

2021-2022

# SCA (ACT) Sponsorship Prospectus

*Reach and  
connect to the  
strata sector*



0407 668 312  
shari.ujdur@strata.community  
Suite 101, Level 1, 845 Pacific Highway,  
Chatswood NSW 2067



# Table of contents

- .01 Background
- .04 Platinum Sponsor
- .07 Gold Sponsor
- .09 Silver Sponsor
- .10 Event Partner
- .11 Sponsorship not for you, but still want to be involved with SCA (ACT)?





# 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, students 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 54,000 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 owners corporation 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 Sponsor support us?

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**

**\$10,000 + 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 to two 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 supplier services corporate membership
- 3 x individual memberships for SCA (ACT)
- (worth \$995)

## 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).

*Continued on next page*





# 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

- Up to 10 minutes speaking time at up to 4 selected social or educational events (event details tbc), excluding the Awards Night
- The opportunity to display a PowerPoint presentation during your speaking time
- Complimentary admission to standard CPD/social events for SCA (ACT) 2021-2022 events for two people. This excludes the ACT Awards
- The opportunity to provide suggestions for the content of CPD events
- Verbal acknowledgement of your sponsorship by the Convenor
- Opportunity to display your company banner (up to 2m in height, provided by the sponsor) at your selected SCA (ACT) social or educational event
- 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

*Continued on next page*

# SCA (ACT) Platinum Sponsor

## Advertising opportunities

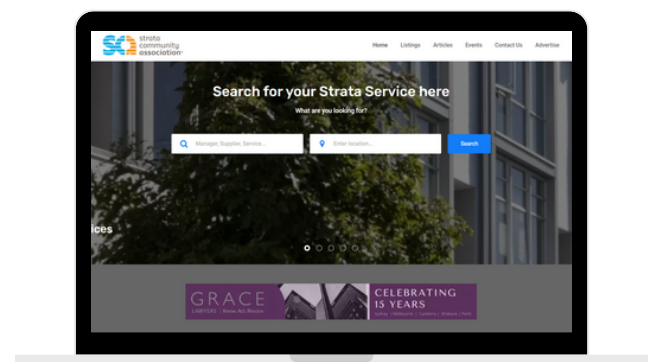
- 2 x opportunities to be featured in the SCA (ACT) newsletter. Editorial to be supplied by the sponsor, with the full article to be featured on the SCA (ACT) website.
- Acknowledgement of your sponsorship as Platinum Sponsor on the SCA (ACT) website
- Online Banner advertisement on the SCA (ACT) website home page
- Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
- SCA (ACT) Platinum Sponsor logo provided for marketing purposes
- 3 x LinkedIn posts on SCA Australasia
- 3 x Facebook posts on SCA Australasia



## Member Directory

**NEW**

- 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](https://directory.strata.community)
- Up to 8 articles to be listed on the SCA Strata Directory





# SCA (ACT) Gold Sponsor

## Gold Sponsor

**\$6,000 + 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 supplier services corporate membership
- 3 x individual memberships for SCA (ACT)
- (worth \$995)

## Inside Strata Magazine Exposure

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

*Continued on next page*



# SCA (ACT) Gold Sponsor

## Event exposure

- Up to 5 minutes speaking time at one selected social or educational event (event details tbc), excluding the Awards Night
- The opportunity to display a PowerPoint presentation during your speaking time
- Verbal acknowledgement of your sponsorship by the Convenor
- Opportunity to display your company banner (up to 2m in height, provided by the sponsor) at your selected SCA (ACT) social or educational event
- 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.

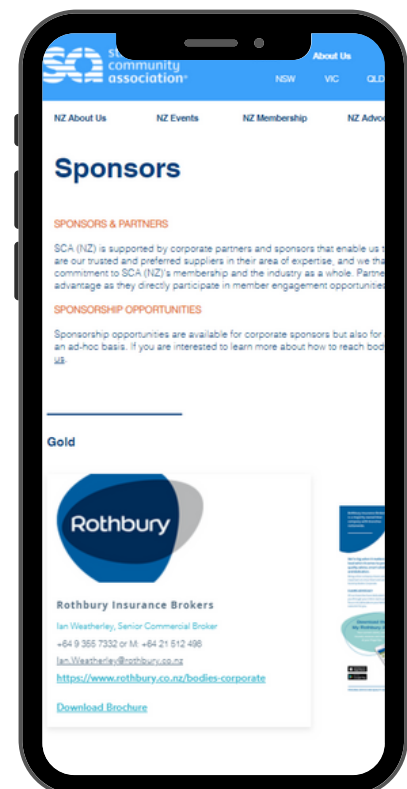
## Advertising opportunities

- 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

## Member Directory

**NEW**

- Detailed listing including link to your company website, logo, cover image, pdf uploads and videos, [directory.strata.community](https://directory.strata.community)
- Up to 5 articles to be listed on the SCA Strata Directory





# SCA (ACT) Silver Sponsor

## Silver Sponsor

**\$3,000 + GST**

Silver sponsorships are offered to leading suppliers seeking the opportunity to build a sustained presence with SCA (ACT) members.

## Event exposure

- Verbal acknowledgement of your sponsorship by the Convenor
- Acknowledgement of your company as a “Silver Sponsor” on all marketing material (if produced)
- Opportunity to bid for the naming rights to any advertised SCA (ACT) events where the Platinum Sponsor or Gold Sponsor does not take up the naming rights, at additional cost.

## Advertising opportunities

- Acknowledgement of your sponsorship as Silver Sponsor on the SCA (ACT) website
- Company details featured in the sponsor section of the SCA (ACT) website, hyperlinked to your website
- SCA (ACT) Silver Sponsor logo provided for marketing purposes

## Member Directory

**NEW**

- Detailed listing including link to your company website, logo, pdf uploads, videos, [directory.stratacommunity.org](https://directory.stratacommunity.org)
- Up to 3 articles to be listed on the SCA Strata Directory



# SCA (ACT) Event Partner

Becoming an (ACT) Event Sponsor entitles you to a range of opportunities at one event. Receive valuable speaking time to our members as you showcase your commitment to the education of the strata industry.



Becoming an Event Sponsor will entitle you to the following benefits:

- Up to 10 minutes speaking time at one SCA (ACT) event
- The opportunity to display a PowerPoint presentation during your speaking time
- Acknowledgement of your sponsorship as an Event Sponsor on all marketing material including electronic and collateral (if produced) for your event
- Two complimentary guest registrations at your selected CPD event
- Verbal acknowledgement of your sponsorship by the Convenor
- Opportunity to provide promotional material and giveaways to all attendees, items to be approved by SCA (ACT) and supplied by the sponsor
- Opportunity to display your company banner at CPD event (up to 2m height provided by the sponsor)
- 1 x LinkedIn post post-event thanking event partner on SCA Australasia page
- 1 x Facebook post post-event thanking event partner on SCA Australasia

To book contact  
[shari.ujdur@strata.community](mailto:shari.ujdur@strata.community)



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

Consider becoming a  
SCA (ACT) Supplier  
Member for \$995

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