



**Accommodation
Association
of Australia**

2016 – 2017

Corporate Member & Sponsorship Prospectus

About Us

The **Accommodation Association of Australia** is the national industry body for accommodation operators of all sizes and standards. Member-owned and not-for-profit, it represents owners, operators and employers in the accommodation industry and has been the collective voice of the accommodation sector throughout our 50 years of experience.

It is the belief of the industry membership that with ALL operators contributing to this voice via their annual fees, the industry will be better placed to guard against issues which could impact negatively or in fact take advantage of factors that could ensure a vibrant industry into the future.

The strength of membership also facilitates the wonderful services and member benefits that help businesses on the ground every day.

As well as having a voice in each state and providing Accommodation specific benefits and services (see over page) **we are a truly National Body**. One influential representative voice that articulates consistent policies when lobbying government at all levels.

Our board (at right) is a veritable who's who of the industry, all of who give their time voluntarily to ensure the organisation is working to support members.

Our Members



Board of Directors

President - Julian Clark
Lancemore Group

Deputy President - Simon McGrath
AccorHotels

Treasurer - Bruce Copland
Independent

Barry Robinson
Wyndham Vacation Resorts

Col Hughes
Independent

Ian Sandilands
Best Western Hotels Australasia

Rachel Argaman
Toga Far East Hotels

Trent Fraser
Choice Hotels Asia-Pac

Zed Sanjana
Quest Apartment Hotels



Corporate Membership & Sponsorship Opportunities

Support of the Accommodation industry association is investing back into the industry that could be the lifeblood of your organization. It is having the perspective that if the accommodation industry is healthy, so will be my business.

A large portion of the funds from our corporate partners goes towards advocacy and lobbying and curtailing the threats to both the industry and in turn their revenue.

Corporate Membership, Sponsorship or Partnership means sharing common values and investing in the development of the accommodation industry and its members. It is also your opportunity to develop an ongoing relationship with the Association and gain referrals to your business.

Benefits and Services

It is important that our corporate partners are able to offer sage advice to our members and get involved over and over simple sales. Members seek your feedback regularly which promotes healthy two way communication. It's not just about selling the product it's about building the foundations for a mutually beneficial partnership that can challenge yet grow together.

Events

Access to member events, breakfasts, dinners, lunches, conventions and chain expos are all available.

Media

Growing your business in this market is a demanding exercise, made easier by working with the national industry body for the accommodation sector. The Accommodation Association of Australia can deliver a number of partnership solutions to meet the needs of creating awareness and brand building.

- Website Advertising
- Website Supplier Listings
- Collateral Distribution
- Use of Association Logo
- Access to the Membership
- Business Referrals
- Key News Update Introduction & Editorial Content
- Networking Opportunities
- Participation in Events and Seminars
- Auto updates of new members
- National Supplier Guide Listing



"Our two organisations have enjoyed a strong and active relationship for a number of years, based around a shared dedication to serving the accommodation sector. At HOSTPLUS we are pleased to be able to support accommodation operators and businesses through relevant information and education, along with quality products and services for the industry. We are looking forward to continuing to work with the Accommodation Association of Australia and its members." - **David Elia, Chief Executive Officer, HOSTPLUS**

General	Alliance Partner	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Corporate Member
Certificate of Membership	✓	✓	✓	✓	✓
Referrals to members as endorsed by AAA	✓	✓	✓	✓	✓
Auto-notice of new members	✓	✓	x	x	x
Member pack pdf and flyer (up to folded A3)	✓	✓	pdf only	pdf only	pdf only
Present to Association team	✓	✓	✓	✓	x
Present to Association Board	✓	✓	x	x	x
Use of Association sponsor level logo	✓	✓	✓	✓	✓
Use of AAA official logo	✓	✓	✓	✓	✓

Key News Update E-newsletter

Sponsorship welcome or renewal editorial	✓	✓	✓	✓	✓
Editorial column (per year)	5	4	3	2	1
Logo included at bottom	✓	✓	✓	✓	x

Social Media Postings

Article, video, image or website link posting on social media channels (at a minimum)	5	5	4	3	2
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EDMs

Dedicated EDM promoting your products* (min)	3	2	1	x	x
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Quarterly Members Newsletter

Sponsorship welcome or renewal editorial	✓	✓	✓	✓	x
50-100 word editorial or intro column	✓	x	x	x	x
Logo included at bottom	✓	✓	✓	✓	✓

Website

Banner ad - top of home page (rotating)	✓	✓	x	x	x
Banner ad - top of level 2 pages (rotating)	✓	✓	✓	x	x
Member / Sponsor logo – all pages	✓	✓	✓	✓	x
Member / Sponsor logo – sponsor page	✓	✓	✓	✓	✓
Member / Sponsor logo – supplier listing	✓	✓	✓	✓	✓

Online Preferred Suppliers Guide

Short Description - 100 words	✓	✓	✓	✓	✓
Extensive Description - 200 words	✓	✓	✓	✓	x
Full Description - 300 words	✓	✓	x	x	x
Main contact details	✓	✓	✓	✓	✓
State based sales contacts	✓	✓	✓	✓	x
PDF Attachments (optional for other levels)	✓	✓	x	x	x

Webinar Series

Sponsor and choice of subject	3	2	1	x	x
Present material	2	1	x	x	x
Host and present	2	1	x	x	x

Association Member Event Schedule

Access to member pricing at events	✓	✓	✓	✓	✓
Tickets to priced events **	2	1	x	x	x
First right of refusal to host & present	1st	2nd	3rd	4th	5th

Consideration (ex GST) #	\$40000***	\$20,000	\$10,000	\$5,000	\$2,000
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* EDM content is subject to approval by AAoA and must not include pejorative references to other sponsors and partners.

** Unless already included in specific corporate member agreement

*** Or as negotiated

Principal Partner



Alliance Partner



Gold Sponsors



Sliver Sponsors



Bronze Sponsor



Corporate Members

