



# AFFORDABLE HOUSING FORUM SPONSORSHIP PROSPECTUS 2017

## THE FORUM

The Southern Sydney Regional Organisation of Councils (SSROC) and the Planning Institute of Australia (PIA), in collaboration with southern Sydney Community Housing Providers, are hosting a one-day Affordable Housing Forum in NSW on Monday, 24 July 2017.

Join industry experts and leaders from Local Government, community housing, planning, and academia for a robust discussion about affordable housing in the metropolitan Sydney region. This one-day Forum is designed to generate practical solutions for real-world application, with a formal Communique to be developed on the day.

## THE ORGANISERS

**The Southern Sydney Regional Organisation of Councils (SSROC)** is an association of eleven councils, south of Sydney harbour covering a third of Sydney's population. We provide a forum for the exchange of ideas between member councils, engage in advocacy and undertake regional projects that contribute to the sustainability of our member councils and communities. Find out more at [www.ssroc.nsw.gov.au](http://www.ssroc.nsw.gov.au)

**Planning Institute of Australia (PIA)** is the national body representing planning and the planning profession. Through education, communication and professional development, PIA is the pivotal organisation serving and guiding thousands of planning professionals in their role of creating better communities. PIA currently represents approximately 5300 members nationally and internationally, and connects with more than 7500 planners annually. Find out more at <https://www.planning.org.au>

**Community Housing Providers** in the southern Sydney area are among the leading community housing providers in NSW, providing housing and tenancy services to many thousands of households in Sydney. The housing providers are: Bridge Housing, Evolve Housing, City West Housing, SGCH (St George Community Housing), Hume Community Housing Association and Link Housing. They are members of the NSW Federation of Housing Associations. Find out more at: [www.communityhousing.org.au](http://www.communityhousing.org.au).

## ABOUT SPONSORSHIP

The organisers are offering some exclusive and exciting opportunities for sponsors of the 2017 Affordable Housing Forum. Please note these opportunities are strictly limited in number.

A coordinated and targeted opportunity for our Platinum Sponsor (one only) to gain naming rights to the Affordable Housing Forum and to be afforded exclusive opportunities to derive critical insight into strategic planning for affordable housing in the Sydney region.

This is an exciting and challenging time for the Sydney housing sector, with opportunities for the innovative and forward-thinking. We invite all industries related to the affordable housing sector to join, participate and influence key stakeholders at the 2017 Affordable Housing Forum, hosted by SSROC, PIA and our partners.



Planning  
Institute  
Australia



## Platinum Sponsor – \$5,000 ex GST (one only)

A Platinum Industry Sponsor is a valued and integral partner in the Forum. You are an organisation or body that has positioned itself as being integral to the future of the affordable housing sector. Your future success is inextricably linked to the longevity of the sector. You see a long-standing opportunity to maximise and sustain your exposure and work collaboratively with the sector's leaders and innovators. Included in this sponsorship package is:

### Affordable Housing Forum 2017:

- Prime and exclusive location for your display stand or table
- One speaking session of no more than 5 minutes at the Forum
- Naming rights to the Forum
- Insert in delegate satchel (sponsor to provide hard copies to SSROC by 14/07/2017)
- Complimentary registration for up to four (4) employees at the Forum
- Placement of one (1) pull up banner at the podium / stage area at the Forum
- Prime logo position on bottom left of all formal Forum communication and promotional materials
- Verbal acknowledgement during forum

### SSROC member communications

- Logo placement and 500-word text box on SSROC's Forum website page
- Premium placement of a 350-word editorial in two editions of the SSROC quarterly newsletter during 2017

### PIA member communications

- Premium Logo placement and acknowledgement as Platinum sponsor on PIA Affordable Housing event page
- Premium Logo placement and acknowledgement as Platinum sponsor in E-marketing broadcasts for the event
- 1/4-page advert in PIA NSW Journal New Planner (sponsor to provide artwork).

## Gold Sponsors – \$3,000 ex GST (five only)

### Affordable Housing Forum 2017:

- Insert in delegate satchel (sponsor to provide hard copies to SSROC by 14/07/2017)
- Complimentary registration for up to three (3) employees at the Forum
- Placement of one (1) pull up banner at the sides of the room at the Forum
- Logo position on bottom of all formal Forum communication and promotional materials, first in best placement

### SSROC member communications

- Logo placement and 200-word text box on SSROC's Forum website page
- Placement of a 250-word editorial in one edition of the SSROC quarterly newsletter during 2017

### PIA member communications

- Logo and acknowledgement as sponsor on PIA Affordable Housing event page
- Logo and acknowledgement as sponsor in E-marketing broadcasts for the event

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## Supporting Sponsors – \$1,500 ex GST

### Affordable Housing Forum 2017:

- Insert in delegate satchel (sponsor to provide hard copies to SSROC by 14/07/2017)
- Complimentary registration for up to one (1) employee at the Forum
- Logo position on bottom of all formal Forum communication and promotional materials

### SSROC member communications

- Logo placement and 150-word text box on SSROC's Forum website page
- Placement of a 200-word editorial in one edition of the SSROC quarterly newsletter during 2017

### PIA member communications

- Logo and acknowledgement as sponsor on PIA Affordable Housing event page
- Logo and acknowledgement as sponsor in E-marketing broadcasts for the event

## SPONSORSHIP PROSPECTUS BOOKING FORM

**Please post, email or fax this form by COB Monday, 15 May 2017 to:**

Southern Sydney Regional Organisation of Councils (SSROC) Inc. | ABN 54 485 603 535

A | PO Box 3138, Redfern LPO NSW 2016 E | [ssroc@ssroc.nsw.gov.au](mailto:ssroc@ssroc.nsw.gov.au) F | 02 8396 3816

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### Sponsor Details

Organisation/Company Name: \_\_\_\_\_

Contact Name and Position: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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### Sponsorship Selection

Platinum Sponsor\* (1 only)     Gold Sponsor (5 only)     Supporting Sponsor

*\* Terms and inclusions are subject to final negotiation.*

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### Sponsorship Check List

- I understand that the closing date for Sponsorship is 15 May 2017 and that all sponsorship opportunity fees must be paid within 21 days of that date – PIA will issue an invoice to you.
- I have read, understand and accept the Sponsorship selection and inclusions.
- I have completed all applicable sections of the Sponsorship Prospectus.
- I confirm that I have full authority and delegation to submit the application as provided.
- I confirm that the organisers may use our name and logo in accordance with the terms outlined above in the relevant sponsorship selection, and that I must supply a high-resolution logo in JPEG and PNG formats by 15 May 2017.
- I confirm that it is my responsibility to supply delegate satchel inserts to SSROC by no later than COB 14 July 2017. Further, it is my responsibility to supply all banners and booth (platinum only) materials on the day of the Forum. It is my responsibility to ensure that all artwork and sponsor wording is supplied to SSROC and PIA in a timely fashion.
- At times, unforeseen issues may arise that result in delays or changes to the above listed promotions, marketing and/or co-branding. Should this occur, the organisers will endeavour to work with you to find solutions that are amenable to both parties.
- I understand payment must be received by the required date, or the application may be cancelled.
- The organisers have the right to recover any costs incurred in the event of a cancelled sponsorship.
- The organisers have the right to refuse or cancel sponsorship without explanation if it is not in the best interest of the organisers or the affordable housing sector.

Name: \_\_\_\_\_ Organisation: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_