

SPONSORSHIP PROSPECTUS

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain sector bringing together customs brokers, freight forwarders, importers, exporters and logistics service providers. www.FTAlliance.com.au

Please refer to the following prospectus and do not hesitate to contact our team to tailor an arrangement to meet your needs – contact info@FTAlliance.com.au or 02 9975 1878

1. Affiliate Membership

We encourage sponsors to stay at the cutting edge of commercial and statutory reforms and engage with fellow members at events through an Affiliate Membership.

- Receipt of our updates plus other benefits, including advocacy and operational support as listed under “Join the Alliance”
- Feature of service on the FTA / APSA web site under “Corporate Alliances” (including 50 word description of your service, logo and link to your web site)
- Use of the FTA logo*

**The intended use of the logo must be approved by FTA before a member or sponsor may place it on a website or other communication materials. Please do not hesitate to contact us to discuss your intended use of the FTA logo and to obtain the graphic specifications for its use.*

Annual Cost \$2,420 (incl GST)

2. Scrolling Logo



- Your company logo linked to your web site will be displayed with other major sponsors on the header “scrolling logo” of each page of the FTA / APSA web site.
- Your company logo linked to your web site will be displayed under Corporate Alliances with a description of your services.
- Your company logo linked to your web site will be displayed in every Weekly Report.
- Your company logo will be displayed on our SPONSORS page of each edition of the Across Border magazine.
- Your logo and link to your web site shown on a selected page of the FTA / APSA web site (pending availability).

Annual Cost \$3,850 (incl GST)

3. Sponsor of the Week

- Showcasing you and your services in the header of the FTA / APSA Weekly Report – currently received by more than 3,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers).*
- Your sponsorship also features on the FTA home page for the week of your sponsorship

** The sponsor of the week is in high demand and there can be a several week periods until availability exists.*



\$825 (incl GST) per campaign

4. Biosecurity / Shipping Report sponsorship

- Showcasing you and your services in the header of the regular Biosecurity or Shipping Report currently received by more than 3,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers).*

** The Biosecurity and Shipping Report sponsorship is in high demand and there can be a several week periods until availability exists.*

\$825 (incl GST) per campaign

Note: discounts apply for multiple campaigns (price on application)

5. Dedicated email campaign

- Showcasing you and your services with a dedicated email campaign (and Linked-in post) currently received by more than 3,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

\$3,300 (incl GST) per campaign

6. Dedicated email campaign & Hosted Webinar


- Showcasing you and services with a dedicated email campaign (and Linked-in post) and webinar hosted by FTA / APSA – currently received by more than 3,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

\$5,500 (incl GST) per campaign

7. Classifieds


- Listing of ad hoc promotions, services and business sales

Price on application



ARROW TRANSPORT LAUNCH SYDNEY FAK SERVICE

Further to the recent announcement that WSI Logistics (WSI) will cease operating at the end of the month, Freight & Trade Alliance (FTA) member Arrow Transport is proud to announce its plan is to commence offering FAK services from its NSW facility effective 1 July 2024 10 Brunker Road Chullora. [\[CLICK IMAGE FOR FURTHER DETAIL\]](#)



PRICE & SPEED EXPAND FAK SERVICES

Further to the recent announcement that WSI Logistics (WSI) will cease operating on 1 July 2024, Freight & Trade Alliance (FTA) member Price & Speed has advised they have deployed a full-scale expansion of their FAK services. For further detail, please contact Anthony Wasson at 0428 534 730 or Anthonyw@priceandspeed.com.au

8. Across Borders – Annual Report

The popular Across Borders magazine has transformed to an Annual Report providing a valued source of information to keep industry up to date with what is happening in Australia covering diverse topics on logistics, border, security and biosecurity reforms. Our print run is currently 1300 hard copy magazines which are delivered to regional and head offices of FTA and APSA members and key stakeholders across government and commerce.

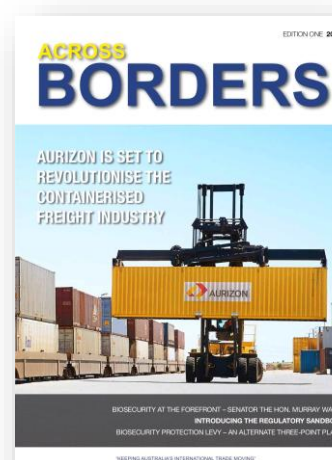
The magazine is also available for viewing and download from the FTA / APSA web site. We also disseminate this to in excess of 3000 email recipients on our database.

The split of recipients is approximately:

- 65% logistics providers (including freight forwarders, customs brokers)
- 30% major importers / exporters
- 5% other (stevedores, ports, government etc)

Artwork specifications available [HERE](#)

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Front Cover	Price on application	Subject to availability
Full Page	\$3,025 (incl GST)	
Double Page	\$4,675 (incl GST)	
Half Page	\$1,980 (incl GST)	
Quarter Page	\$1,100 (incl GST)	
Inside Front Cover	Price on application	Subject to availability
Outside Back Cover	Price on application	Subject to availability

9. CPD – Border Compliance Program events

The popular annual professional development program runs in a conference style format in Sydney (mid-week and a Saturday), Melbourne (mid-week and a Saturday), Brisbane (mid-week) and Perth (Saturday).

The program ensures customs brokers stay at the cutting edge of statutory reforms while maintaining their mandatory government training requirements and provides the opportunity to network with peers.



The following sponsorship opportunities are available:

- Morning Tea, Lunch OR Afternoon Tea sponsor
- Session sponsor

As well as being shown on the program, a description of your product or services is given by the event host at the commencement of the session, morning tea, lunch or afternoon tea break (an alternate option exists to show a one-minute video) – banner will be displayed on stage at the time of sponsorship.

- Banner Display – prominent display of your pull-up banners
- Lanyard – use of sponsor branded lanyard worn by delegates
- Post event refreshments - acknowledgement of sponsor at conclusion of formal presentations.

Note – all of the above options have the inclusion of sponsors material in the delegate’s information resources (online) pack; and display of sponsor’s logo in all event promotion.

	NSW (Fri)	NSW (Sat)	VIC (Fri)	VIC (Sat)	WA	QLD
Lanyard	\$1,100	\$550	\$1,100	\$550	\$825	\$825
Session 1	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Session 2	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Session 3	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Session 4	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Morning Tea	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Lunch	\$3,850	\$1,825	\$3,850	\$1,825	\$2,750	\$2,750
Afternoon Tea	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825
Banner	\$550	\$550	\$550	\$550	\$550	\$550
Post Event Refreshments	\$2,750	\$1,650	\$2,750	\$1,650	\$1,825	\$1,825

10. Regulated Cargo Forum



FTA is the peak industry body for Section 77G Depots, Approved Arrangement and Regulated Air Cargo Agent (RACA) facilities with the largest membership base of any representative body in Australia.

FTA delivers efficiencies for Regulated Cargo Facility members by providing operational support, updates, increasing the industry's profile and leading regulatory reform.

An opportunity is available for service providers to this audience to showcase products and services at our annual Regulated Cargo Facility forums.

	NSW	VIC	WA	QLD
Major Sponsor includes: <ul style="list-style-type: none"> speaking spot; inclusion on all event promotions; 3 X complimentary tickets 	\$3,850 (incl GST)	\$3,850 (incl GST)	\$2,750 (incl GST)	\$2,750 (incl GST)
Lunch Sponsor <ul style="list-style-type: none"> inclusion on all event promotions; 2 X complimentary tickets 	\$2,750 (incl GST)	\$2,750 (incl GST)	\$1,825 (incl GST)	\$1,825 (incl GST)
Event sponsor <ul style="list-style-type: none"> inclusion on all event promotions; 2 X complimentary tickets 	\$1,825 (incl GST)	\$1,825 (incl GST)	\$1,650 (incl GST)	\$1,650 (incl GST)

11. Tasmanian Shippers Forum



2025 Tasmanian Freight & Logistics Forum



Previous Tasmanian Shippers Forum events have been an outstanding success with each hosting 150 leaders from the sector including the Ministers and various senior executives from shipping lines, major exporters, importers and industry associations. The event is supported by media with previous event coverage including ABC news, Landline, Daily Cargo News and several industry news outlets.

Gold Sponsors - (\$11,000 including GST)

This includes top billing in all event promotions; marketing materials provided to delegates; acknowledgement in the opening and closing of the event; banner display; and 5 complimentary tickets to the event for employees or customers.

Silver Sponsors (\$5,500 including GST)

This includes your logo in all event promotions; your business shown as either a session or refreshment sponsor (morning tea, lunch or afternoon tea); marketing materials provided to delegates; acknowledgement at the start of your selected session or refreshment break; prominent banner display during your selected session or refreshment break; and 4 complimentary tickets to the event for employees or customers.

Bronze Sponsors (\$2,750 including GST)

This includes your logo in all event-related marketing materials; banner display; marketing materials provided to the delegates; and 3 complimentary tickets to the event for employees or customers.

12. Christmas Parties

“Pizza and drinks (bar tab)” networking opportunities at great venues.

Sponsorship is \$825 (incl GST) per event;

For all four events \$2,750 (incl GST)
[VIC, NSW, WA & QLD]

- Logo on all promotional materials
- Logo on event registration
- Standard sized banner at the function
- 2 x tickets to attend the function
- Linked-in posts – pre and post event

Major sponsor is \$1650 (incl GST) per event



13. TAILORED SPONSORSHIP ARRANGEMENTS

It is important that potential sponsors engage with FTA to assist us in tailoring a package to best integrate into your marketing strategy. The below packages are offered for consideration:

PACKAGE A

\$8,250 incl GST

Affiliate Membership \$2,420

Scrolling logo \$3,850

Sponsor of the Week X 2 \$1650

Sponsors of all FTA Christmas parties \$2,750

Valued at \$10,670 (discounted to \$8,250 including GST)

PACKAGE B

\$16,500 incl GST

Affiliate Membership \$2,420

Scrolling logo \$3,850

Sponsor of the Week X 1 \$825

Session sponsor at all CPD events \$12,450

Sponsors of all FTA Christmas parties \$2,750

Valued at \$22,295 (discounted to \$16,500 including GST)

PACKAGE C

\$27,500 incl GST

Affiliate Membership \$2,420

Scrolling logo \$3,850

Sponsor of the Week X 2 \$1650

Dedicated email & Hosted Webinar \$5,500

Lunch sponsor at all CPD events \$16,850

Sponsors of all FTA Christmas parties \$2,750

Full page advertisement Across Borders \$3,025

Valued at \$36,045 (discounted to \$27,500 including GST)