



# CORPORATE PARTNERSHIP PROGRAM – 2022

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## Who are we?

The Master Plumbers and Mechanical Contractors Association of NSW (MPA NSW) is a registered employer organisation providing representation, training and extensive advisory services to a broad base of members in the plumbing, gas and mechanical services sector in NSW.

The Association is a union of employers registered in NSW and is made up of licensed Plumbing, Gasfitting, Drainage and Mechanical Contractors covering the entire state of NSW and also association members including suppliers and manufacturers for the plumbing industry.

The principal activities of the Association are to provide business services, industry representation, training and advice on industrial relations and employment to the membership.

Our members range from major contracting companies through to sole traders and are a highly reputable group to lobby government in support of various plumbing, business and environmental reforms and recommendations.

## Introduction

The Master Plumbers Association of NSW offers unique branding opportunities for small to large organisations. The high number of decision makers and senior managers amongst the membership ensures that your key messages are reaching the right audience.

These Corporate Partnership packages provide a cost-effective opportunity to promote your brand, services, company and image to a wide market within the plumbing sector. By sponsoring an industry specific focused Association, it shows that you both support it and are providing input into improving the skills and expertise of the industry.

The Association offers an array of marketing opportunities to members to help promote your business, brand, products and services to a diverse and hard to reach industry. Ranging from advertising packages to sponsorship partnerships, across print and digital media, our marketing team looks forward to creating a tailored package to suit your needs and budget.

### Relationship Management:

Maximising your investment in your Corporate Partnership program will be through Nicola Crumlin, Marketing Manager who will be able to assist you to ensure that all deadlines are met.

Phone: 02 8789 7000 / 02 8789 7011

Email: [nicola@masterplumbers.com.au](mailto:nicola@masterplumbers.com.au)

## The current serving Executive Committee of the Master Plumbers Association:

- President – Callum McKay of Clarke McKay Pty Ltd
- Vice President – Ray Hallatt of R & DH Plumbing Pty Ltd
- Treasurer – Ashley Lowther of Panania Plumbing Pty Ltd
- Guardian – Bill Armstrong of B&J Armstrong Plumbing
- Guardian – Steven Ackerley of Ackerley Plumbing Services Pty Ltd
- Guardian – Barry Birch of Barry Birch Plumbing
- Executive Committee Member – Gary Cook
- Executive Committee Member – Peter Honey of Priority Plus Plumbing Pty Ltd
- Executive Committee Member – Ryan Aquilina of Ryttec Plumbing & Drainage Pty Ltd

## Events:

- Master Plumbers Association
  - Annual Industry Dinner
  - Remote Community Plumbing Health Checks
- Master Plumbers Apprentices Ltd
  - Clarrie Wymer Awards
- MPA Training
  - College Student Industry Days

## Our Supporters

The Master Plumbers Association of NSW is proud to be supported by these fantastic brands:

- AusPress
- Brighte
- Enware
- HAZARDCO Australia
- In-Sink Erator
- Jemena
- Makita
- MGA Insurance Brokers
- NSW Fair Trading
- NSW Government
- Plumbing Plus
- Podium
- Pro-Visual Publishing Pty
- Saniflo
- Sync Marketing
- The Accommodation Brokers
- Toyota Australia
- VERTO
- WFI

## Sponsor exposure:

We offer ideal platforms for you to (re)introduce yourself as an industry supporter to the plumbing industry. You need branding exposure! So do we!

We will be working hard to maximize exposure through mainstream media and other forms of marketing, such as: -

- The *Tapped In electronic e-newsletter* is distributed to approximately 1,200 members of the Association, key industry representatives, plumbing trade outlets, subscribers, regulatory authorities and selected interstate and overseas authorities and industry organisations.
- *Facebook* is a new platform for the Association moving forward into the 'tech' world. So far, we have good community engagement and can offer excellent advertising and branding opportunities for all.
- *EDM's* (Direct email marketing) to our membership. Engage directly with over 1,200 members and industry representatives.
- *Website* advertising is an important tool for many businesses. The Master Plumbers Association and Master Plumbers Apprentices Ltd's websites receive hundreds of visitors a month and also has many overseas enquiries. Advertise on this website to bring your brand to the forefront.
- The *MPA Training College* is an ideal place for you to showcase your products and brand to new apprentices entering the workforce.
- *Student Industry Days* are a good way to present directly to the students and present your products and services to our cadets and apprentices which can be a very rewarding and valuable experience. These events can be held either at the College, or at your venue if preferred.
- *Events* – Your products and services are highlighted at The Association's events throughout the year i.e., industry award dinners, Clarrie Wymer Awards nights, trade nights, virtual events and other sponsored events.

## Material Requirements:

- 1) Formats preferred are PDF, Word, Publisher and JPEG.
- 2) Electronic files must include all fonts and supported files.
- 3) Artwork must be print ready and be bleed free.
- 4) Artwork must be sent in by the submission deadline as listed in the Editorial Calendar.
- 5) Advertising is subject to approval, MPA NSW reserves the right to reject advertisements which is deemed inaccurate, offensive or misleading.
- 6) Although MPA NSW takes all measures to check spelling and grammar of advertisements, it is solely the responsibility of the partner organisation to ensure accuracy of advertisements.

## Corporate Partnership Investment Levels:

The levels of investment are set out below and we are dedicated to delivering the best outcome and value for your Corporate Partnership.

BENEFIT	PLATINIUM INVESTMENT \$20,000 + GST	GOLD INVESTMENT \$10,000 + GST	SILVER INVESTMENT \$5,000 + GST	BRONZE INVESTMENT \$2,500 + GST	CORPORATE MEMBERSHIP \$631.82 + GST
Facebook - Single Post	1 PER WEEK	1 PER FORTNIGHT	1 PER MONTH	1 PER 3 MONTHS	1 PER 6 MONTHS
Linkedin - Single Post	1 PER WEEK	1 PER FORTNIGHT	1 PER MONTH	1 PER 3 MONTHS	1 PER 6 MONTHS
MPA website - Small Strip Banner - front page (scrolling across the top)	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT
MPA website - Quarter Page (in Our Sponsors page)	1 MONTH	1 MONTH			
MPA website - Listing on the MPA NSW website	★	★	★	★	★
MPAL website - Small Strip Banner - front page (scrolling across the top)	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT	1 PER FORTNIGHT
MPAL website MPAL website - Quarter Page (in Our Sponsors page)	1 PER MONTH	1 PER MONTH			
Tapped in e-newsletter - Small Classifieds ad	12 PER YEAR	10 PER YEAR	8 PER YEAR	6 PER YEAR	2 PER YEAR
Tapped in e-newsletter - Half page ad	5 PER YEAR	4 PER YEAR	3 PER YEAR	2 PER YEAR	1 PER YEAR
Industry Dinner - Presentation/ sponsorship of specific award - award naming rights	★	★			
Industry Dinner - Banner & product displays & handouts	★	★	★		
Industry Dinner - Address the audience	★				
Industry Dinner - Branding on communications re the event	★	★	★		
Industry Dinner - Discounted tickets	★	★	★		
Industry Dinner - Complimentary Dinner Tickets	Table of 10	6 Tickets	4 Tickets		
CWA - Presentation/sponsorship of award	★	★	★		
CWA - Banner & product displays & handouts	★				
CWA - Address the audience	★	★			
CWA - Branding on communications the event	12 MONTHS	6 MONTHS	3 MONTHS		
Email advertising - Small Strip Banner (or logo) on MPA NSW Staff Emails	UNLIMITED	1 PER WEEK	1 PER MONTH	1 PER QUARTER	1 PER QUARTER
Emails advertising - EDM's sent out to member database	★	★	★		
Skills Center - Display of your company banner within the College	★	★	★		
Skills Center - Product display within the College	★	★	★		
Skills Center - Industry days held at your premises	★	★	★		
Skills Center - Industry days held at our premises	★	★	★	★	
Flyers (hardcopy) - Included in Apprentice packs	★	★	★	★	
Flyers (hardcopy) - Included in Member packs	★	★	★	★	
Webinars - Hosted by us	★	★	★	★	
Webinars - Hosted by you	★	★	★	★	★
Webinars - Hosted by external suppliers	★	★	★		
Corporate Membership	★	★	★	★	★

*All sponsorship packages are GST exclusive*

## Editorial Calendar:

	PUBLISH DATE	SUBMISSION DEADLINE
Weekly Articles	Each Monday	Wednesday prior
Fortnightly Articles	Fortnightly on Tuesdays	1 Week prior
Monthly Articles	1st Wednesday of the month	Wednesday prior
3-Monthly Articles	1st Thursday of the month	Each article provided Friday prior
Quarterly Articles	1st Friday of the month	Each article provided Friday prior
6-Monthly Articles	1st Thursday of the month	Each article provided Friday prior
12-Monthly Articles	1st Wednesday of the month	Wednesday prior
Tapped in Editorial (half page)	2nd Wednesday of the month	Wednesday prior

## Terms & Conditions:

- 1) All advertising bookings must be made in writing by completing the booking form included in this prospectus.
- 2) All rates are subject to GST.
- 3) When revised ads or editorial copy are not received by the material deadline, a copy run in a previous issue may be inserted.
- 4) No feature ads cancellations will be accepted after closing dates. Feature ads, cover ads and full-page ads are non-cancellable.
- 5) Payment can be made to the Association's nominated bank account, by credit card or via postal cheque (details will be shown on invoice).
- 6) Non payment of an account will result in the cancellation of future advertising with MPA NSW.

## YES, sign me up!

Please complete this form and send to [info@masterplumbers.com.au](mailto:info@masterplumbers.com.au).

Company Name: \_\_\_\_\_ Member Number: \_\_\_\_\_  
(if applicable)

ABN: \_\_\_\_\_

Billing address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Level of Corporate Sponsorship:

PLATINUM INVESTMENT	GOLD INVESTMENT	SILVER INVESTMENT	BRONZE INVESTMENT	CORPORATE MEMBERSHIP
\$20,000 + GST	\$10,000 + GST	\$5,000 + GST	\$2,500 + GST	\$631.82 + GST
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Tick ONE which applies*

Billing options:

- I wish to pay QUARTERLY
- I wish to pay the full amount NOW

We will send you an invoice with billing options confirmed.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you would like to discuss your options in more detail, please contact us.

The Master Plumbers Association of NSW

PO Box 41, Lidcombe NSW 1825

Phone: 02 8789 7000

Email: [info@masterplumbers.com.au](mailto:info@masterplumbers.com.au)

Website: [www.masterplumbers.com.au](http://www.masterplumbers.com.au)