

SPONSORSHIP KIT

INDUSTRY AWARDS & GALA DINNERS 2024

AfPA Profile

The Australian Flexible Pavement Association (AfPA) is the peak body for the multi-billion-dollar flexible pavement industry in Australia. We actively work to promote policies and reforms that put the interests and safety of our members and the wider Australian public first.

For over 50 years, AfPA has represented the flexible pavement industry to lead safety, sustainability, innovation, knowledge, and collaboration outcomes unified voice on the advancement of flexible pavement technology for the benefit of all road users. Our membership brings together a unique and diverse collective of industry, all state road authorities, and a number of Councils from across Australia. AfPA represent our members and act as a source of technical and reference information for both industry and governments nationally.

Sponsorship Opportunities 2024

National Award Series

\$18,000+GST per award

SAFETY INITIATIVE

Supported by
STRAs

FLEXIBLE PAVEMENT FIELD WORKER

EMERGING LEADER

Sponsored by
Tyrecycle

GRADUATE/ CADET

Sponsored by
Ventia

Partnership entitlements include:

- Named award partner at each state event and Nationals
- Recognition on all marketing at individual state and National event
- Opportunity to announce and present the award in each state and Nationals
- Opportunity for a banner / digital branding at each state event and Nationals
- 2 tickets at each state event and 2 tickets at the National event
- Logo & Name on the award

National & State Dinners

\$15,000+GST for SA & Nationals | \$8,000+GST for VIC/NSW/QLD/WA
\$3,000+GST for NT/TAS

VIC

Sponsored by
Altus Traffic

NSW

Sponsored by
State Asphalt

QLD

Sponsored by
TCI

WA

Sponsored by
Tyrecycle

NT

Sponsored by
Hastings Deering

TAS

Sponsored by
Altus Traffic

SA/ Nationals

Partnership entitlements include:

- Opportunity to address attendees
- Recognition at individual state event, marketing pre and post event
- Input & recommendation for state dinner charity
- Opportunity to provide content for eNews on 3 occasions pre-event
- Opportunity to provide promotional material on each a table
- Opportunity for a banner / digital branding at each state event as major partner
- 10 tickets to selected state event (NT and TAS 4 tickets at selected event)
- Engagement report provided post event

AfPA PUBLICATIONS

AfPA utilises a range of different platforms to engage with our stakeholders from the public and private sectors, these include (as at 1 November 2023):

AfPA eNews

- Subscribers: 18,733
- Delivery rate: 99.9%
- Click to open ratio: 62.74%

AfPA LinkedIn

- Followers: 7,748
- Avg Post Impressions: 395,408
- Unique Visitors: 2,951

AfPA Facebook

- Followers: 840
- Post Reach: 14.9K
- Post Engagement: 1.6K

AfPA website

- Visitors: 24,552 (Avg Monthly)

AfPA Instagram

- Followers: 859
- Post Reach: 1.3K

AfPA Twitter

- Followers: 504
- Impressions: Up to 25,000

Disclaimer

AfPA media platforms provide an opportunity for members and non-members relevant to our industry to promote and advertise their organisation, products and services.

All responsibility for products and services remains the responsibility of the entity of the respective products and services, AfPA takes no responsibility for these products or services.

AfPA reserves the rights to restrict, remove or prohibit content that is not consistent with AfPA's constitution, ethos or relevant legislation. Media content will be identified as 'Sponsored Content' in all respective posts and material'.

Entities are to provide all relevant content as outlined in this media kit in order for material to be published, if material is incomplete or not to the standards/requirements, content may be delayed or not published.

Sponsorship Enquiries: tanja.conners@afpa.asn.au

