

Sponsor packages 2023-24

Industry Support

\$16,500

max. 2

Gold

\$5,500

max. 6

Silver

\$3,500

unlimited

Bronze

\$2,500

unlimited

Education

\$8,500

max. 4

Event

**Price varies
per event**

Trade

**\$1,000 or prizes
to this value**



QUEENSLAND
Arboricultural
ASSOCIATION INC.

As a not-for-profit association, the QAA couldn't do what we do without the support of our wonderful sponsors. Sponsorship has always been an integral part of the QAA operations as it allows us to have a proactive association to represent the arboricultural industry and those working in it.

The QAA Executive Committee and Staff are constantly exploring options to promote our Association and give our sponsors higher levels of exposure to all membership and industry related sectors. The following packs have been carefully designed to create a model of funds allocation that is sustainable for the Association and creates more advertising and brand exposure opportunities for our sponsors.

In line with the Membership Strategy, the QAA is committed to maximizing sponsorship opportunities by delivering more brand exposure, education, climbing competitions, and networking events. We have a strong digital presence across our social media channels, emails, and website with sponsors featured across each of these. All digital channels saw double digit increases in reach, engagement, clicks, and, for emails, the open rate across the past 12 months.

As an Industry Support, Gold, Silver, or Bronze sponsor your brand will be placed in front of prospective customers on all our digital platforms. Your brand will be tagged in relevant social media posts and your logo is always hyperlinked on our website and in QAA emails. The reach on these mediums alone is over 30,000 per year.

In addition to our standard packages, we also have Event Sponsor opportunities for each climbing competition and networking event hosted by the QAA. Having an Event Sponsor, who receives additional advertising opportunities, allows us to subsidize ticket fees and makes attendance to events more affordable. This encourages more people to attend while also maximizing sponsor exposure to our members.

The QAA is committed to providing continuous learning opportunities for those in the arboricultural industry. Our aim is to make education more accessible to arborists which is why we hold a variety of educational workshops and practical training each year. These workshops can only be run thanks to the support of Education Sponsors. Given the increased advertising opportunities these positions create, we hope to build relationships with more companies who are as passionate about professional development as we are.

Sponsorship sales for the 2023-24 year, which come into effect from 1 July, are now open with packages sold on a first come basis.

If you would like to discuss any of the information contained in the following packages, or would like to become a sponsor, please email office@qaa.net.au or call (07) 3821 1488.

We look forward to partnering with you in 2023-24.



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Social Media Sponsor Ads 2023 - 2024

July

M	T	W	T	F	S	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

August

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Legend

	AGM (all)	11 November 2023		Industry Support Post Weeks	Aug, Nov, Feb, May
	New Sponsors Week	3 - 16 July		Gold Sponsor Post Weeks	Sept, Dec, April
				Silver Sponsor Post Weeks	Oct and Mar
				Bronze Sponsor Post Week	Jan/Feb

Note: Event Sponsor posts run as per individual event schedules

Industry Support Partner

2023-24

As a QAA Industry Support Partner you receive:

- First preference on Event Sponsor opportunities
- Featured as the support sponsor for the Approved Register on the QAA website
- Logo and link to your website included in all email communications to the QAA database
- The option to include promo messages in QAA emails (quarterly)
- Logo and link to your website featured in the first section on the QAA homepage
- Listing as Industry Support Sponsor on the QAA website with logo, blurb and links to relevant pages
- Option to supply a sponsor news article for the QAA website
- Should you attend any of the QAA events you may give out additional merchandise on site
- Trade presentation availability at the Industry Event on alternating years
- Recognition as a QAA sponsor at the Annual General Meeting (AGM)
- Signage and ad to be displayed during the AGM
- Branding post on social media during New Sponsors Week – July
- Branding posts during Industry Support Sponsor Week on social media – August, November, February, May

\$16,500

max. 2



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Gold Sponsor

2023-24

As a QAA Gold Sponsor you receive:

- Second preference on Event Sponsor opportunities
- Logo with a link to your website included in all email communications to the QAA database
- The option to include promo messages in QAA emails (quarterly)
- Logo with a link to your website featured in the third section on the QAA homepage
- Listing as a Gold Sponsor on the QAA website with logo, blurb and links to relevant pages
- Should you attend any of the QAA events you may give out additional merchandise on site
- Trade presentation availability at the Industry Event on alternating years
- Recognition as a QAA sponsor at the Annual General Meeting (AGM)
- Branding post on social media during New Sponsors Week – July
- Branding posts during Gold Sponsor Week on social media – September, December, April

\$5,500

max. 6



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Silver Sponsor

2023-24

As a QAA Silver Sponsor you receive:

- Opportunity to also be an Event Sponsor
- Logo with a link to your website included in all email communications to the QAA database
- The option to include promo messages in QAA emails (quarterly)
- Logo with a link to your website featured in the fourth section on the QAA homepage
- Listing as a Silver Sponsor on the QAA website with logo, blurb and links to relevant pages
- Should you attend any of the QAA events you may give out additional merchandise on site
- Trade presentation availability at the Industry Event on alternating years
- Recognition as a QAA sponsor at the Annual General Meeting (AGM)
- Branding post on social media during New Sponsors Week – July
- Branding posts during Silver Sponsor Week on social media – October, March

\$3,500

unlimited



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Bronze Sponsor

2023-24

As a QAA Bronze Sponsor you receive:

- Opportunity to also be an Event Sponsor
- Logo with a link to your website included in all email communications to the QAA database
- Logo with a link to your website featured in the fifth section on the QAA homepage
- Listing as a Bronze Sponsor on the QAA website with logo, blurb and links to relevant pages
- Trade presentation availability at the Industry Event on alternating years
- Recognition as a QAA sponsor at the Annual General Meeting (AGM)
- Branding post on social media during New Sponsors Week – July
- Branding post during Bronze Sponsor Week on social media – January

\$2,500

unlimited



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Education Sponsor

2023-24

As a QAA Education Sponsor you receive:

- Feature in all advertising for workshops and webinars in that financial year (except QTRA and TRAQ)
- Signage for onsite workshops
- Videos and flyers embedded into webinar castings and recordings
- Logo to appear on all marketing collateral relating to education workshops including social media posts, the QAA website, ticketing, emails, and event signage (where relevant)
- Logo with a link to your website included in all email communications to the QAA database
- Logo with a link to your website featured in the second section on the QAA homepage
- Listing as an Education Sponsor on the QAA website with logo, blurb and links to relevant pages
- Option to supply a sponsor news article for the QAA website
- Recognition as a QAA sponsor at the Annual General meeting (AGM)

\$8,500

max. 4



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Event Sponsor

2023-24

Individual Event Sponsors contribute 50% of a particular event's budget which allows the QAA to cover costs while also keeping ticket prices low. This, in turn, means more people can afford to attend which has a direct impact on training, practical experience, and networking within the industry.

An organisation may purchase multiple Event Sponsorships per year. Demand is very high with preference given to an organisation's current sponsorship band.

Event sponsors appear on all marketing collateral relating to the event including social media posts, the QAA website, ticketing, emails, and event signage (where relevant). They also feature in event photography and videography. Event photos are posted on the QAA website while videos are posted to YouTube. Both are used in promotional activities throughout the year and in the lead up to the next year's event.

Individual event sponsorships are available for the following events:

- **Freestyle Tree Climbing Comp (Cairns) – \$10,000**
- **QTCC – \$10,000**
- **Amateur Open (Climbing Comp) – \$4,000**

Please note these prices are for exclusive sponsorship of each event. Joint event sponsorships may be available if there isn't an exclusive event sponsor.

**Price varies
per event**



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Trade Sponsor

2023-24

Trade Sponsorships are our way of highlighting the contributions of businesses who wish to pledge money to QAA climbing competitions, donate prizes, and/or equipment.

All trade sponsors receive recognition in post event social media and emails associated with the relevant event.

~ QTCC and Amateur Open ~

- Speed Climb (male and female) @ \$1,000 or prizes for each
- Ascent Event (male and female) @ \$1,000 or prizes for each
- Throwline (male and female) @ \$1,000 or prizes for each
- Aerial Rescue (male and female) @ \$1,000 or prizes for each
- Work Climb (male and female) @ \$1,000 or prizes for each
- Winner Male @ \$1,000 or prizes for each
- Winner Female @ \$1,000 or prizes for each
- Spirit of the Competition @ \$1,000 or prize

~ Freestyle Climbing Competition ~

- 1st Male and Female @ \$1,000 or prizes for each
- 2nd Male and Female @ \$1,000 or prizes for each
- 3rd Male and Female @ \$1,000 or prizes for each
- Spirit of the Competition (Overall winner) @ \$1,000 or prize
- Spirit of the Competition (FNQ winner) @ \$1,000 or prize

**\$1,000 or prizes
to this value**



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Sponsor Benefit	Industry Support	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Education Sponsor	Event Sponsor	Requirement
Signage at AGM	✓	✓					Pull up banner, flags
Signage at workshops					✓		Pull up banner, flags
Signage at events (eg. climbing comps)						✓	Pull up banner, flags
AGM recognition	✓	✓	✓	✓	✓		Logo
Logo on QTCC shirt	✓	✓	✓	✓	✓	✓	Logo
Logo on all workshop marketing collateral					✓		Logo
Logo on all event marketing collateral						✓	Logo
Event specific social media post						✓	Image and words
Sponsor week social media post	✓	✓	✓	✓	✓		Image and words
Blurb and hyperlink on QAA website	✓	✓	✓	✓	✓		Logo and words
Logo hyperlink in all QAA emails	✓	✓	✓	✓	✓		Logo
Option to supply web news article	✓	✓			✓		Image and words
Option to include promo message in QAA emails	✓	✓	✓				Image and words
Approved Register support sponsor	✓						Logo
Trade presentation at QAA community event	✓	✓	✓	✓			Various
Option to hand out merchandise at events	✓	✓	✓			✓	Various

- Logos to be supplied as eps, png, jpeg
- Social media posts can be an upcoming event, promotion, or general business post