

2023-2024



# SCA (ACT) Sponsorship Prospectus



strata  
community  
association®  
ACT

*Reach and  
connect to the  
strata sector*

[marketing@strata.community](mailto:marketing@strata.community)



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# Background

## Our commitment to you

Here at SCA (ACT) we believe that mutual relationships are incredibly beneficial to all involved, and as such aim to continue to strengthen our relationships with Sponsors by ensuring your products and services are utilised to the full extent.

## Who is SCA (ACT)?

Strata Community Association Limited (SCA) is the peak industry body for Owners Corporation and Community Title Management in the Australian Capital Territory.

Membership includes Strata Management firms, Strata Managers, Support Staff, Body Corporate owners, Industry Sponsors, and Suppliers of products and services to the industry. SCA (ACT) proudly fulfils the dual role of a professional institute and consumer advocate.

We are in a unique position and play a pivotal role in providing educational resources to professional Strata Managers, Lot Owners, and Service Providers to the strata community.

SCA (ACT) is a Chapter of the Strata Community Association Ltd.



# Background

## Why Sponsor with SCA (ACT)?

- Sponsor with and support the association that represents one of the fastest growing industries in the nation.
- Reach an industry that represents around 70% of 72,220 strata lots in ACT. SCA (ACT) members are in daily contact with thousands of lot owners in Owners Corporations in this booming sector.
- Reach owners corporations that collect and spend millions of dollars per year maintaining and upgrading their buildings.
- Network with the decision-makers – as well as employee strata managers. The membership of SCA (ACT) includes the principals and senior managers of owners corporation firms.
- Align your business with an association that is focused on engaging with its members and their clients to enhance the value of the services they deliver.
- Sponsoring with SCA (ACT) gives you direct contact with Strata Managers who have contact with a vast list of clientele.





# Background

## How your Sponsorship supports SCA (ACT)?

The support of our sponsors is integral to the work that we do for our members and the broader strata community.

Now more than ever industry not-for profits need the support of the sector and we see a real opportunity for mutual benefits and the formation or continuation of fruitful partnerships.

Our Sponsors help us to:

- Hold regular education and professional development events for members and the public;
- Hold social and networking events for members and related parties;
- Distribute news, information, and education to members via e-bulletins, the media, and other resources;
- Advocate for reform and for the betterment of the strata industry.

# SCA (ACT) Platinum Sponsor

**One per industry segment**

**\$10,500 + GST**

As an SCA (ACT) Platinum Sponsor, you show your passion for the strata sector. SCA (ACT) Platinum Sponsors receive premium opportunities to promote strata matters to ACT members, as well as the broader community. Sponsoring with us enables you to engage new audiences, helps enhance your brand and provides you with access to our extensive professional network. Platinum Sponsors will enjoy the below benefits:

## Exclusivity in your segment

- The premier SCA (ACT) Platinum Sponsorship package is exclusively available for suppliers in non-competing industry segments. The Sponsorship gives you exposure and a competitive advantage.
- Receive priority preference for renewal of your Platinum Sponsorship for the following year.

## Membership

- 1 x Annual Large Corporate Strata Services membership. Value \$1,195 inc. GST
- Unlimited individual memberships for SCA (ACT)

## Inside Strata Magazine Exposure

- 10% discount on the advertising rate card of Inside Strata. This publication is distributed to over 2,500 members across Australia and New Zealand and published online (our quarterly industry magazine).



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# SCA (ACT) Platinum Sponsor

## All year access to members

- Advertising exposure: branding on the SCA (ACT) website, marketing materials and email alerts as an SCA (ACT) Platinum Sponsor.
- Opportunity to host one SCA (ACT) Networking Night that provides social networking, or an SCA (ACT) Round Table discussion. This opportunity is at the sponsor's expense.

## Email alert to SCA (ACT) Members

- Opportunity to participate in one direct e-mail to SCA (ACT) members. Content is to be provided by the sponsor and approved by SCA (ACT). The email is to be facilitated by SCA (ACT).



## Events Exposure

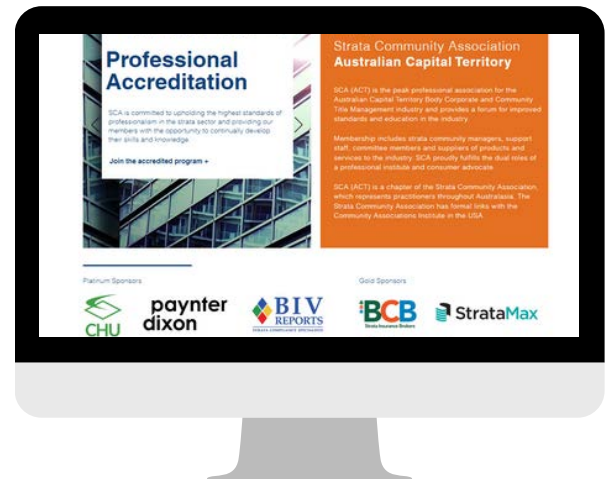
- Opportunity to host and present one education presentation up to 60 mins during the year to SCA (ACT) Members on current industry issues to contribute to the training and development of the strata community either face to face or online. Content is to be approved by SCA (ACT).
- Event marketing will include your digital banner for your education session.
- Should the presentation be online, the recording may be approved by SCA for inclusion in eLearning Platform for member access.
- Complimentary admission to standard CPD/social events for SCA (ACT) financial year events for two people. This excludes the ACT Awards
- Verbal acknowledgement of your sponsorship by the Facilitator
- Acknowledgement of your company as a "Platinum Sponsor" on all marketing material (if produced)
- Opportunity to provide promotional material and giveaways to all attendees, items to be approved by SCA (ACT) and supplied by the sponsor

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# SCA (ACT) Platinum Sponsor

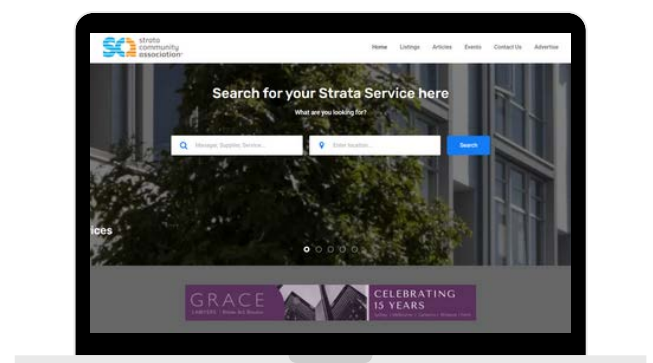
## Advertising opportunities

- 2 x opportunities to be featured in the SCA (ACT) newsletter. Editorial to be supplied by the sponsor, with the full article to be featured on the SCA (ACT) website.
- Acknowledgement of your sponsorship as Platinum Sponsor on the SCA (ACT) website
- Online Banner advertisement on the SCA (ACT) website home page
- Company details featured in the sponsor section of the SCA (ACT) website, with your logo hyperlinked to your website
- SCA (ACT) Platinum Sponsor logo provided for marketing purposes
- 3 x Social Media posts
- Opportunity to provide co-branded fact sheets to be on SCA (ACT) website
- Opportunity to submit up to 4 articles for SCA (ACT) to publish on the SCA Online Inside Strata Website



## Member Directory

- Online Banner advertisement in the new SCA business directory.
- Detailed listing including link to your company website, logo and cover image, pdf uploads, videos, [directory.strata.community](http://directory.strata.community)





# SCA (ACT) Gold Sponsor

## Gold Sponsor

**\$6,300 + GST**

Becoming a SCA (ACT) Gold event sponsor is the second highest level of sponsorship with Strata Community Association (ACT). Sponsoring with SCA (ACT) gives you ample opportunities to network with the strata sector as you build new relationships and strengthen existing ones with Strata Managers in ACT.

Becoming a Gold Sponsor will entitle you to the below benefits:

## Exclusivity in your segment

- This SCA (ACT) Gold Sponsor opportunity is offered to suppliers in non-competing industry segments. The Sponsorship gives exposure and a competitive advantage
- Receive priority preference for renewal of your Gold Sponsorship for the following year.

## Membership

- 1 x Annual Large Corporate Strata Services membership. Value \$1,195 inc. GST
- Unlimited individual memberships with SCA (ACT)

## Inside Strata Magazine Exposure

- 5% discount on the advertising rate card of Inside Strata

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# SCA (ACT) Gold Sponsor

## Event exposure

- Opportunity to host and present one online education presentation up to 30 mins during the year to SCA (ACT) Members on current industry issues to contribute to the training and development of the strata community. Content is to be approved by SCA (ACT).
- Event marketing will include your digital banner for your education session.
- The recording may be approved by SCA for inclusion in eLearning Platform for member access.
- Verbal acknowledgement of your sponsorship by the Facilitator
- Acknowledgement of your company as a “Gold Sponsor” on all marketing material (if produced)
- Opportunity to bid for the naming rights to any advertised SCA (ACT) events where the Platinum Sponsor does not take up the naming rights, at additional cost.

## Member Directory

- Detailed listing including link to your company website, logo, cover image, pdf uploads and videos,  
[directory.strata.community](https://directory.strata.community)

## Advertising opportunities

- 1 x opportunity to be featured in the SCA (ACT) newsletter. Editorial to be supplied by the sponsor, with the full article to be featured on the SCA (ACT) website.
- Acknowledgement of your sponsorship as Gold Sponsor on the SCA (ACT) website
- Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
- SCA (ACT) Gold Sponsor logo provided for marketing purposes
- Opportunity to provide co-branded fact sheets to be on SCA (ACT) website
- Opportunity to submit up to 2 articles for SCA (ACT) to publish on the SCA Online Inside Strata Website







**Sponsorship not  
for you, but still want to  
be involved with  
SCA (ACT)?**

**Consider becoming a  
SCA (ACT) Corporate  
Strata Services  
member from \$995**

**Simply fill out our  
online membership  
form [here](#) & become a  
SCA (ACT) member today**