



2009-10 SPONSORSHIP PROPOSAL

Building a strong partnership

OCV
“...the voice of the
owners corporation industry...”

March 2009

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Your Opportunity to Build a Partnership with the OCV

.....Help to grow the industry and *your* business

Owners Corporations Victoria is offering leading suppliers to its industry the opportunity to purchase one of a limited number of sponsorship packages for 2009-10.

This proposal covers the 2009-10 financial year. There will be 2 major events held in conjunction but segmented to differing target audiences. One is a Symposium and the other is a Principals Forum. Further details are provided in Appendix 1 and the attachments. This is designed to give better sponsor benefits as well as better programs for delegates.

If you want to enter a multi-year agreement please let us know.

The Value

This is your chance to -

- Work with the association that represents one of the fastest growing industries in the nation. The prevalence & importance of the sector is increasing.
- Reach more than 80% of all owners corporation management firms, representing 300 owners corporation professionals who manage approximately 250,000 lots
- Reach owners corporations that collect and spend \$1 billion per year, with an asset value over \$50 billion
- Influence the decision-makers – as well as the employee owners corporation managers, the membership of OCV includes the principals and senior managers of owners corporation firms
- Align your business with an association that is growing and changing

OCV was formed in 1990 to provide a forum for improved standards and education in the industry.

With over 65,000 owners corporations and 500,000 lots in the State and about 1,000,000 Victorians living in or affected by owners corporations and the Regulations, the need for owners corporation managers to be well informed is critical.

The Offerings

OCV is offering recognised and valued suppliers to the industry a choice of sponsorship packages for 2009-10.

The packages have been designed to improve the value you receive from your sponsorship and build long term partnerships. The sponsorships available are:

- Platinum – only one, premier, package with naming rights to the 2 major events and access to the industry's decision-makers
- Gold – limited number of packages providing improved access and ongoing exposure to the membership throughout the year
- Silver – packages that enable you to reach your target audience
- Bronze – entry level packages that enable you to begin your relationship with the industry.

PLATINUM SPONSOR

INVESTMENT: \$23,200.00

TAKEN

The Platinum Sponsorship is the premier package to be offered to a leading supplier seeking to forge a long term relationship with OCV and partner with OCV to grow the industry.

Your sponsorship investment for 2009-10 will provide the following benefits -

Major Events

- **Naming rights of OCV's premiership events – the Symposium & Principals Forum.** The 2009 Principals Forum [Thu 22 Oct 2009] & Symposium [Fri 23 Oct 2009] are to be held at Novotel Creswick Forest Resort.
- **Naming rights to the Awards dinner & Symposium networking drinks** to be held at Novotel Creswick Forest Resort [recognition as appropriate by signage, on the menu and in speeches]
- **Naming rights of relevant award category** to be presented at the Awards dinner - the *CHU OCV Best owners corporation manager* [highest award]
- **Display booth area and choice of location** provided at venue for Principals Forum & Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans.
- **Prominent sponsor signage in main conference auditorium of both events**
- **Sponsorship of a key note speaker / session at Symposium**
- **Inclusion of promotional material** in Principals Forum & Symposium hand out kits and prominent "satchel" branding
- **Acknowledgement in Principals Forum & Symposium programs**
- **Electronic delegate listing** including name, company, address, phone, fax & email (within privacy law requirements)

Your Major Events sponsorship will also provide complimentary:

Principals Forum & Symposium:

- Attendances at the Principals Forum & Symposium for 2 & 4 sponsor representatives.
- Attendances to the Awards dinner function for 4 sponsor representatives.
- Attendances to the Symposium networking drinks function for 4 sponsor representatives.
- Accommodation for the Wed & Thu evenings for 4 sponsor representatives.
- Entry to the OCV Golf Day for 2 sponsor representatives.

Access all year

As part of the review of its operations and the development of a growth strategy, OCV is offering the opportunity for –

- NEW Acknowledgement & logo on Sponsor Banner, displayed at all events
- NEW Profile introducing sponsor in an edition of the e-newsletter
- NEW Attendance at Award winners 1 day professional development workshop
- Opportunity to host an OCV Networking Night that provides social networking for members and would also benefit the Sponsor's business. At Sponsor expense. Limited to quarterly events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the printed Education Seminar Calendar
- Inclusion of brochures/info/welcome letter in new member information kits sent to all new members
- Naming rights to the awards provided to recipients of 5, 10 & 15 Year Clubs, and newly established OCV fellowships [FSM – Fellow Strata Manager]
- Thirty minute segment at an OCV education seminar during the year
- Complimentary Associate membership of OCV for the year
- Link to the OCV website for the year & one 'web advertisement' for 3 months
- An editorial in an issue of OCV's e-newsletter

GOLD SPONSOR

INVESTMENT: \$16,500.00

Gold sponsorships are offered to leading suppliers seeking the opportunity to build a sustained presence with OCV members.

Your sponsorship investment for 2009-10 will provide the following benefits -

Major Events

- **Gold Sponsor status of OCV Major Events.**
The 2009 Principals Forum [Thu 22 Oct 2009] & Symposium [Fri 23 Oct 2009] are to be held at Novotel Creswick Forest Resort.
- **Naming rights of relevant award category** to be presented at the Awards dinner - the OCV owners corporation manager: *small* [eg SoHo & franchised managers, small OCs], *large* [eg large managers, complex OCs], *specialist* [eg niche/boutique managers – golf, resort, retirement], *rising star* [eg new and/or inexperienced manager]
- **Display booth area** provided at venue for Principals Forum & Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans.
- **Area provided for Sponsor signage** in exhibition / entry area of venue
- **Sponsorship of a key note speaker / session at Symposium**
- **Acknowledgement in Symposium & Principals Forum programs**
- **Inclusion of promotional material** in Principals Forum & Symposium hand out kits and "satchel" branding
- **Electronic delegate listing** including name, company, address, phone & fax (within privacy law requirements)

Your Major Events sponsorship will also provide complimentary:

Principals Forum & Symposium

- Attendances at the Principals Forum & Symposium for 1 & 3 sponsor representatives.
- Attendances to the Awards dinner function for 3 sponsor representatives.
- Attendances to the Symposium networking drinks function for 3 sponsor representatives.
- Accommodation for the Wed & Thu evenings for 3 sponsor representatives.
- Entry to the OCV Golf Day for 1 sponsor representative.

Access all year

As part of the review of its operations and the development of a growth strategy, OCV is offering the opportunity for –

- NEW Acknowledgement & logo on Sponsor Banner, displayed at all events
- NEW Profile introducing sponsor in an edition of the e-newsletter
- NEW Attendance at Award winners 1 day professional development workshop
- Opportunity to host an OCV Networking Night that provides social networking for members and would also benefit the Sponsor's business. At Sponsor expense. Limited to quarterly events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the printed Education Seminar Calendar
- Inclusion of brochures/info/welcome letter in new member information kits sent to all new members
- Naming rights to one OCV education seminar during the year, including a 10 minute introduction or close to that seminar
- Complimentary Associate membership of OCV for the year
- Link to the OCV website for the year
- Inclusion of one 'web-advertisement' for a 3 month period during the year
- An editorial in an issue of OCV's e-newsletter

SILVER SPONSOR

INVESTMENT: \$9,250.00

Silver sponsorships are offered to suppliers seeking the opportunity to build a targeted presence with OCV members.

Your sponsorship investment for 2009-10 will provide the following benefits -

Major Events

- **Silver Sponsor status of OCV Major Events.**
The 2009 Principals Forum [Thu 22 Oct 2009] & Symposium [Fri 23 Oct 2009] are to be held at Novotel Creswick Forest Resort.
- **Display booth area** provided at venue for Principals Forum & Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans.
- **Acknowledgement in Symposium & Principals Forum programs**
- **Inclusion of promotional material** in Symposium & Principals Forum hand out kits.
- **Electronic delegate listing** including name, company, address & phone (within privacy law requirements)

Your Major Events sponsorship will also provide complimentary:

Principals Forum & Symposium:

- Attendances at the Principals Forum & Symposium for 1 & 2 sponsor representatives.
- Attendances to the Awards dinner function for 2 sponsor representatives.
- Attendances to the Symposium networking drinks function for 2 sponsor representatives.
- Accommodation for the Wed & Thu evenings for 2 sponsor representatives.
- Entry to the OCV Golf Day for 1 sponsor representative.

Access all year

As part of the review of its operations and the development of a growth strategy, OCV is offering the opportunity for –

- NEW Acknowledgement & logo on Sponsor Banner, displayed at all events
- NEW Profile introducing sponsor in an edition of the e-newsletter
- Opportunity to host an OCV Networking Night that provides social networking for members and would also benefit the Sponsor's business. At Sponsor expense. Limited to quarterly events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the printed Education Seminar Calendar
- Inclusion of one 'web-advertisement' for a 3 month period during the year
- Opportunity to make a 10 minute presentation to one seminar event during the year.
- Complimentary Associate membership of OCV for the year
- Link to the OCV website for the year
- An editorial in an issue of OCV's e-newsletter

BRONZE SPONSOR

INVESTMENT: \$5,800.00

Bronze sponsorships are offered to suppliers who are most interested in networking with OCV members at the Symposium & Principals Forum – OCV's premier events.

Your sponsorship investment for 2009-10 will provide the following benefits -

Major Events

- **Bronze Sponsorship recognition at OCV Major Events.** The 2009 Principals Forum [22 Oct 2009] & Symposium [Fri 23 Oct 2009] are to be held at Novotel Creswick Forest Resort.
- **Inclusion of promotional material** in Symposium & Principals Forum hand out kits
- **Electronic delegate listing** including name, company & address (within privacy law requirements)

Your Major Events sponsorship will also provide complimentary:

Principals Forum & Symposium:

- Attendances at the Principals Forum & Symposium for 1 & 1 sponsor representatives.
- Attendances to the Awards dinner function for 1 sponsor representative.
- Attendances to the Symposium networking drinks function for 1 sponsor representative.
- Accommodation for the Wed & Thu evenings for 1 sponsor representative.
- Entry to the OCV Golf Day for 1 sponsor representative.

Access all year

- NEW Acknowledgement & logo on Sponsor Banner, displayed at all events
- NEW Profile introducing sponsor in an edition of the e-newsletter
- Opportunity to host an OCV Networking Night that provides social networking for members and would also benefit the Sponsor's business. At Sponsor expense. Limited to quarterly events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the printed Education Seminar Calendar
- Complimentary Associate membership of OCV for the year.

APPENDIX 1 – 2009-10 MAJOR EVENTS

	2009 CHU OCV PRINCIPALS FORUM	2009 CHU OCV SYMPOSIUM
When	Thursday 22 Oct 2009	Friday 23 Oct 2009
Theme	Life as we know it	Life as we know it
Target audience	Principals & Senior OCMs Members only- any category	All – Principals & OCMs [employees] Members only- any category
Expected Number of delegates	115	175
Duration	1 day	1 day
Days of week	Thursday	Friday
Time	9:50am – 5pm	9:50am – 5pm
Venue	Novotel Creswick Forest Resort This 4.5 star venue, only just opened in 2008, is located 80 min northwest from Melbourne in the heart of spa country Victoria	Satellite function in conjunction; Same venue
Dinners	1 [Awards Night] [115 people expected]	Networking Drinks on Fri 5-6pm [125 people expected]
Accommodation	Yes; 1 night; captive “away” from Melbourne and home	No - only as required; delegates organise directly with venue
Activities	Optional pre event activity on Wed afternoon 21 Oct 2009: Golf day	No
Content	The “business” of owners corporation management.	The “practice” of owners corporation management.
Delegate Pricing	\$335 Where applicable: + separate accommodation price + dinner + activity	\$335; Group Discount \$300 Where applicable: + separate accommodation price + dinner
Promotional prize / giveaway for being an “Early Bird” delegate to either event	Novotel Creswick Forest Resort Gift Voucher for 2 people - accommodation and breakfast	
MC	Martin Walker	Martin Walker
A/V technician	Yes	Yes
Hand out kits	“Satchel”	“Satchel”
Promotional Brochures [also on 2009 Education Seminar brochure]		Printed program brochure and registration form, A4 full colour, Direct mailed One combined brochure for both events

FURTHER INFORMATION

Refer to the **attached 2009 Education Seminar Calendar** for an overview of details. A full program brochure is being developed and will be printed and direct mailed out **by 1 May 2009**. An example of **last year's Principals Forum & Symposium program brochure and registration form is attached**.

Also **enclosed** are the **layout floor plans** of the venue – Novotel Creswick Forest Resort.

Not attached but available if required as supporting documents providing more detailed information include:

- **2008 Annual Report** – providing an overview of operations [available on web site]
- **Sponsorship Impact Questionnaires** *formal feedback forms at recent conferences were used to determine the effectiveness for sponsors and, unquestionably this showed that suppliers' sponsorship dollar is well spent with great value resulting. Responses showed great unprompted recognition of Sponsors. Other factors influence the buying decision, but clearly at the top is the image transfer from the brand being an industry supporter and the related "trust" in the brand.*
- **Past Conference evaluations – 2008 OCV Principals Forum & Symposium [113 & 174 delegates], 2007 IBCMV Symposium [270 delegates], 2007 IBCMV Principals Forum, 2006 NCTI Congress, 2005 IBCMV Conference.** *These major events are consistently and overwhelmingly rated each year as being the best event ever held by OCV and delegates strongly agreed that the program represented good value for money. All respondents agreed or strongly agreed that the program met learning expectations, the program material was of a high standard, and the program was current and relevant.*
- **education seminars** [each and every year more than 1,000 people attend OCV seminar events]
- **web site statistics** [more than 1.4 million in the past year with the average visit duration being 8 minutes spent on the site]
- **A target market profile**
- **Media releases and OCV in the headlines**
- **Sponsoring events gives best marketing ROI**

The George P Johnson Research Company has released research in October 2008 to show that companies are now ranging sponsorship of live events as the top way to promote their products... "Events Emerge To Top Ranking in Providing Marketing Return on Investment... Some 60% of surveyed companies reported they spend less than \$1 million on TV sponsorships, and rights fees account for 6% to 15% of those dollars. Advertising generally promotes brand awareness, but with the new energy behind increasing product knowledge and brand preference, information-conveying shows and conference presentations have moved up as favourite formats for reaching external audiences. Live Events, of 28,000 survey respondents was the top choice at 47%, Advertising ranked second at 18%, followed by direct marketing at 15% and single-digit marks for public relations, sales promotion and Internet advertising."

NEXT STEP

Existing sponsors – For expedience OCV has assumed that, for renewing sponsors, you will remain at the same level of sponsorship. Thus **attached** is your customised **Sponsorship Agreement** to be signed and returned. If you want to make any changes [including, for example, a multi-year agreement] please let us know.

New sponsors - Once you have decided what level of sponsorship you want to take, let us know and a customised **Sponsorship Agreement** will be forwarded to you for signing and return.

Please note, to maximise the benefits of your sponsorship and have your logo in the program brochure **please finalise your Sponsorship Agreement by no later than 21st April 2009.**