

## Partners | Collaborators | Sponsors

Partnership, collaboration and sponsorship can be an effective marketing tool, offering increased brand visibility, audience engagement, and potential for direct sales. It's success depends on aligning with target markets and leveraging the special relationship effectively.

There are several benefits in being a partner, a collaborator or a sponsor:

- **Increased Brand Visibility and Awareness:**

Partnerships, collaborations and sponsorships can significantly boost brand exposure by associating your company, group or association with an organization or specific event, allowing you to reach a wider audience.

- **Targeted Audience Reach:**

By sponsoring events or partnering or collaborating with organizations that align with your company, group or association's target market, you can effectively reach potential customers, supporters and volunteers.

- **Enhanced Reputation and Credibility:**

Partnerships, collaborations and sponsorships can enhance your company, group or association's reputation by associating it with positive initiatives, events or causes undertaken by reputable organizations or individuals

- **Opportunities for Direct Customer Engagement:**

Partnerships, collaborations and sponsorships can provide opportunities for direct interaction with potential customers through events, activations, and hospitality programs.

- **Newsworthiness and Media Exposure:**

A well-executed partnership, collaboration or sponsorship can generate media coverage and positive news stories, further amplifying brand awareness.

- **Product and Promotions:**

Partnerships, collaborations and sponsorships can be leveraged to promote specific products and services, driving engagement, sales and increasing brand recognition.

- **Community and Cause-Related Benefits:**

Partnerships, collaborations and sponsorships can contribute to positive community outcomes and support important causes.

### SPONSORSHIPS FEES

- \$100 per six months for not-for-profit associations or profit-for-purpose associations
- \$200 per six months for commercial organisations.