



Australian Institute of Traffic Planning
and Management (AITPM)

Sponsorship Packages 2018





The Australian Institute of Traffic Planning and Management Incorporated (AITPM) provides a central point of reference for practitioners in traffic and transport planning and management. Members of the Institute are linked primarily by a common vocational interest rather than by similar academic qualifications alone.

Traffic Planning and Management is an integrated activity involving traffic management and operations, transport planning, economics, freight, road safety, public transport and non-motorised transport modes.

We are the peak body for traffic and transport practitioners in Australia and have developed a niche position within the industry thanks to our concentration of focus and the quality and level of engagement of our members.

The AITPM network is extensive, with its underlying strength being its own membership. The Institute started in 1966 and now has over 850 individual and corporate members across Australia and New Zealand. There are five state branches; Queensland, New South Wales, Victoria, South Australia and Western Australia.



About Us

AITPM Vision

To provide leadership in traffic and transport by contributing to the development and management of a transport system that benefits all Australians.

AITPM Objectives

Professional Development – Provide a diverse range of knowledge and skill building opportunities and services;

Information – Provide a reference point for technical information and undertake research where required for the benefit of members and stakeholders;

Industry Participation – Use our collective knowledge and experience to influence decision makers in traffic and transport;

Industry Sustainability – Facilitate opportunities for members to grow at all stages of their career and recognise professional excellence;

Accountability – Be professional and transparent in our approach;

Relationships – Build and enhance relationships with our members, stakeholders and other industry organisations; and

Networking – Provide opportunities for our members to share their experiences, skills and knowledge.

AITPM Members

Our constantly growing membership – currently over 850 – includes all levels of practitioner, from graduates to business owners and executive directors, with equal representation across all age groups.

Generally characterised as decision makers, AITPM members practice in the fields of:

- Engineering
- Planning
- Environmental Sciences
- Social and Behavioural Sciences
- Law
- Enforcement
- Education
- Insurance
- Administration
- Economics

Our members are active and engaged and, through our website, events and newsletters, are exposed to consistent and extensive sponsor branding on a regular basis.

Sponsorship Opportunities

AITPM provides a variety of sponsorship packages at a national and state level that offer high level benefit for the sponsors and the profession. Sponsorship links with the AITPM are all about growth – the expansion of worthwhile services, products and knowledge within the traffic and transport sector.

AITPM sponsorship not only raises the profile of major organisations and government departments but also allows our sponsors to demonstrate their commitment to promoting technical development and skills in this sector.

Our sponsors are respected and recognised for the investment that they make into the industry.

By becoming a sponsor of AITPM, organisations will:

- receive recognition for supporting the building of skills and knowledge in the industry;
- gain regular networking opportunities to promote their services/products and expand relationships; and
- receive a range of complimentary benefits and promotion of the organisation on a variety of AITPM products and services.

Sponsorship Categories

Five categories of sponsorship are available:

- **Platinum National**
- **National**
- **Major State**
- **State**
- **National Conference** (refer to the conference sponsorship booklet)

Outline and benefits of each category

Platinum National

This category is offered to organisations that have previously held national level sponsorship continuously for a period in excess of 10 years.

This category provides the highest level of exposure and benefits and is limited to only two organisations.

The benefits for this category are:

Branch Technical Forums (minimum ten per year in each state)

- Opportunity to present at one technical forum in each state once per year (subject to a peer review of the presentation);
- Organisations logo displayed at events;
- Opportunity to display a company banner and promotional material;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum; and
- Complimentary attendance at each technical forum (in each state) for one organisation representative and two guests.

Annual National Conference

- Opportunity to present one paper (subject to a peer review of the presentation);
- Opportunity to chair a session and display the organisation's logo at the session;
- Complimentary double trade booth or six conference registrations;
- Logo on conference promotional materials;
- Verbal and logo display acknowledgement during conference proceedings;
- Complimentary registrations for two organisation representatives;

- Two invitations to the National President's VIP table for the conference dinner;
- Complimentary sponsorship of the lunch on day two of the conference with the opportunity to give a five minute presentation;
- Discount of 30% on additional conference registrations;
- Discount of 10% (up to a limit of \$3000) on other conference products;
- Satchel inserts; and
- Access to the conference papers.

Newsletter and Website

- Logo displayed on the website and within the newsletter with hyperlinking;
- One half page advertisement in each edition of the newsletter (11 per year);
- One full page job advertisement per year in the newsletter and 70% discount for further job advertisements; and
- Access to the monthly newsletter.

Other

- A framed national sponsors certificate for each state office.
- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words as displayed on the sponsorship certificate ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The Platinum National sponsorship package is available for \$15,000 (exc GST) per year on a three year agreement. Sponsorship can be paid on an annual or quarterly basis.

National

This category is open to six organisations and provides a high level of exposure and benefits.

The benefits for this category are:

Branch Technical Forums (minimum ten per year in each state)

- Organisation's logo displayed at events;
- Opportunity to display a company banner and promotional material;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum; and
- Complimentary attendance at each technical forum (in each state) for one organisation representative and two guests.

National Conference

- Opportunity to present one paper (subject to a peer review of the presentation);
- Opportunity to chair a session and display the organisation logo at the session;
- Complimentary trade booth or three conference registrations;
- Logo on conference promotional materials;
- Verbal and logo display acknowledgement during conference proceedings;
- Complimentary registrations for two organisation representatives;
- One invitation to the National President's VIP table for the conference dinner;

- Discount of 30% on additional conference registrations;
- Discount of 10% (up to a limit of \$3000) on other conference products;
- Satchel inserts; and
- Access to the conference papers.

Newsletter and Website

- Logo displayed on the website and within the newsletter with hyperlinking;
- One half page advertisement in three editions of the newsletter per year;
- One full page job advertisement per year in the newsletter and 70% discount for further job advertisements; and
- Access to the monthly newsletter.

Other

- A framed national sponsors certificate for each state office.
- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words as displayed on the sponsorship certificate ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The National sponsorship package is available for \$13,000 (exc GST) per year on a three year agreement or \$15,000 (exc GST) for a one year agreement. Sponsorship can be paid on an annual or quarterly basis.



Outline and benefits of each category

Major State

A range of Major State sponsorship packages are available for each of the five state branches of AITPM (Queensland, New South Wales, Victoria, South Australia, and Western Australia). Sponsorship packages are available for a single branch, two branches or three to five branches. Within each state there is a limit of two commercial Major State sponsors and one non-commercial Major State sponsor.

MAJOR STATE – THREE TO FIVE BRANCHES

This category provides a very high level of state and national exposure (similar to National Sponsorship) and is beneficial for sponsors waiting for a vacancy at the National Sponsorship level. The benefits for this category are:

Branch Technical Forums

(minimum ten per year in each state)

- Organisation's logo displayed at events;
- Opportunity to display a company banner and promotional materials;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum; and
- Complimentary attendance at each technical forum (in each state) for one organisation representative and two guests.

National Conference

- Opportunity to present one paper (subject to a peer review of the presentation);
- Opportunity to chair a session and display the organisation logo at the session;
- Complimentary trade booth or three conference registrations;
- Logo on conference promotional materials;
- Verbal and logo display acknowledgement during conference proceedings;
- Complimentary registrations for two organisation representatives;
- One invitation to the National President's VIP table for the conference dinner;
- Discount of 30% on additional conference registrations;
- Discount of 10% (up to a limit of \$3000) on other conference products;
- Satchel inserts; and
- Access to the conference papers.

Newsletter and Website

- Logo displayed on the website and within the newsletter with hyperlinking;
- One half page advertisement in three editions of the newsletter per year;

- One full page job advertisement per year in the newsletter and 70% discount for further job advertisements; and
- Access to the monthly newsletter.

Other

- A framed sponsors certificate for each state office.
- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words as displayed on the sponsorship certificate ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The Major State – Three to Five Branches sponsorship package is available for \$13,000 (exc GST) per year on a three year agreement or \$15,000 (exc GST) for a one year agreement. Sponsorship can be paid on an annual or quarterly basis.

MAJOR STATE – TWO BRANCHES

This category provides a high level of state based exposure. The benefits for this category are:

Branch Technical Forums

(minimum ten per year in each state)

- Organisation logo displayed;
- Opportunity to display a company banner and promotional materials;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum; and
- Complimentary attendance at each technical forum for one organisation representative.

National Conference

- Discount of 40% for a trade booth;
- Complimentary registrations for one organisation representative;
- Discount of 30% on additional conference registrations;
- Discount of 10% (up to a limit of \$3000) on other conference products;
- Satchel inserts; and
- Access to the conference papers.

Newsletter and Website

- Logo displayed on the website with hyperlinking;
- Organisation name displayed in the newsletter;
- One quarter page advertisement in three editions of the newsletter per year;
- 60% discount for job advertisements in the newsletter; and
- Access to the monthly newsletter.

Other

- A framed sponsors certificate for the state offices where sponsorship is held.
- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words as displayed on the sponsorship certificate ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The Major Branch-Two Branches sponsorship package is available for \$7,000 (exc GST) per year on a three year agreement or \$8,000 (exc GST) for a one year agreement. Sponsorship can be paid on an annual or quarterly basis.

MAJOR STATE – ONE BRANCH

This category provides a high level of state based exposure and benefits. The benefits for this category are:

Branch Technical Forums (minimum ten per year in each state)

- Organisation logo displayed;
- Opportunity to display a company banner and promotional materials;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum; and
- Complimentary attendance at each technical forum for one organisation representative.

National Conference

- Discount of 30% for a trade booth;
- Complimentary registrations for one organisation representative;
- Discount of 20% on additional conference registrations;
- Discount of 5% (up to a limit of \$1500) on other conference products;
- Satchel inserts; and
- Access to the conference papers.

Newsletter and Website

- Logo displayed on the website with hyperlinking;
- Organisation name displayed in the newsletter;
- One quarter page advertisement in three editions of the newsletter per year;
- 50% discount for job advertisements in the newsletter; and
- Access to the monthly newsletter.

Other

- A framed sponsors certificate for the state office where sponsorship is held.
- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words as displayed on the sponsorship certificate ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The Major State – One Branch sponsorship package is available for \$4,000 (exc GST) per year on a three year agreement or \$5,000 (exc GST) for a one year agreement. Sponsorship can be paid on an annual or quarterly basis.

State

This category is open to six organisations in each state and provides an entry level of state based exposure and benefits. The benefits for this category are:

Branch Technical Forums (minimum ten per year in each state)

- Organisation logo displayed;
- Opportunity to display a company banner and promotional materials;
- Logo displayed on technical forum flyers in each state;
- Verbal acknowledgement at each forum;
- Complimentary attendance at each technical forum for one organisation representative.

National Conference

- Discount of 20% for a trade booth;
- Discount of 50% for one registration; and
- Discount of 10% on additional conference registrations.

Newsletter and Website

- Logo displayed on the website with hyperlinking;
- Organisation name displayed in the newsletter;
- One quarter page advertisement in one edition of the newsletter per year;
- 20% discount for job advertisements in the newsletter; and
- Access to the monthly newsletter.

Other

- Use of the AITPM logo on sponsor's website, correspondence and on marketing materials. The AITPM logo may be used with words ie "Proud national platinum/national/major branch sponsor" and optionally "since year".

Pricing

The State sponsorship package is available for \$1,500 (exc GST) per year on a three year agreement or \$1,900 (exc GST) for a one year agreement. Sponsorship can be paid on an annual or quarterly basis.

Further information

Further information can be readily obtained from the AITPM National Secretariat, Karen Hooper as follows:

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AITPM

Leadership in
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