

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. 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

5. Dedicated email campaign & Hosted Webinar

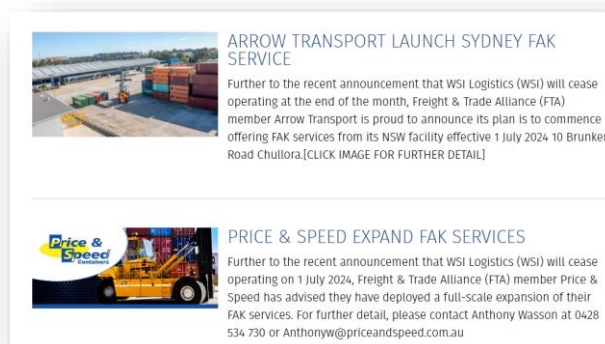
- Showcasing you and services with a dedicated email campaign (and Linked-in post) and webinar hosted by FTA / APSA – currently received by more than 3,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

\$3,850 (incl GST) per campaign

6. Classifieds

- Listing of ad hoc promotions, services and business sales

Price on application



7. 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 sponsor’s promotional material on delegate’s table setting; 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 |

8. 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



9. 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.

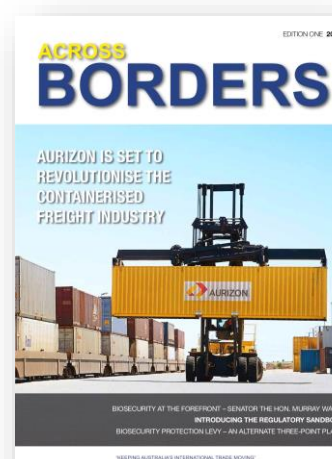
The magazine is also available for viewing and download from the FTA / APSA web site. We also disseminate this to in excess of 3000 email recipients on our database.

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 |