



2019 Sponsorship Opportunities

APSCo Australia is the only Association:

- Representing pre-qualified, audited professional staffing corporations, and their related entities, across 191 locations who have made a commitment to demonstrate quality business and service standards for talent management in the professional staffing sector.
- Supporting 2,3250 consultants to maintain their commitment to set the professional standard for compliance and knowledge in recruitment management.
- Accessing an estimated 150,000 white collar professionals
- Advocating this vibrant talent ecosystem, and their suppliers, to Government, clients and regulators across all jurisdictions, as an essential workforce partner, in the changing world of work.

Setting the standards for recruitment and staffing in the professional sector.

Our value proposition for Affiliates is:

- Representation of your company to Members and associated entities, including Government, regulatory authorities, professional services sectors, other Associations and the public generally, as a quality supplier.
- Profiling your commitment to the market as representative of a key driver in the development, maintenance, and strength of the professional staffing & recruitment sector in Australia.
- Providing services, events and marketing to profile your brand, encourage opportunities for engagement with active and potential clients and increase commercial success for your business through communication, strategic networks and targeted assistance in taking your initiatives to the market.

2019 Sponsorship Opportunities are a carefully managed direct channel to market:

APSCo Australia's exclusive group of Affiliate Members have the opportunity to partner with the Association on the following events for 2019 and be profiled as a sponsor in the lead-up to and during each event.

Sponsorships are structured to deliver an opportunity for every Affiliate Member and every budget.

The Directors' Lounge

APSCo Connects Networking

Leading Edge Program – Sydney, Melbourne, Brisbane

Management Masterclasses

APSCo Breakfast Club Member Meetings

L20 Business Leaders Forum

APSCo in the Round

APSCo Australia Awards for Excellence

Craft of Recruitment Conference

Craft of Recruitment Webinars

Digital Advertising Opportunities

The Directors' Lounge

Location: Sydney/Melbourne

2019 Dates: Feb 21, May 8, Aug 14, Nov 13

APSCo Australia's Directors' will meet in Sydney and Melbourne for their quarterly Directors' Meeting. To coincide with each meeting, APSCo will hold an exclusive invitation-only The Directors' Lounge function at the conclusion of each of these meetings, to allow Directors and Members to connect.

The Directors' Lounge will be held from 5:00pm -6:30pm.

APSCo Australia is offering one Affiliate Member (per event) the opportunity to sponsor The Directors' Lounge, present face-to-face to the Directors on their company/product and attend the exclusive Directors' Dinner that evening from 6:30pm – 8:30pm.

Sponsor inclusions:

- Acknowledgement as The Directors' Lounge Sponsor.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- The option of placing a promotional banner at the event (banner to be supplied and setup by sponsor).
- A business card draw, door prize or give away (Sponsor to supply prize).
- A face-to-face presentation to the Directors.
- Introduction to invited guests by APSCo Au Managing Director.
- Invitation to attend the exclusive Directors' Dinner afterwards.

Sponsorship cost:

February 21, Sydney:	\$1500 plus GST
May 8, Melbourne:	\$1500 plus GST
August 14, Melbourne:	\$1500 plus GST
November 13, Melbourne:	\$1500 plus GST

APSCo Connects Networking

2019 Dates and locations:

May 13 - 27 (ACT, NSW, Qld, SA, Vic, WA)

November 18 - 29 (ACT, NSW, Qld, SA, Vic, WA)



Guests at the APSCo Connects Networking Events will be greeted by canapés and drinks and have the opportunity to connect with colleagues, catch up on all the latest news and market chatter, and celebrate APSCo activity in Australia.

Sponsor inclusions:

- Acknowledgement as the Networking Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- The option of placing a promotional banner at the event (banner to be supplied and setup by sponsor).
- A business card draw, door prize or give away (Sponsor to supply prize and to keep business cards).
- Acknowledgement by the APSCo Managing Director during the event.

Sponsorship cost:

ACT	\$850 plus GST	SA	\$600 plus GST
NSW	\$1500 plus GST	Vic	\$1500 plus GST
Qld	\$850 plus GST	WA	\$600 plus GST
All States	\$5500 plus GST		

Leading Edge Program

2019 Dates and locations:

February 21 Sydney

May 8 and November 13 Melbourne

August 22 Brisbane



APSCo's Leading Edge Program will bring together a quarterly program of speakers at the cutting edge of economics, research and analytics and a knowledge of the talent ecosystem. The discussion will aim to provide a 360° sweep of the experience, culture, diversity, economic value and resilience of today's blended workforce against the continuing advance of technology.

Sponsor inclusions

- Acknowledgement as the Panel Breakfast Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- Welcome/thank guests and make a short speech at the commencement/close of the event.
- The option of placing a promotional banner at the event (banner to be supplied and setup by sponsor).
- The option of distributing marketing material at the event.
- A business card draw, door prize or give away (Sponsor to supply prize and to keep business cards).
- Guest registration for the major sponsor and for the Associate sponsor.

Sponsorship cost

Major \$10,000 plus GST per event

Associate \$5,000 plus GST per event

Management Masterclasses

2019 Date: February 21 , 28, March 19, May 9, 16, 23, August 23, 30,
September 5, November 14, 21, 28

Location: Sydney, Melbourne, Brisbane and Canberra
(other locations available on demand)

Time: 10.30am – 2.30pm, including a working lunch.



These Masterclasses are half day intensive sessions suitable for business owners, people leaders and senior/principal consultants who want to engage with facilitators recognised for their deep knowledge of business strategy and people management. The topics and presenters will vary each quarter – but the key pre-requisite is to focus on business and commercial success.

Sponsor inclusions

- Acknowledgement as the Leading Edge Masterclass Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related marketing material.
- Opportunity to welcome attendees and make a short speech at the commencement of the masterclass.
- The option of placing a promotional banner at the masterclass (banner to be supplied and setup by sponsor).
- The option of distributing marketing material at the masterclass.

Sponsorship cost: \$3,000 plus GST per Masterclass.

APSCo Breakfast Club Member Meetings

2019 Dates and Locations:

Perth, March 28

Canberra, June 27

Brisbane, September 26

Adelaide, November 12

The APSCo Breakfast Club Member meetings are a series of facilitated live events designed to engage start ups and SME's in a business development forum to address topics of interest and build networks to support and mentor on topics of mutual interest.

Sponsor inclusions

- Acknowledgement as the APSCo Breakfast Club Member Meeting Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- Opportunity to welcome guests and make a short speech at the commencement of the Breakfast Club Member Meeting.
- The option of placing a promotional banner at the live event (banner to be supplied and setup by sponsor).
- The option of distributing marketing material at the live event.

Sponsorship cost

March 28, Perth:	\$600 plus GST
June 27, Canberra:	\$850 plus GST
September 26, Brisbane:	\$850 plus GST
November 12, Adelaide:	\$600 plus GST

L20 Business Leaders Forum

2019 Dates and locations:

Melbourne, March 6

Melbourne, September 4

Sydney, June 5

Sydney, December 4



APSCo Australia, along with APSCo UK and APSCo Germany have established an L20 Group of companies to meet and discuss topics of mutual interest in a true peer to peer discussion, be engaged with speakers who understand the complexity of operational issues in large business, and have opportunities to discuss important high level issues that impact the future of the sector which may drive pro-active lobbying activity. This Event is invitation-only for leaders of APSCo Member companies who have representation in a minimum of three states and/or territories.

Sponsor inclusions

- Acknowledgement as the L20 Business Leaders Forum Sponsor.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- Opportunity to present to the Forum leaders on a topic of interest.
- The option of placing a promotional banner at the event (banner to be supplied and setup by sponsor).
- The option of distributing marketing material at the event

Sponsorship cost

March 6, Melbourne: **\$2500 plus GST**

September 4, Melbourne: **\$2500 plus GST**

June 5, Sydney: **\$2500 plus GST**

December 4, Sydney: **\$2500 plus GST**

APSCo in the Round

2019 Dates and locations:

February 26 - March 19 (ACT, NSW, Qld, SA, Vic, WA)
August 30 - September 6 (ACT, NSW, Qld, SA, Vic, WA)



APSCo in the Round follows on from the highly successful Managing Director's lunches which commenced in 2018. In 2019, APSCo Australia Managing Director Julie Mills will invite State and Territory Managers and Business owners to discuss local and national issues of the moment.

Sponsor inclusions

- Acknowledgement as the APSCo in the Round Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material.
- Opportunity to welcome guests and make a short speech at the commencement of the event.
- The option of placing a promotional banner at the event (banner to be supplied and setup by sponsor).
- The option of distributing marketing material at the event.
- A business card draw, door prize or give away (Sponsor to supply prize and to keep business cards).

Sponsorship cost

February 25 - March 20: \$7,000 plus GST (All 6 States)

August 30 - September 6: \$7,000 plus GST (All 6 States)

APSCo Australia Awards for Excellence Gala Dinner

2019 Date and location: Thursday August 8
Doltone House, Jones Bay Wharf, Sydney



The prestigious APSCo Australia Awards for Excellence is the Association's major event of the year and recognises those who have supported the Association and achieved excellence over the past 12 months.

Sponsorship cost

A \$1,000 deposit is required to pre-book any of the below sponsorships.

Awards for Excellence Major Sponsor	1 available	\$20,000 Plus GST
Entertainment	1 available	\$10,000 Plus GST
Photobooth	1 available	\$5,500 Plus GST
Pre-Dinner Drinks	1 available	\$6,500 Plus GST
Candy Buffet	1 available	\$4,000 Plus GST
Media Sponsor	1 available	\$3,000 Plus GST
Award Categories	8 available	\$3,000 Plus GST
Table Prize	1 available	\$3,000 Plus GST
Guest Prize	3 available	\$3,000 Plus GST
Sponsored Table of 10	On demand	\$2,100 Plus GST

Sponsors inclusions will be included on the dedicated Awards for Excellence and Gala Dinner Sponsorship document to be released in 2019.

Craft of Recruitment Conference

2019 Date and location: June 6, Sydney



The Craft of Recruitment Conference will bring together recognised educators and facilitators who will ensure attendees walk away with a clear value proposition of the core benefits a strong recruiter brings to the talent engagement solution for clients - no matter how AI or technology evolves.

Featuring a recognition ceremony for Certified Recruitment Professionals, the launch of the 100 Club, and the closing cocktails, this is an event to have your brand attached to as we reinforce the APSCo brand of quality with committed, professional consultants from around the country.

Speakers and the program will be announced in early 2019 along with the dedicated Sponsorship document, featuring all Sponsors inclusions.

Sponsorship opportunities and cost

Platinum:	\$12,000 plus GST
Gold:	\$8,000 plus GST
Silver:	\$6,000 plus GST
Bronze:	\$4,000 plus GST

Craft of Recruitment Webinars

2019 Dates: June, July, Aug, Sep, Oct, Nov, Dec

Format: Online

1st Tuesday of each month

Time: 2:00pm—2.45pm



The Craft of Recruitment webinars will answer key questions posed by the Craft of Recruitment Conference, addressing topics related to the core benefits a strong recruiter brings to the talent engagement solution for clients.

Sponsor inclusions

- Acknowledgement as the Craft of Recruitment Webinars Sponsor.
- Logo acknowledgement as the Craft of Recruitment Webinars Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material and webinar template.
- Message inclusion in post-webinar email follow-up to attendees.

Sponsorship cost

June 2019 - December 2019: \$5,000 plus GST

Across the MD's Desk Webinars

Dates: Weekly, commencing July 2019

Wednesday 12.00pm — 12.45pm

Format: Online



APSCo Australia's Across the MD's Desk webinars are FREE weekly Member webinars on timely topics and issues of interest. APSCo Australia Managing Director, Julie Mills is joined by various subject matter experts to discuss the topic and answer attendee questions in a LIVE session.

In 2018, more than 250 Members and Non-Members have attended the Across the MD's Desk webinar sessions.

Sponsor inclusions

- Acknowledgement as the Across the MD's Desk Sponsor.
- Logo acknowledgement as the Sponsor on the APSCo Australia website.
- Acknowledgement on social media.
- Logo placement and link on all related event marketing material and PowerPoint template.
- Message inclusion in post-webinar email follow-up to attendees.

Sponsorship cost

July 2019 - June 2020: \$5,000 plus GST

Digital Advertising Opportunities

EDM Display Banner

APSCo Australia is offering Members and Non-Members the opportunity to place a static banner in its regular email communications. Sent to a subscriber database of 2500, this opportunity ensures your message is seen by your target audience.

Member: \$300 plus GST per EDM

Non-Member: \$600 plus GST per EDM

EDM

APSCo Australia regularly sends EDM's and marketing information to an extensive database of subscribers in the region of 2500—3000 contacts. The majority of these subscribers are Members working in the recruitment and contracting sector. APSCo Australia is offering Members and Non-Members, the opportunity to access this database of contacts via the purchase of an EDM mailing.

EDM Cost:

Member: \$595 plus GST

Non-member: \$1190 plus GST

Website Display Banner

The APSCo Australia website, re-designed and re-launched in April 2018, serves as an information portal to Members and the wider industry. With regular monthly page views between 6,000—10,000, APSCo Australia is offering Members and Non-Members the opportunity to display a static web banner on the APSCo Australia website.

Display banner on www.apscoau.org (2 week placement):

Member: \$595 plus GST

Non-Member: \$1190 plus GST

Display banner on www.apscoau.org (4 week placement):

Member: \$950 plus GST

Non-Member: \$1900 plus GST

Sponsorship Bookings and Enquiries

To secure your sponsorship, or make an enquiry about APSCo Australia sponsorship, please contact:

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