approval

Additional Sponsorship Opportunities

Advertising, Digital, and Social Media

1 x Banner Advertisement for E-Bulletin*

\$150 + GST

1 x Social Media post on Facebook and LinkedIn* \$100 + GST

1 x Event Promotion in e-newsletter, Facebook and LinkedIn*

\$150 + GST

*Subject to timing and/or availability

Door Prize

Opportunity to host a door prize at an event* (subject to timing and/or availability)

\$150 + GST



SCA (WA) in the Coronavirus Era



SCA (WA) will continue to adhere to State and Federal Government guidelines set down in response to the Coronavirus pandemic.

SCA (WA) will endeavour to honour all events and sponsorship entitlements, by using remote and online meeting technology such as Zoom to create live and recorded webinars.

Platinum, Gold, and Silver 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 2021-2022 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.

Please email lisa.kneebone@strata.community no later than June 4th, 2021 to confirm your sponsorship.

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: To discuss your sponsorship options, please email lisa.kneebone@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 invoices based on the agreed terms. Payments can be made annually in July or issued quarterly.



Tier Comparison Table

	Bronze	Silver	Gold	Platinum
Membership				
Corporate Strata Services Large				
Branding and Promotions				
Logo displayed on SCA (WA) sponsor page				
Logo displayed on final event slide				
Logo displayed on SCA (WA) home page				
Logo displayed on member e-newsletters				
Logo displayed on SCA (WA) email signatures				
Logo displayed on SCA (WA) corporate banner				
Logo displayed on SCA (WA) CPD materials				
Digital Advertising				
Tag on EOFY post on social media				
Tag on Christmas post on social media				
Event promotion in e-newsletter				
Video Q&A presentation				
Advertisement in New Member Booklet				
Feature posts on Facebook and LinkedIn				
Opportunity to include banner in e-newsletter				
Opportunity to include article in e-newsletter				
Inside Strata advertising rate card discount				
Exclusive e-newsletter bulletins				

Tier Comparison Table

	Bronze	Silver	Gold	Platinum
Events				
Priority to present as an industry expert	4th	3rd	2nd	1st
Priority seating at major events	4th	3rd	2nd	1st
Priority to sponsor any event	4th	3rd	2nd	1st
Free event registrations		1	1	2
Event support opportunities		1	3	3
Invitation to Senior Leaders Night Off				
Event partnership opportunities				1
Full delegate lists of events				
Invitation to Senior Leaders Retreat				
Member Directory				
Detailed listing				
Articles listed on the directory		3	5	8
Additional				
Invitation to participate in forums				
Priority to renew sponsorship at this level				
Discount to sponsor Golf Day and Convention	10%	15%	25%	50%
Opportunity to provide fact sheets				
Permission to use SCA (WA) logo on promotional material and website				
Limitations on the number of sponsors at this level				
Exclusivity at this level				



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WA

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