



# Proposal for Sponsorship 2020 - 2021

Home Economics  
Institute of Australia Inc.

# Table of Contents

---

The Proposal	03
About Us	04
Opportunities at a Glance	05
Benefits	06
Sponsorship Packages	07
Alternative Sponsorship Opportunities	08
Contract	09
Payment Form	10
Contact Information	11

## PROPOSAL

We are pleased to extend to your organisation an opportunity for Corporate Sponsorship of our Association, which will greatly contribute to the ongoing success and membership opportunities HEIA is renowned for.

With over 1600 members nationally, HEIA represents the interests of home economists working in education; industry; community services; consumer affairs; and family and household management.

**The Home Economics disciplines of today encompass an diverse spectrum of educational and life skills, such as:**

- *Food & Nutrition*
- *Food Science & Technology*
- *Hospitality*
- *Textiles & Fashion*
- *Human Development & Relationships*
- *Health & Wellbeing*
- *Consumerism & Management*
- *Early Childhood*

As a not-for-profit association, HEIA heavily relies on corporate sponsorship to successfully deliver our vision and mission; through education, support and professional development for our members; and there are opportunities to sponsor on an annual basis, or for one-off events.

Sponsoring HEIA presents an exciting, mutually beneficial opportunity for us to partner with your respected brand. Corporate Sponsors will have direct visibility across our membership, and within Australia's thousands of schools and universities; all whilst creating strong foundations for future collaborations.

HEIA has divisions in all states and territories of Australia; and there are 4 sponsorship packages which can be tailored to suit your needs - detailed on page 7 of this proposal.

We appreciate your consideration of this opportunity and look forward to hearing from you. If you have further questions, feel free to contact us via phone or email, using the details below.

Warm Regards,

**Kay York**  
President at HEIA



# ABOUT US

Established in March 1994, the Home Economics Institute of Australia Inc. (HEIA) is a non-profit member-based association, and is the peak professional body for home economics professionals in Australia.

With over 1600 members nationally, HEIA represents the interests of home economists, and strives to:

- provide a national focus for home economics and home economists
- promote public recognition of the role of home economists
- set professional standards for the practice of home economics and promote the professional standing of home economists
- encourage and assist home economists with continuing education and professional development
- encourage, initiate and coordinate research into areas related to home economics
- cooperate and affiliate with like-minded industry bodies at a state, national and international level.

At HEIA, we actively work to promote and advance the role and practice of home economics, through **education** in schools and universities; as well as **professional learning opportunities** for our members.

We are very fortunate to have the opportunity to draw on the combination of passion, and diverse skills of the HEIA council representatives across Australia.

As **volunteers**, our Council works hard to ensure we do not lose sight of the required functions that will sustain the relevance and achievements of home economics professionals, and the HEIA association, for generations to come.

---

**OUR MISSION**  
*To enhance the professionalism  
and political legitimization of  
Australian home economists.*

---



# OPPORTUNITIES AT A GLANCE

## Hands on Promotion

You will have **direct exposure to our nationwide members**, in many formats; thus ensuring continued promotion of your respected brand, whilst **building strong foundations** for future collaborations with HEIA.

## Advertising Material

You will have the opportunity for **significant brand exposure** in all associated digital and print marketing across divisional and national events and communications.

## Online Services

Your **linked logos will be featured** on all HEIA websites, at a state and national level. In addition, your linked logos will be uploaded to HEIA social media channels, as sponsors of HEIA.

## On-site Promotion

You will have the opportunity to **showcase your brand** at state or national HEIA professional events and conferences, with **potential benefits** such as complimentary exhibition space, speaking opportunities, and displaying of branded company material.

## Journal Feature

You will have the opportunity to feature in *Journal of the Home Economics Institute of Australia* publication, which may include advertising space and articles.





# THE BENEFITS

## LET'S TALK ABOUT THE BENEFITS

**Our sponsors are invited to join our ever-growing professional network.**

As a category sponsor, your business will be promoted through our vast membership network via the HEIA state and national websites; continuing professional education events; regular email campaigns, social media; and state and national conferences.



By supporting HEIA, you will raise awareness of your company's brand across our members and industry colleagues; some of whom are key influencers within Home Economics circles.



As a sponsor, you will increase your company's visibility across our profession and membership. HEIA will publish your linked logo as a recognised sponsor across all communication channels.



Your brand will be associated with our visionary team and membership. This combination will be an effective marketing tool in that it will increase your brand's visibility in the profession.

Credibility by association. It's an intangible benefit that companies receive when they communicate with our membership and fellow industry professionals. As our sponsor, your company will have direct access to this invaluable networking medium.



# \$16.6B

### According to IEG RESEARCH

The **fastest-growing** region for sponsorship spending in 2018 was again the **Asia-Pacific** (5.8%) region; and it looks to retain that lead this year with a **projected increase of 5.7%**. That would bring the **Asia-Pacific total to \$16.6 billion**, just \$1 billion less than the total in Europe (forecast for a 5.1% increase to \$17.6 billion).

# PACKAGES

## Package 1

- Priority [linked] logo positioning on the HEIA National website and social media pages; and on all digital and print media.
- One full-page company advertisement in two issues of the HEIA Journal.
- Four HEIA individual 12-month memberships.
- Five delegate tickets to one HEIA state or national event.
- Prominent exhibition booth/table, including up to three banners and three staff, for one HEIA state or national conference.
- An achievement award named after your company for one HEIA member or school student.
- Two promotional items for one HEIA state or national conference.
- Acknowledgement of your company in the next annual report.
- Framed Certificate of Appreciation from HEIA.

**\$ 10,000**

## Package 2

- Linked logo positioning on the HEIA National website and social media pages; and on all digital and print media.
- One half-page company advertisement in two issues of the HEIA Journal.
- Three HEIA individual 12-month memberships.
- Three delegate tickets to one HEIA state or national event.
- 30% discount on an exhibition table, including up to two banners and two staff, for one HEIA state or national conference.
- Two promotional items for one HEIA state or national conference.
- Acknowledgement of your company in the next annual report.
- Framed Certificate of Appreciation from HEIA.

**\$7,500**

## Package 3

- Linked logo positioning on the HEIA National website and social media pages; and on all digital and print media.
- One half-page company advertisement in one issue of the HEIA Journal.
- Two HEIA individual 12-month memberships.
- Two delegate tickets to one HEIA state or national event.
- 15% discount on an exhibition table, including up to two banners and two staff, for one HEIA state or national conference.
- One promotional item for one HEIA state or national conference.
- Acknowledgement of your company in the next annual report.
- Framed Certificate of Appreciation from HEIA.

**\$ 3,500**

## Package 4

- Linked logo positioning on the HEIA National website and social media pages; and on all digital and print media.
- One half-page company advertisement in one issue of the HEIA Journal.
- One HEIA individual 12-month membership.
- One delegate ticket to one HEIA state or national event.
- 5% discount on an exhibition table, including up to two banners and two staff, for one HEIA state or national conference.
- One promotional item for one HEIA state or national conference.
- Acknowledgement of your company in the next annual report.
- Framed Certificate of Appreciation from HEIA.

**\$ 1,500**

*Prices are ex-gst. All sponsorship benefits are valid for 12 months from the date of commencement of sponsorship.  
Each package tailored to the sponsor.*

# ALTERNATIVE OPPORTUNITIES

There are many opportunities to sponsor HEIA, as each division organises and promotes regular, independent events; which enhance the professional learning of our members.

**ALL** sponsorship packages are flexible. **Ask us how** we can tailor the right package for your organisation's needs.

Any of the following sponsorship opportunities can also be **add-ons** to packages 1-4 on the previous page. **Talk to us** about the options!

<p><b>EVENTS</b></p> <hr/> <p>National, state or territory conferences, and/or sponsorship of: - <i>professional learning events, such as those hosted by divisions</i></p>	<ul style="list-style-type: none"> <li>✓ a keynote speaker</li> <li>✓ a concurrent session</li> <li>✓ the program for the event</li> <li>✓ a specified meal or break time</li> </ul>
<p><b>JOURNALS AND NEWSLETTERS</b></p> <hr/>	<ul style="list-style-type: none"> <li>✓ the <i>Journal of the Home Economics Institute of Australia</i>, the national HEIA newsroom, and state and territory newsletters</li> </ul>
<p><b>SCHOLARSHIPS</b></p> <hr/>	<ul style="list-style-type: none"> <li>✓ annual or one-off scholarships (sponsor named)</li> </ul>
<p><b>BURSARIES</b></p> <hr/>	<ul style="list-style-type: none"> <li>✓ for airfares and / or accommodation to for (particularly remote) members to attend events with significant travel expenses</li> </ul>
<p><b>WEBINARS</b></p> <hr/>	<ul style="list-style-type: none"> <li>✓ sponsor webinars on specific topic</li> </ul>
<p><b>WEBSITES</b></p> <hr/>	<ul style="list-style-type: none"> <li>✓ Sponsor HEIA webpage(s) or HEIA initiatives</li> </ul>



We would like to accept the following opportunity to sponsor the Home Economics Institute of Australia Inc.:

- Package 1: \$10,000 + gst
- Package 2: \$7,500 + gst
- Package 3: \$3,500 + gst
- Package 4: \$1,500 + gst
- Tailored package: TBD

**\*Payment Options:**

- Pay full amount on invoice by HEIA
- Pay 50% on invoice by HEIA, followed by equal monthly instalments of the remaining balance, to be invoiced by HEIA.

\*Payment terms are 30 days.

**GENERAL TERMS AND CONDITIONS**

All Sponsorship Agreements are subject to approval and acceptance by HEIA. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein. The Agreement is subject to all such terms which are expressly made a part of this Agreement.

All sponsorship benefits are valid for 12 months from the date of commencement of sponsorship. Requests for cancellations or changes in the Sponsorship Agreement are subject to approval by HEIA, are accepted only in writing to HEIA, and must be received with 30 days' notice.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO HEIA. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 14 days of receipt of invoice.

Accepted on: (date) \_\_\_\_\_

**SPONSOR**

**HEIA**

\_\_\_\_\_  
Authorised Person's Name

\_\_\_\_\_  
Representative's Name

\_\_\_\_\_  
Authorised Person's Signature

\_\_\_\_\_  
Representative's Signature

## CONTACT DETAILS:

Full Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Postcode: \_\_\_\_\_ Email address: \_\_\_\_\_

## PAYMENT OPTIONS

Invoices may be paid online or by direct deposit (EFT).

### PAY ON INVOICE

Please email an invoice in the amount of \$\_\_\_\_\_ for payment, to:

Full Name: \_\_\_\_\_

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

### DIRECT BANK DEPOSIT (EFT)

Payment in the amount of \$\_\_\_\_\_ will be deposited directly to the Home Economics Institute of Australia Inc. Bank Account, as per below:

**BSB: 062 907**

**REF: Please use your company name as the reference**

**ACCOUNT NUMBER: 1004 5260**

Name: \_\_\_\_\_

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

Date \_\_\_\_\_

## CORPORATE SPONSORSHIP 2020-2021



## CONTACT US

### **KAY YORK**

President

Home Economics Institute of  
Australia Inc.

e: [president@heia.com.au](mailto:president@heia.com.au)

### **ADMINISTRATION MANAGER**

Home Economics Institute of  
Australia Inc.

e: [heia@heia.com.au](mailto:heia@heia.com.au)

p: [0484 143 795](tel:0484143795)