

WA CHAPTER SPONSORSHIP OPPORTUNITIES FOR CHAPTER EVENTS AND ACTIVITIES 2010

January 2010

The Australian Institute of Project Management

For the past 32 years, the Australian Institute of Project Management (AIPM) has been instrumental in driving improvements in the project management profession in Australia. Its primary focus is on the knowledge, skills and competence of people and organizations involved in project management. As Australia's peak body for project management, AIPM represents almost 10,000 project managers nationally.

Over the past 5-10 years, one of the most significant issues to have emerged is that organisations have come to expect more from the project management profession. The creation of Australian-based Project Management Competency Standards and a professional Project Manager Certification model are in direct response to this need.

In addition to promoting competency standards, the AIPM looks to highlight and recognise excellence in project management. To this end, AIPM runs the annual Project Management Achievement Awards (PMAA) which is AIPM's flagship event. Each Chapter presents awards for excellence in the field of 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 a local and national level.

In 2009, the annual national function 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.

The WA Chapter

Membership

The WA Chapter represents over 600 members throughout the state. These members include professionals from a wide range of backgrounds including consulting, energy, engineering, finance, construction, government, defence, information technology, insurance, primary industry, property development, telecommunication, transport and universities.

The AIPM is the largest project management community in Australasia incorporating:

- individual members
- corporate members
- industry groups
- communities of practice.

Events and Activities of the Chapter

WA Chapter Project Management Achievement Awards

The Chapter Project Management Achievement Awards (PMAA) will be held in mid 2010 and it is anticipated that well over 100 people will attend to recognize project excellence through the awards 'Project of the Year' and the 'Project Manager' of the year. The winner of each category is then judged at the National PMAA in October 2010.

Further details of this event and sponsorship packages are available through the PMAA Sponsorship Packages booklet. Please refer to the details below with regard to additional entitlements in addition to this package.

Monthly Events

The WA Chapter holds monthly events from February through to November each year which are open to members and non-members. The seminars are intended to be informative as well as a networking opportunity.

These events are well attended and are also advertised to the entire state membership as well as being advertised on the website. The Chapter is continuously endeavouring to increase marketing of its events through other mediums to provide greater exposure of the AIPM.

Chapter Newsletter

The WA Chapter newsletter is issued on a quarterly basis and circulated to all Chapter members throughout WA and is also available via the website. Articles are topical within the PM industry.

Why Sponsor a Chapter event?

The WA Chapter is offering sponsorship packages to organisations which have an affinity with the AIPM's vision for the project management profession.

The packages being offered enable organisations to be involved in the PMAA or the PMAA and a monthly event, or and individual monthly event.

Sponsorship of a Chapter event provides:

- 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 recognised as an advocate for supporting AIPM and for promoting professional accreditation and competency.

Opportunities for Sponsorship

The WA Chapter offers the following sponsorship opportunities:-

Monthly Events

Sponsorship package = \$300 + GST

Entitlements:

- company name and logo on communications and documents for the event (i.e. Event email, AIPM website under Chapter event details)

- acknowledgement at the event
- display of sponsor banners
- brochures available at registration desk
- two complimentary tickets
- short sponsor presentation at event

Newsletter Sponsorship

The Chapter newsletter has limited space available for advertising. Sponsorship is dependent on the space available in each edition and must be of relevance to our members.

\$100 + GST

- company name and logo ¼ page, full colour advertisement in the Chapter newsletter

\$200 + GST

- company name and logo ½ page, full colour advertisement in the Chapter newsletter

PMAA

**Gold = 2010 \$5,000 + GST
2011 \$5,500 + GST
2012 \$6,000 + GST**

Special offer - 3 year (2010 to 2012) commitment = \$5,000 + GST per year

Entitlements:

Refer to PMAA Sponsorship booklet plus:

- organisation's name and logo on communications and documents for the event (i.e. event flyer, AIPM, website under Chapter event details) and the acknowledgment of the organizations name /logo as a GOLD Sponsor on all AIPM State communications for the following year;
- organisation's logo on all trophies;
- organisation's logo printed on all certificates;
- organisation's logo displayed on the visual presentation;
- brochures/marketing collateral to be circulated to attendees ie. menu and programme; and
- up to three promotional banner displayed at the event.

**Silver = 2010 \$3,000 + GST
2011 \$3,500 + GST
2012 \$4,000 + GST**

Special offer – 3 year (2010 to 2012) commitment = \$3,000 + GST per year

Entitlements:

Refer to PMAA Sponsorship booklet plus:

- organisation's name and logo on communications and documents for the event (i.e. Event flyer, AIPM website under Chapter event details) and the acknowledgment of the organizations name /logo as a Silver Sponsor on all AIPM State communications for the following year;
- promotional banner displayed at the entrance to the event; and
- brochures/marketing collateral to be circulated to attendees i.e. menu and programme.

**Bronze = 2010 \$2,000 + GST
2011 \$2,500 + GST
2012 \$3,000 + GST**

Special offer – 3 year (2010 to 2012) commitment = \$2,000 + GST per year

Entitlements:

Refer to PMAA Sponsorship booklet plus:

- organisation's name and logo on communications and documents for the event (i.e. event flyer, AIPM website under Chapter event details);
- organisation's logo on all trophies;
- promotional banner displayed at the entrance to the event; and
- brochures/marketing collateral to be circulated to attendees i.e. menu and programme.

Special offer - commit to 3 years at the 2010 price

Three year packages are available. This is a great way to fix marketing costs for your budgeting activities for 2010 to 2012. This offer is open to Gold, Silver and Bronze sponsorships for WA Chapter PMAA only.

Tailored sponsorship opportunities

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

How do you become a sponsor?

Please complete attached WA Chapter sponsorship application form and forward it to wa_chapter@aipm.com.au

Contact

Please contact Martine Peasley WA Chapter Co-ordinator; wa_chapter@aipm.com.au or phone 9447 5663 to discuss your sponsorship needs.

WA Chapter Sponsorship Agreement

This letter sets out the Sponsorship Agreement, Terms and Conditions between _____
_____ (the sponsor) and the Australian Institute of Project Management
(AIPM) (WA Chapter) _____ for sponsorship of
_____.

DATE: _____ 2010.

AIPM agrees to grant the sponsor the following sponsorship rights:

Sponsorship Type

PMAA Sponsorship: Gold sponsor Silver sponsor Bronze Sponsor

Categories: (please select your area of business)

- Education Services
- Mining
- Oil and Gas
- Local Government
- State Government
- Building/Construction

Newsletter:

Other:

Financial sponsorship level: \$ _____ (inc. GST)

List package entitlements here:

The sponsorship will be for a period of **months/years** from _____ to _____.

The sponsor agrees to provide to AIPM:

List all the provisions of the sponsor:

Terms and Conditions

1. It is agreed that at the time of renegotiation, AIPM will automatically invite the sponsor to renegotiate the agreement.
2. The Australian Goods and Services Tax at 10% is applicable to all goods and services offered by the AIPM and all prices in this document are inclusive of the GST. GST is calculated at date of publication. AIPM reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
3. A completed and signed Sponsorship Agreement is required for acceptance of AIPM sponsorship packages and can be forwarded to your State Chapter Coordinator or the AIPM Support Office. Upon receipt of a signed Sponsorship Agreement, entitlements will be confirmed and a tax invoice will be issued. Payment can be made by cheque, money order or credit card (Visa, Mastercard, American Express or Diners Club). In the case of PMAA sponsorship, a copy of the signed Sponsorship Application form will be attached to this document.
4. Sponsorship will be allocated only on receipt of signed Sponsorship Agreements. This Sponsorship agreement is to confirm the booking, and will be sent to the sponsoring organisation together with a Tax Invoice for the required amount. Full payment is required 30 days from the date of the Tax Invoice.
5. All monies are payable in Australian dollars. Cheques should be made payable to AIPM and must be drawn on an Australian bank.
6. All monies due and payable must be received by the AIPM Support Office (and cheques cleared) by 30 June 2009 or 30 days prior to the event being sponsored. In the case of multiple events, payment is required no later than 30 days prior to the first event scheduled for sponsorship. No Sponsor will be listed as a Sponsor in the Project Management Achievement Awards Program or other events being sponsored until full payment, a Sponsorship Application form and Sponsorship Agreement has been received by the AIPM.
7. Dispute Resolution – In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.

If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:

- a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately.
 - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement giving 14 days written notice of their intention to terminate.
 - c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation) enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.
 - d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
8. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
 9. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
 10. The terms and conditions of the agreement shall not be disclosed to any third parties without the prior written consent of both parties.

11. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.
12. Cancellation Policy. In the event of cancellation, a service fee of 50% applies. No refunds will be made for cancellations after 30 June 2009 or 30 days prior to the event being sponsored. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
13. AIPM will use your information to send you updates and other news about related services or events. We will only pass on your information to reputable third party official contractors of the AIPM for the purpose of assisting you with your participation.

Signed: _____ _ Signed: _____

Name
Sponsor Name

Name
Australian Institute of Project Management

Title

Title

Date

Date

WA Chapter Sponsorship Application Form

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

Martine Peasley

AIPM WA Chapter Co-ordinator

Email: wa_chapter@aipm.com.au

Fax: 08 9447 5666

Company Name: _____

Contact Name: _____

Address: _____

Address: _____ State: _____

Postcode: _____ Telephone: _____ Fax: _____

Email: _____

Sponsorship opportunities:

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

Event Name: _____ Date: _____

PMAA (please see PMAA Sponsorship Package booklet)