



Australian Institute of
Project Management

VICTORIAN CHAPTER

2010 SPONSORSHIP OPPORTUNITIES

FOR CHAPTER EVENTS AND ACTIVITIES

1 The Australian Institute of Project Management

For over 30 years, the Australian Institute of Project Management (AIPM) has been instrumental in driving improvements in the project management profession in Australia. Its focus is on the development of knowledge, skills and competence of people and organizations using a project management approach to achieve business outcomes. As the largest project management community in the Asia Pacific region AIPM represents almost 10,000 project management professionals.

Over the past 5-10 years industry has experienced increasing pressure to deliver projects and to be more accountable for achieving outcomes. The development of Australian-based Project Management Competency Standards and a professional recognition model using well balanced industry feedback are in direct response to this need.

In addition to promoting professionalism in project management AIPM looks to highlight and recognise excellence. AIPM runs the annual Project Management Achievement Awards (PMAA) as its flagship event. Each Chapter presents awards for excellence in project management to organisations and individuals. The Chapter winners are announced in August at the State PMAA function and go on to compete in the National Awards in October. This is an important and valuable contribution to the profession at both state and national levels.

In 2009, the National event had over 500 attendees. The national and state/territory winners from each state were then featured in AIPM's Project Manager Magazine and in the Excellence in Project Management commemorative booklet specifically produced to highlight the program, the Award winners and event sponsors.

Both the magazine and the booklet are distributed to each member nationwide. As such, there is significant potential for promotion of a sponsor's brand.

2 The Victorian Chapter

The Victorian Chapter represents over 2,000 project management professional throughout the state and include members from a wide range of industries including consulting, defence, energy, engineering, finance, construction, government, information technology, insurance, primary industry, property development, telecommunication, transport and universities.

3 Why sponsor a Chapter event?

The Victorian Chapter is offering sponsorship packages to everyone who shares AIPM's vision for the project management profession. The packages on offer provide opportunities to be involved with one – or a combination – of the events mentioned above and to expose your business to parts of the largest project management community in the Asia Pacific region. You won't find a larger and more targeted audience anywhere else! This is a great way of doing business giving you comfort that your marketing budget is spent efficiently.

Sponsorship of Chapter events provide:

- an opportunity to consolidate relationships and expose your brand across industries
- an opportunity to promote your organization to support your brand or services and to maintain a high profile among industry specialists
- exposure to an interested and relevant audience
- opportunity to enjoy a strong alignment with the event; and
- opportunity to be recognized as an advocate for supporting AIPM and for promoting professional recognition and project management competency.

4 Opportunities for Sponsorship

Monthly Events

The Chapter holds monthly events from February to December of each year. They are open to members and non-members alike. The seminars are intended to be informative as well as providing networking opportunities for attendees. For our certified members they offer opportunities to collect CPD points to keep their certification current.

These events are well attended. As well as being advertised to approximately 2000 Victorian members and on the AIPM website, the events are marketed through other forums including the ACS, AIE and CIOB. The Chapter is continuously endeavoring to increase marketing of its events through other mediums to provide greater exposure of AIPM.

Sponsorship package = \$2000 + GST

Entitlements:

- organisation's name and logo on communications and documents for the event (i.e. event email, AIPM website under Chapter event details)
- acknowledgement at the event
- short sponsor presentation at the event
- up to three banners on display or similar at the event
- brochures available at registration desk
- two complimentary tickets
- Victorian Chapter Newsletter acknowledgement of sponsor for the event

Annual Events

Victorian Forum (1/2 day Conference) – August

Every August the Chapter hosts the Victorian Forum which is held over half a day and attended by over 150+ delegates. The Victorian Forum presents 4 keynote speakers of excellent backgrounds.

Sponsorship package for PMAA includes Victorian Forum

Entitlements:

- provision of PMAA sponsors' banners at Victorian Forum
- PMAA sponsors brochures/marketing collateral to be circulated to attendees

PMAA – August

See separate PMAA Sponsorship Packages booklet.

Student Award Night – December

Each December the Chapter recognizes students' outstanding achievement in their studies in Project Management. These awards are a joint sponsorship between the Victorian Chapter and universities or organizations. The evening is attended by University leaders and academics as well as senior members of the project management community.

Sponsorship package = \$300 + GST Organisation/University (+ AIPM Victorian Chapter contribution \$300)

Entitlements:

- organisation's name and logo on communications and documents for the event (ie. event flyer, AIPM website under Chapter event details)
- organisation's logo on certificate
- one banner or similar at the event
- Victorian Chapter Newsletter acknowledgement of sponsor for the event

SIG Meetings

In addition, to the monthly events, Special Interest Groups (SIGS) hold 5-7 meetings throughout the year which are open to members and non members. These are currently attended by 30+ attendees. The following SIGS are currently active in the Chapter:

- The Professional Management Development Group (PMDG) – 5 meetings per year
- The Project Management Office Group (PMO) – 7 meetings per year
- Project Controls (PC) – 5 meetings per year

Venue Sponsorship package = Provision of venue

Entitlements:

- organisation's name on communications for the event (ie. event email, AIPM website under Chapter event details)
- acknowledgement at the meeting

Catering Sponsorship package = Provision of catering

Entitlements:

- organisation's name on communications for the event (ie. event email, AIPM website under Chapter event details)
- acknowledgement at the meeting

Sponsorship package = \$200 + GST per meeting

Entitlements:

- organisation's name and logo on communications and documents for the event (ie. event email, AIPM website under Chapter event details)
- acknowledgement at the meeting
- brochures available at meeting
- Victorian Chapter Newsletter acknowledgement of sponsor for the event

Tailored sponsorship opportunities

If you wish to combine any of the packages outlined in this document, or wish to discuss specialist sponsorship opportunities, such as media sponsorship, hospitality sponsorship, please contact Olympia Watkins.

Newsletter Sponsorship

The Victorian Chapter Newsletter is published on a quarterly basis and circulated to all Chapter members throughout Victoria. It is also available on the AIPM website. The Chapter newsletter has limited space available for advertising. Sponsorship is dependent on the space available in the edition and must be of relevance to members.

Advertising rates:

\$250 + GST - Company name and logo ¼ page full colour advertisement in the Chapter newsletter

\$450 + GST - Company name and logo ½ page full colour advertisement in the Chapter newsletter

\$600 + GST - Company name and logo A4 page full colour advertisement in the Chapter newsletter. Also included with the advertisement is sponsorship wording as follows: 'This newsletter is sponsored by'
will appear on the top of the newsletter

Please contact Olympia Watkins, vic_chapter@aipm.com.au to obtain closing dates for advertising in the Vic Chapter quarterly Newsletter.

How do you become and sponsor?

Please complete attached Victorian Chapter sponsorship application form. Please contact Olimpia Watkins, Chapter Co-ordinator; Vic_chapter@aipm.com.au or to discuss your sponsorship needs please contact Trevor Alex, President, Victorian Chapter.

Australian Institute of Project Management - Victorian Chapter Sponsorship Application Form

Please complete this form, keep a photocopy for your records and forward to:

Olimpia Watkins
AIPM Victorian Chapter Co-ordinator
Email: vic_chapter@aipm.com.au
Fax: 03 9369 2139

Company Name: _____

Contact Name: _____

Address: _____ State: _____

Postcode: _____ Telephone: _____ Fax: _____

Email: _____

Sponsorship opportunities:

MONTHLY EVENT: (please indicate which event and date):

Event Name: _____ Date: _____

ANNUAL EVENTS: (please tick)

| | | |
|-----------------------------------|--|--|
| PMAA and Victorian Forum (August) | | Please see PMAA Sponsorship Package booklet |
| Student Award Night (December) | | \$300+ GST (Note joint sponsorship with Victorian Chapter) |

SIG MEETINGS: (please tick)

| | | | | | | | |
|------------------|--|--------------------|--|-----------------------|--|--|--|
| PMDG | | Provision of venue | | Provision of catering | | \$200+GST No of meetings being sponsored (ie. 1, 2, 3 etc) please indicate | |
| PMO | | Provision of venue | | Provision of catering | | \$200+GST No of meetings being sponsored (ie. 1, 2, 3 etc) please indicate | |
| Project Controls | | Provision of venue | | Provision of catering | | \$200+GST No of meetings being sponsored (ie. 1, 2, 3 etc) please indicate | |

PAYMENT DETAILS:

Do you require a receipt? (Please tick if receipt is required)

Visacard Mastercard Diners Amex Please send a tax invoice

| | |
|--------------------|-----------|
| Cardholder's Name: | |
| Card Number: | Expiry: |
| Signature: | Amount \$ |