

2011/12 Sponsorship Opportunities



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For more information on sponsorship opportunities contact:

FMA Australia

Tel: 03 8641 6666

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Facility Management Association of Australia

Established in 1988, the Facility Management Association of Australia (FMA Australia) is the peak national body for facilities management, representing and supporting professionals and organisations responsible for the operational management of Australia's built environments.

Contributing an estimated \$20 billion to Australia's GDP annually and employing in excess of 200,000 people, facilities management ensures the health, wellbeing and productivity of Australia's workforce and the wider community.

As part of World FM Day the Hon. Julia Gillard MP, Prime Minister of Australia, has supported the valuable role of facilities management, with Ms Gillard stating that FMA members make a vital contribution to the sustainment of infrastructure.

Facilities Management

Facilities management covers a broad spectrum from strategic operational planning to daily physical maintenance, cleaning and environmental performance issues. It transverses all public and private organisations across a wide variety of employment, business and procurement types, from non-dedicated individuals doing things as part of another role, to a single in-house facilities manager, right through to highly specialised firms responsible under contract for the operation of large property portfolios.

Currently under-developed as a profession in Australia, facilities management will continue to grow over the next decade as its intrinsic value to all phases of the built environment lifecycle (design, construction, operation and demolition/refurbishment) and the wider economy becomes more apparent.

Our Association

With more than 2,000 members across Australia, FMA Australia provides a range of services including:

- Information and networking events,
- Education, learning and professional development opportunities,
- Industry research and development,
- Advocacy,
- Professional standards development for skills and competency, and
- Proactive partnering at all levels of government.

A primary focus of FMA Australia in representing the facilities management industry is to ensure that the needs of facility managers are understood and considered in government and business policy formulation and decision making.

FMA Australia is a founding partner of Global FM, which enables members to enjoy a productive relationship with its allied membership organisations from the United Kingdom (BIFM), United States (IFMA and AFE), France (ARSEG), South Africa (SAFMA), Hungary (HFMS), Brazil (ABRAFAC) and Switzerland (FM Arena), thus giving us access to a large body of research and knowledge about facilities management internationally.

FMA Australia also enjoys quality and productive arrangements as a member of leading industry bodies such as the Australian Sustainable Built Environment Council (ASBEC).

Branch Events 2011/12

FM Smart Site Visits

Supporter

Sponsorship package includes:

Supporter acknowledgement by event chairperson.

Your company logo on event registration form.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Your corporate signage on display at event venue (one banner) (signage to be provided by supporter and approved by FMA Australia).

Two complimentary site visit registrations.

Opportunity to provide company material to be displayed on event registration table (material to be provided by supporter and approved by FMA Australia).

Please note that site visits are available to sponsor in each branch and we are able to tailor packages to include a number of these events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.





Branch Events 2011/12

Breakfast Forums

Major Supporter

Sponsorship package includes:

Supporter acknowledgement by event chairperson.

Your company logo on event registration form.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Your corporate signage on display at event venue (two banners) (signage to be provided by supporter and approved by FMA Australia).

Your company logo on PowerPoint slide to be rotating on stage at event (one slide per supporter). Logo to be supplied to FMA Australia for production of slide layout.

Two complimentary breakfast registrations.

Opportunity to provide company material to be displayed on event registration table (material to be provided by supporter and approved by FMA Australia) (one item or company folder with several items).

Opportunity to supply company article for display on FMA Australia website.

Opportunity to conduct a business card draw. Prize to be supplied by supporter and approved by FMA Australia. Business card details will be supplied after the event by FMA Australia.

Please note that breakfasts are available to sponsor in each branch and we are able to tailor packages to include a number of these events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Events 2011/12

Lunch Forums

Major Supporter

Sponsorship package includes:

Supporter acknowledgement by event chairperson.

Your company logo on event registration form.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Your corporate signage on display at event venue (two banners) (signage to be provided by supporter and approved by FMA Australia).

Your company logo on PowerPoint slide to be rotating on stage at event (one slide per supporter). Logo to be supplied to FMA Australia for production of slide layout.

Two complimentary lunch registrations.

Opportunity to provide company material to be displayed on event registration table (material to be provided by supporter and approved by FMA Australia) (one item or company folder with several items).

Opportunity to supply company article for display on dedicated events page.

Opportunity to conduct a business card draw. Prize to be supplied by supporter and approved by FMA Australia. Business card details will be supplied after the event by FMA Australia.

Please note that lunches are available to sponsor in NSW, ACT, QLD, SA and WA. We are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.

A Christmas lunch sponsorship package is available in NSW, ACT, QLD, SA and WA. Inclusions are the same as those listed above for lunch forums.

Branch Events 2011/12

FM Expos

Display Table

Package includes:

Company logo on all material marketing the event.

Company logo and profile on dedicated expo web page which will be available to view for six months following the event.

Opportunity to display special product offers on dedicated expo web page.

Display table or equivalent space (displays will have power supplied but internet connection will be at exhibitor's expense).

Own signage behind display table or in allocated area.

Company material available to distribute.

Opportunity to donate a door prize for the general business card draw which will be held at the registration desk at each expo (those who donate a door prize will be eligible to receive a full contact list of all business cards entered in the draw).

Acknowledgement of your support as an exhibitor in the expo write-up in the following edition of FMA Online.

Please note that expos will be held in NSW, VIC and WA in 2012. If you would like to register to exhibit at more than one expo please contact FMA Australia on 03 8641 6666 to discuss a package.

Expos will be held in conjunction with a lunch forum with guest speaker in NSW, VIC and WA. Expos will run during lunches and will then continue throughout the afternoon. These lunch forums are available to sponsor separately. Package inclusions are the same as for a normal lunch (as shown on page 6) with the addition of a complimentary display table at the expo.



Branch Golf Days 2011/12

Golf Clinic

Exclusive Opportunity

Beginning this year we will be holding golf clinics two weeks prior to the golf days in QLD, NSW, VIC and WA. These clinics will give attendees the opportunity to hone their golfing skills and practice their technique under the guidance of a pro.

Sponsorship package includes:

Recognition on the golf clinic invitation/registration brochure as sponsor.

Recognition on the golf day invitation/registration brochure as golf clinic sponsor.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Acknowledgement as golf clinic sponsor by event chairperson on the day.

Your corporate signage on display at event venue (signage to be provided by your company and approved by FMA Australia).

Two complimentary registrations for the golf clinic.

Complimentary player when registering a team of 4 for the golf day (4 for the price of 3).

Opportunity to provide gift/company material to be included in promotional bag for every player at the golf day (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package is available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Major Supporter *Exclusive Opportunity*

Sponsorship package includes:

FMA Australia Branch Golf Day to be named in conjunction with your company.

Recognition as the major supporter on the invitation/registration brochure.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Your company acknowledged as the major supporter by the event chairperson on the day.

Your corporate signage on display at event venue (signage to be provided by your company and approved by FMA Australia).

Your corporate signage on display within event dining area (signage to be provided by your company and approved by FMA Australia).

Four complimentary registrations (including golf and meals).

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Opportunity to supply company article for display on FMA Australia website.

Opportunity to conduct a business card draw. Prize to be supplied by supporter and approved by FMA Australia. Business card details will be supplied after the event by FMA Australia.

Please note that this package is available in each branch. We are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Drinks / Refreshment Cart

Sponsorship package includes:

Recognition on the invitation/registration brochure as drinks/refreshment cart supporter.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Acknowledgement as drinks/refreshment cart supporter by event chairperson on the day.

Your corporate signage on display on the drinks/refreshment cart (signage to be provided by your company and approved by FMA Australia).

Opportunity to provide card/photo featuring your company logo to be distributed on cart (to be provided by your company and approved by FMA Australia).

Two complimentary registrations (including golf and meals)..

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package is available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Putting Green

Exclusive Opportunity

Sponsorship package includes:

Recognition on the invitation/registration brochure as putting green supporter.

Your company logo and link to your website to feature on all dedicated emails advertising the event.

Your company logo and link to your website to feature on the relevant event page on the FMA Australia website.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Acknowledgement as putting green supporter by event chairperson on the day.

Your corporate signage on display at the putting green (signage to be provided by your company and approved by FMA Australia).

One complimentary registration (including golf and meals).

Opportunity to stage a putting competition (competition details and prize to be supplied by your company and approved by FMA Australia).

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that events are available to sponsor in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

First Prize

Exclusive Opportunity

Sponsorship package includes:

Recognition on the invitation/registration brochure as first prize supporter.

Acknowledgement of your company in following edition of FMA Online featuring your logo and link to your website.

Acknowledgement as first prize supporter by event chairperson on the day.

Your corporate signage on display at event venue (signage to be provided by your company and approved by FMA Australia).

One complimentary registration (including golf and meals).

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package requires that the sponsor supplies the first prize. Prizes must be suitable for a team of four players.

Second Prize

Exclusive Opportunity

Sponsorship package includes:

Recognition on the invitation/registration brochure as second prize supporter.

Acknowledgement as second prize supporter by event chairperson on the day.

Your corporate signage on display at specified hole(s) (signage to be provided by your company and approved by FMA Australia).

One complimentary registration (including golf and meals).

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package requires that the sponsor supplies the second prize. Prizes must be suitable for a team of four players.

Please note that these packages are available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Longest Drive

Two Opportunities Only

Sponsorship package includes:

Recognition on the invitation/registration brochure as longest drive supporter.

Acknowledgement as longest drive supporter by event chairperson on the day.

Your corporate signage on display at event venue (signage to be provided by your company and approved by FMA Australia).

Company representative present at the tee.

Complimentary player when registering a team of 4 (4 for the price of 3)

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package requires that the sponsor supplies a prize for the longest drive.

Nearest To The Pin

Offered On All Par Three Holes

Sponsorship package includes:

Recognition on the invitation/registration brochure as nearest to the pin supporter.

Acknowledgement as nearest to the pin supporter by event chairperson on the day.

Your corporate signage on display at specified hole(s) (signage to be provided by your company and approved by FMA Australia).

Company representative present at the tee.

Complimentary player when registering a team of 4 (4 for the price of 3)

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that this package requires that the sponsor supplies a prize for the nearest to the pin

Please note that these packages are available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Hole Supporter *Limited Opportunity*

Sponsorship package includes:

Acknowledgement as hole supporter by event chairperson on the day.

Your corporate signage on display at the relevant hole(s) (signage to be provided by your company and approved by FMA Australia).

Company representative present at the tee.

Complimentary player when registering a team of 4 (4 for the price of 3).

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Opportunity to conduct an activity on the sponsored hole.

Promotional Bags *Exclusive Opportunity*

In Kind

Sponsorship package includes:

Opportunity to provide promotional bags branded with your company logo to be distributed to each attendee at the golf day. (bag to be provided by your company and approved by FMA Australia).

Acknowledgement as supporter by event chairperson on the day.

Your corporate signage on display at specified hole (signage to be provided by your company and approved by FMA Australia).

One complimentary registration (including golf and meals).

Company representative present at the tee.

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Please note that there is an option available for the promotional bags to be supplied by FMA Australia and branded with your company logo. Please contact us to discuss this option further.

Please note that these packages are available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



Branch Golf Days 2011/12

Promotional Items
Unlimited

In Kind

Sponsorship package includes:

Acknowledgement as supporter by event chairperson on the day.

Opportunity to provide gift/company material to be included in promotional bag for every player (gift/material to be provided by your company and approved by FMA Australia).

Suggested items

Sunscreen
Caps / hats
Towels
Golf balls
Tees
Pens
Markers
Shirts
Umbrellas
Other

Please note that this package is available in each branch and we are able to tailor packages to include a number of events across several branches. Please contact FMA Australia on 03 8641 6666 for more information.



ideaction12

About ideaction12

FMA Australia's annual conference, ideaction, is the premier facility management learning and networking event in the Australasia region.

Held over three days in May, the conference combines a line-up of world-class speakers covering the latest FM issues and insightful site visits. It's not all work though, with a range of social and networking events which includes the highly popular Chairman's Welcome Reception and the Gala Dinner.

ideaction12: *ideas in action*, will be held in Canberra from 16-18 May 2012.



ideaaction12

Platinum Sponsor *Exclusive opportunity*

Sponsorship package includes:

Acknowledgement of sponsorship on the FMA Australia and ideaaction website home pages.

Company logo with link to your website on FMA Australia and ideaaction websites.

Tower advertisement on front page of FMA Australia website for six months.

Banner advertisement on the ideaaction website for six months.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition as Platinum sponsor on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on title slides in all rooms throughout the conference.

Official recognition during speeches as sponsor.

Recognition of sponsorship in the ideaaction conference registration brochure (electronic).

A quarter page advertisement in the ideaaction conference registration brochure (electronic).

Company logo and recognition of sponsorship on the pocket program badge insert for use by all delegates at the conference.

Nominated sponsor of one concurrent session room.

One complimentary 9m x 2m exhibition stand.

Company logo and link to your website to feature on all email marketing of the conference.

Recognition of sponsorship, company logo and link to your website in the event write-up in the ideaaction edition of FMA Online.

Four complimentary full conference registrations including social events.

Four additional complimentary welcome reception tickets.

Six additional complimentary gala dinner tickets.

Two complimentary inserts in delegate satchels.

Company logo on front of conference satchel.

Advertorial/feature in conference edition of Facility Perspectives.



ideaction12

Gala Dinner Sponsor *Exclusive opportunity*

Sponsorship package includes:

Acknowledgement of sponsorship on the FMA Australia and ideaction website home pages.

Company logo with link to your website on FMA Australia and ideaction websites.

Tower advertisement on front page of FMA Australia website for three months.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition of sponsorship on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on slides displayed during the gala dinner.

Official recognition during speeches as sponsor.

Verbal recognition of sponsorship at the opening of the gala dinner.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Company logo and recognition of sponsorship on the pocket program badge insert for use by all delegates at the conference.

Company logo on event menus.

Opportunity to address the audience at the gala dinner.

Opportunity to provide a gift to all attendees at the gala dinner (gift to be supplied by sponsor and approved by FMA Australia).

Company signage on display at event venue.

One complimentary 3m x 2m exhibition stand.

Company logo and link to your website to feature on all email marketing of the conference.

Recognition of sponsorship, company logo and link to your website in the event write-up in the ideaction edition of FMA Online.

Two complimentary full conference registrations including social events.

Complimentary table of ten at the gala dinner.

One complimentary insert in delegate satchels.



ideaction12

Chairman's Welcome Reception Sponsor *Exclusive opportunity*

Sponsorship package includes:

Acknowledgement of sponsorship on the FMA Australia and ideaction website home pages.

Company logo with link to your website on FMA Australia and ideaction websites.

Tower advertisement on front page of FMA Australia website for three months.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition of sponsorship on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on slides displayed during the Chairman's welcome reception (if applicable).

Official recognition during speeches as sponsor.

Verbal recognition of sponsorship at the opening of the Chairman's welcome reception.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Company logo and recognition of sponsorship on the pocket program badge insert for use by all delegates at the conference.

Opportunity to address the audience at the Chairman's welcome reception.

Company signage on display at event venue.

Company logo and link to your website to feature on all email marketing of the conference.

Recognition of sponsorship, company logo and link to your website in the event write-up in the ideaction edition of FMA Online.

Two complimentary full conference registrations including social events.

Four additional complimentary welcome reception tickets.

One complimentary insert in delegate satchels.

Opportunity to add a 3m x 2m exhibition stand to your package at a discounted rate.



ideaction12

Opening Keynote Sponsor *Exclusive opportunity*

Sponsorship package includes:

Acknowledgement of sponsorship on the ideaction website home page.

Company logo with link to your website on FMA Australia and ideaction websites.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition of sponsorship on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on slides displayed during the opening keynote session.

Official recognition during speeches as sponsor.

Verbal recognition of sponsorship at the beginning of the opening keynote session.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Company logo and recognition of sponsorship on the pocket program badge insert for use by all delegates at the conference.

Opportunity to thank the speaker and say a few words as to why your company sponsored this session.

One complimentary 3m x 2m exhibition stand.

Recognition of sponsorship, company logo and link to your website in the event write-up in the ideaction edition of FMA Online.

One complimentary full conference registration including social events.

One additional complimentary welcome reception ticket.

Two additional complimentary gala dinner tickets.

One complimentary insert in delegate satchels.



ideaction12

Keynote Sponsor *Two opportunities*

Sponsorship package includes:

Acknowledgement of sponsorship on the ideaction website home page.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition of sponsorship on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on slides displayed during sponsored keynote session.

Official recognition during speeches as sponsor.

Verbal recognition of sponsorship at the beginning of sponsored keynote session.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Recognition of sponsorship in the event write-up in the ideaction edition of FMA Online.

One complimentary full conference registration including social events.

One additional complimentary gala dinner ticket.

One complimentary insert in delegate satchels.

Opportunity to add a 3m x 2m exhibition stand to your package at a discounted rate.



Concurrent Sessions Sponsor
Includes sponsorship of four sessions in one room over two days

Sponsorship package includes:

Acknowledgement of sponsorship on the ideaction website home page.

Company logo with link to website featured on dedicated conference proceedings page on FMA Australia website, the link for which will be emailed to all delegates.

Recognition of sponsorship on FMA Australia's pages in the March and June editions of Facility Perspectives.

Logo to appear on slides displayed during sponsored sessions.

Official recognition during speeches as sponsor.

Verbal recognition of sponsorship at the opening of sponsored sessions.

Opportunity to display signage and other branded materials in a designated area in your sponsored room (signage/materials to be provided by sponsor and approved by FMA Australia).

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Recognition of sponsorship in the event write-up in the ideaction edition of FMA Online.

One complimentary full conference registration including social events.

One complimentary insert in delegate satchels.

Opportunity to add a 3m x 2m exhibition stand to your package at a discounted rate.



ideaction12

Delegate Satchel Insert

Sponsorship package includes:

Official recognition of support during speeches.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

One insert in delegate satchels (branded promotional item or printed material to be supplied by supporter and approved by FMA Australia).



ideaction12

Conference Transport Sponsor *Exclusive opportunity*

Sponsorship package includes:

Sponsor's logo on magnetic signage displayed on all vehicles used to transport delegates throughout the conference (buses to and from site visits, buses to and from the Chairman's welcome reception and buses to and from the gala dinner). FMA Australia will produce signage in conjunction with sponsor.

Acknowledgement of sponsorship on the ideaction website home page.

Official recognition during speeches as sponsor.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

One complimentary full conference registration including social events.

One complimentary insert in delegate satchels.

Opportunity to add a 3m x 2m exhibition stand to your package at a discounted rate.



ideaction12

Lanyards Sponsor *Exclusive opportunity*

Sponsorship package includes:

Acknowledgement of sponsorship on the ideaction website home page.

Official recognition during speeches as sponsor.

Recognition of sponsorship in the ideaction conference registration brochure (electronic).

Lanyards to be co-branded with company logo in conjunction with the FMA Australia logo.

One complimentary full conference registration including social events.

One complimentary insert in delegate satchels.

Opportunity to add a 3m x 2m exhibition stand to your package at a discounted rate.



Display Stand

Package includes:

3m x 2m exhibition stand in the designated exhibition area of the conference venue, including two people to man the stand (catering will be provided for two people. If you require more than two people to man your stand, an additional charge per person will be incurred).

Inclusion on the exhibitor listing in the pocket program for use by all delegates at the conference.

One complimentary insert in delegate satchels.