

# Partnership, Sponsorship & Marketing Opportunities.



The Australian Sporting Goods Association (ASGA) is the peak industry body for retailers, wholesalers and manufacturers of sporting goods and the active lifestyle industry. Our membership covers a wide range of retail and wholesale brands, independent groups and national sporting organizations. As a partner, recommended supplier or sponsor of ASGA you will ensure that your services and brand are exposed to some of Australia's leading companies in the sporting and active lifestyles industry. You have the opportunity to partner with the credible and well known brands that ASGA represents.

ASGA represents some of the largest global sporting brands such as Nike, adidas, Asics, Puma, New Balance, Pacific Brands, Mizuno, Russell, Callaway Golf and, Achusnet, as well as Australia's leading retailers, Rebel Sport, Amart All Sport, Foot Locker, Runners World, Sports Power, The Athletes Foot, Drummond Golf, Frontline Stores and the The Team sports buying group. ASGA also boasts members from some of Australia's National Sporting Organisations, like the AFL, Tennis Australia, Bowls Australia, the PGA and Golf Australia as well as the Snow Sports Industries.

Sponsorship opportunities run from 1 July 2011 to 30 June 2012.

## Preferred Partner \$5500 +GST

- Preferred Partner guarantees you exclusivity. No other business will be able to partner with ASGA for the same service offering.
- Full page recognition in members supplier brochure.
- News Flash announcing the partnership and the benefits of using your company to all members.
- Dedicated area for logo representation and description about your company on the ASGA Website **Members Advantage** area.
- Two advertorial articles in the ASGA monthly eNewsletter.
- Two advertisements on the ASGA Careers In Sport Website over the course of the year (each advertisement is for 4 weeks in duration).
- Three banner ads in the ASGA eNewsletter over the course of the year.
- Workshop opportunities, (dependant on the service provider ASGA may offer to host an opportunity to introduce the company or services to members and industry).
- An opportunity for a booth at the Annual ASGA Conference and for 2 tickets.
- First opportunity to sponsor the ASGA annual conference.
- The offer of first opportunity to sponsor other ASGA events, seminars and workshops and events, seminars and workshops ASGA undertakes in partnership with other organizations.

## Partner \$2500 +GST

- Half page recognition in member supplier brochure
- Announcement of the partnership in the ASGA monthly eNewsletter.
- One advertisement on the ASGA Careers In Sport Website over the course of the year (advertisement is for 4 weeks in duration)
- One banner advertisement in the ASGA newsletter over the course of the year
- Workshop opportunities, (dependant on the service provider ASGA may offer to host an opportunity to introduce the company or services to members and industry)
- Logo representation and description about your company on the ASGA Website **Members Advantage** area.

## Supplier \$750 +GST

- Listing and logo in the ASGA membership brochure as a recommended supplier
- Listing and logo in the ASGA Website Members Advantage section as a recommended supplier.

## Major Sponsor ASGA Annual Conference \$6000 +GST

### Thursday, 29 September, 2011, Kew Golf Course, Kew East, Vic.

- Exclusivity no other partner or supplier will have the right to sponsor the conference in any other category for the same service offering.
- Sponsor rights 'brought to you by'.
- The provision of a booth at the conference.
- The opportunity, where appropriate to deliver a presentation.
- Logo representation on all marketing material for the conference.
- Opportunity to display banners at the conference.
- A list of all attendees at the conference with contact information.
- Opportunity for inclusion of material in the conference pack.
- Up to 5 tickets to the conference.
- First right of refusal for the following year.

## Sponsor ASGA Conference \$2000+GST

- Sponsor rights 'sponsored by'
- Logo representation on conference brochure and program.
- Opportunity for inclusion of material in the conference pack
- 2 tickets to the conference
- Conference sponsors may also purchase a booth area for an additional \$500+GST

## Booth at the ASGA Conference

- \$750 + GST or
- \$500 + GST for an existing ASGA Partner or Supplier

Preferred Partners, Partners and Sponsors can also purchase additional advertising on top of their packages at discounted rates.

## Newsflash \$300+GST

- One dedicated advertisement to ASGA membership

## eNewsletter Advertisement \$260 +GST

- One advertisement in the ASGA Monthly newsletter (specifications 217 wide x 150 high pixels pointed at 1 url)

## Banner Advertisements

Banner Advertisement on ASGA Website

- Homepage \$125 +GST per week
- Survey/Fact Sheets Page \$50 per week
- All other pages \$50 per week

Banner Advertisement on Careers In Sport Website

- \$20 + GST per week

**For more information contact:**

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