

The document is divided into 6 categories:

1. SOCAP Australia Overview	p1
2. Member Profile	p2
3. Target Markets	p2
4. Who to Contact	p3
5. Sponsorship Opportunities	
• Premium Partnership	p4
• Gold Sponsorship	p4
• Silver Sponsorship	p5
• Individual Event Sponsorship	p5
• SOCAP Email Newsletter Sponsorship	p6
• Contra/In Kind Sponsorship	p6
6. Sponsorship Booking Form	p7

Overview

What is SOCAP Australia?

The Society of Consumer Affairs Professionals Australia (SOCAP Australia) is the network for consumer professionals. Part of an international organization, SOCAP Australia prides itself on providing its members with research, training, networking opportunities and other tools to achieve best practice in complaints handling and customer service. SOCAP Australia brings together a diverse group of people committed to creating and maintaining customer loyalty, with a focus on sharing knowledge, insights and information. SOCAP Australia's membership is made up of a range of roles within large organisations including operational personnel, management and policy makers in the private and public sectors.

SOCAP Australia is a member of a global network including the USA, UK, Europe, Japan, Canada, Korea, South Africa, Brazil and New Zealand.

Member Profile

While SOCAP Australia's membership is diverse across industries and geography, the association has a tight focus on professionals responsible for customer relationships and/or service recovery. SOCAP Australia members are committed to excellence and constantly raising the bar in the service they provide. They are the thought leaders in their field. Don't miss this opportunity to reach the leaders in consumer affairs and customer service.

SOCAP Australia members include:

- Consumer affairs professionals
- Customer advocates
- Marketing managers
- CSR managers
- Customer service managers
- Complaint handling managers
- Call centre managers
- CRM managers
- Public affairs/relations managers
- Help desk managers
- Managing directors/CEOs
- Ombudsman
- Regulators and staff

Current industry representation and target markets

SOCAP Australia members come from the following industry sectors:

- Government: Federal, State & Local
- FMCG
- Banking, Finance & Insurance
- Regulatory/Ombudsman Schemes
- Utilities
- Telecommunications
- Manufacturing
- Health
- Transport & Road Services
- Retail
- Motor Vehicle & Motoring Services
- Consultants
- Information Technology
- Community Service
- Construction
- Pharmaceuticals
- Education
- Legal
- Real Estate
- Research
- Security Management
- Travel & Tourism
- Wine Industries
- Franchise
- Entertainment & Leisure
- Media
- Lotteries & Gaming

Become a sponsor and...

- Demonstrate your commitment to consumer affairs and customer relations
- Be recognised as a supporter of SOCAP and our values around the country
- Reach a target audience of consumer affairs and customer relations professionals
- Identify new markets in the changing environment of customer service delivery
- Expand your market share geographically and create national awareness of your organisation and product/service line
- Secure your place and visibility to a national gathering

Sponsorship Information and Communication

All communication concerning sponsorship should be directed to:

Amanda Blesing
Executive Officer
SOCAP Australia
T: +613 8687 9061
E: ablesing@socap.org.au

Eliza Smith
Projects and Events Coordinator
SOCAP Australia
T: +613 8687 9060
E: socap@socap.org.au

SOCAP Premium Partnership

\$15,000 (inc GST) Cash only. Limited to 1 sponsor.

SOCAP Australia will meet with a representative of your organisation to discuss your organisational requirements and objectives.

Details upon application. The Premium Partnership would typically include a combination of the various sponsorship opportunities that SOCAP offers, packaged into one – for example a gold sponsorship plus Fortnightly email newsletter sponsorship, or a Gold Sponsorship plus a Symposium keynote speaker sponsorship.

SOCAP Gold Sponsorship

\$11,000 (inc GST) Cash only. Limited to 3 sponsors.

SOCAP Australia will meet with a representative of your organisation to discuss your organisational requirements and objectives.

SOCAP Gold Sponsor benefits may typically include:

- One (1) annual SOCAP Corporate membership (made up of three (3) members). The sponsor has the right to nominate a replacement member should the employee leave during the duration of the membership year
- Principal recognition as Gold Sponsor in all SOCAP Australia official publications and literature including, *Consumer Directions* (inside front cover), letter head and Symposium brochure
- Hyperlink from SOCAP Australia website 'Sponsor' page to your organisation's website
- One (1) full complimentary Annual Symposium registration (valued at \$1,980)
- Two (2) further Symposium registrations included at 50% discount (discount price valued at \$990 each)
- One (1) full complimentary attendance at SOCAP branded workshops/events and 50% discount on up to two (2) additional attendees
- Verbal acknowledgement at events conducted by SOCAP Australia
- Regular acknowledgement via fortnightly email newsletters
- Optional opportunities at the annual Symposium:
 - One (1) complimentary exhibition display table within the exhibition area
 - Your company banner displayed at the Symposium
 - Opportunity to supply one printed item to be included in the Symposium delegate satchel (max size 1 x double sided A4 page to be supplied in consultation with SOCAP Australia)
 - Opportunity to provide branded pads/pens/key-rings (supplied by the sponsor) to be placed in delegate satchel / bag (in consultation with SOCAP Australia)

SOCAP Silver Sponsorship

\$5,500 (inc GST). Cash only. Limited to 6 Sponsors.

SOCAP Australia will meet with a representative of your organisation to discuss your organisational requirements and objectives.

SOCAP Silver Sponsor benefits may typically include:

- Two (2) annual individual memberships. The sponsor has the right to nominate a replacement member should the employee leave during the duration of the membership year
- Hyperlink from SOCAP Australia website 'Sponsor' page to your organisation's website
- Principal recognition as Silver Sponsor on SOCAP Australia official publications and literature including, Consumer Directions, letter head and Symposium brochure
- One (1) Symposium registration included at 50% discount (discount price valued at \$990)
- One (1) registration at SOCAP branded workshops/events at 50% of the advertised fee
- Verbal acknowledgement at events conducted by SOCAP Australia
- Regular acknowledgement via fortnightly email newsletters
- Optional opportunities at the annual Symposium:
 - Company banner displayed at Symposium
 - 20% discount on one (1) exhibition display table within the exhibition area
 - Opportunity to supply one printed item to be included in the Symposium delegate satchel (max size 1 x double sided A4 page to be supplied in consultation with SOCAP Australia)

Individual Event Sponsorship

Fee dependent on scope of the event and subject to negotiation.

SOCAP Australia will be running regular hot topic style events for members and guests around Australia. We are looking for organisations willing to provide financial or in-kind assistance to host these events.

Event Sponsorship benefits typically include:

- One (1) ticket to attend the event
- Logo or listing on the bottom of the PDF flyer and web listing
- The opportunity to introduce the speakers or welcome guests (max 5 mins)
- Logo via the presentation PowerPoint at the event or banner at the event
- Opportunity for a single A4 page flyer to hand out at the event (to be supplied in consultation with SOCAP Australia)
- And verbal acknowledgement at the event.

SOCAP Email Newsletter Sponsorship

\$5,500 (inc GST). Cash only. Limited to one only.

SOCAP Australia currently emails 800+ members and subscribers with a fortnightly email newsletter. Our members/subscriber list is also growing at around 100 people per quarter. The newsletter contains information from SOCAP Australia about programs and research relevant to those working in consumer affairs. There is an opportunity for an organisation to sponsor this email newsletter. Email Newsletter sponsorship benefits typically include:

- Logo or listing and acknowledgement as newsletter sponsor in each issue for 12 months
- Acknowledgement in *Consumer Directions*, our quarterly publication, with other key organisation sponsors
- Acknowledgement at the SOCAP Symposium with other organization sponsors.

SOCAP Contra/In Kind Sponsorship

Unlimited - An In-Kind sponsor who provides material/services to an agreed value or dollar amount

SOCAP Australia will meet with a representative of your organisation to discuss how to maximise the marketing and promotional opportunities associated with the SOCAP Contra sponsorship package.

Definition of Contra Sponsorship: Contra is where a company's products or services are provided in lieu of, or as well as, cash for the payment of a sponsorship. SOCAP Australia has limited opportunities for organisations to enter into a Contra or In Kind Sponsorship arrangement. Contra can substantially benefit both parties depending on the structure and content of the agreement / arrangement. SOCAP Australia has current In Kind sponsors that provide a range of products / services that deliver pre-determined value in terms of:

- Revenue raised exclusively from products / services / training / events offered by the sponsor for SOCAP Australia members and staff
- Expenditure savings through the delivery of consulting services / technical support / advice / joint marketing promotions to SOCAP Australia operations
- A host of other pre-determined and negotiated benefits

Specific Contra / In Kind Sponsorship arrangements **must** be individually tailored for each organisation that enters into a sponsorship agreement with SOCAP Australia. This ensures that both SOCAP Australia and the sponsor company receive the maximum return on their investment. This generally entails the nomination of an agreed investment (product / service) from the sponsor organisation over the nominated term of the sponsorship agreement. An example of a previous In Kind sponsor who has provided SOCAP Australia with services to the value of more than \$10,000 per year, received the equivalent benefits to our Gold Sponsorship Benefits Package.

SOCAP Australia will meet with a representative of your organisation to define the structure, deliverables, arrangements and formal agreement for the Contra or In Kind Sponsorship.

Note: All In Kind sponsorship arrangements need to be approved by the SOCAP Board

2010 Sponsorship Booking Form

CONTACT DETAILS: *Please print clearly in block capitals*

Contact Name:

Position:

Company:

Address

Phone

Mobile:

Email:

Please indicate which package you would like to secure. All costs are shown AUD\$ and include GST.

SOCAP Australia Sponsors	
	SOCAP Gold Sponsorship
	SOCAP Silver Sponsorship
	Individual Event Sponsorship
	Email Newsletter Sponsorship
	Contra Sponsorship

A 50% deposit of chosen sponsorship package must be paid upon application. No sponsorship packages will be reserved without a deposit being paid. Payment can be made by either cheque or credit card.

Please return this form to:

SOCAP Australia

Suite 205, 757 Bourke Street, Docklands, Victoria 3008

Tel: 03 8687 9060 **Fax:** 03 8687 9063

Email: socap@socap.org.au