



# 2021 CPPA Sponsorship Package

March 2021

The Closure Planning Practitioners Association (CPPA) provides information, training and events for asset closure practitioners in Australia.

CPPA welcomes sponsorship from organisations with an interest in closure planning that would like to help us to invest and grow our educational work and activity to give our members the skills, knowledge, experience and tools they need to succeed.

CPPA Sponsorship allows organizations to:

- Develop product, service or brand recognition within the Australia's largest closure practitioner community
- Benefit from brand association with the CPPA
- Access member-facing opportunities such as sponsored webinars and CPPA's knowledge hub
- Build networks and connect with CPPA members
- Connect directly with industry professionals. Connections via the CPPA website and social media (such as LinkedIn page), are available throughout the year. CPPA updates the community on a regular basis via LinkedIn posts and personal emails. This is yet another opportunity for sponsors and advertisers to reach out to the community through the internet.
- Enjoy priority access to events and activities that extend and enhance the development of the profession.

The following details the marketing opportunities, value proposition, sponsorship benefits and rates.

## Branding, Promotion and Recognition of Your Organization

CPPA Sponsorship demonstrates your organisation's commitment to the professional development of asset closure practitioners.

Put your company's brand, products and services in front of a diverse community of members and organisations that represent a wide range of businesses and regulators around Australia.

## CPPA Annual Sponsorship Packages

CPPA Sponsorship is suitable for those organizations that wish to support the CPPA to improve the professional capacity of closure planners and those that offer relevant products or services to our members. Limited sponsorships are available, offering maximum branding, messaging and profile-raising opportunities.

There are three levels of annual sponsorship available – 3 x Bronze, 2 x Silver, and 1 x Gold – with different benefits for each level. Sponsorships commence in July each year.



Benefit	Gold (1)	Silver (2)	Bronze (3)
Access to the CPPA Body of Knowledge & Webinars	✓	✓	✓
Free access the following numbers of people within a sponsors organisation	3	2	1
Logo on CPPAs sponsors webpage, hyperlinked to sponsor company website	✓	✓	✓
Short profile on CPPAs sponsors webpage	✓	✓	✓
Inclusion of logo and profile on the introductory slides to our presentations	✓	✓	✓
Acknowledgement of sponsorship via LinkedIn	✓	✓	✓
Provide priority to our sponsors for presentations to CPPA members.	✓	✓	✓
Line acknowledgement in the footer of CPPA event email communications	✓	✓	✓
Verbal acknowledgement by the event MC at our webinar	✓	✓	
Use CPPA's logo on its website and to mention the company's affiliation with the CPPA <sup>1</sup>	✓	✓	
Display one (1) Sponsor banner/s throughout events, along with approved company collateral/information in the event areas	✓		
Logo in the footer of CPPA event email communications	✓		
Logo on the CPPA's Knowledge Hub Webpage	✓		
<b>Rate (non-refundable)</b>	<b>\$1000</b>	<b>\$600</b>	<b>\$300</b>

## Event Packages

CPPA offers several opportunities throughout the year for companies to sponsor specific sundowner events. This usually entails providing company office space as a venue and refreshments for participants. Our registration process limits participants to an agreed number. For these sponsorships, CPPA would normally include the company's logo within the sundowner invitation and provide a verbal and line acknowledgement of the sponsor in related communications.

<sup>1</sup> The conditions of CPPA logo use are that only the affiliation and details of sponsorship of CPPA community of practice can be made, and no claims of CPPA endorsement of the sponsor products and services.



## Custom Partnership Packages

CPPA are willing and able to work with potential partners to provide custom packages based on their needs.

For more information, please contact Treasurer at [admin@cpga.asn.au](mailto:admin@cpga.asn.au).