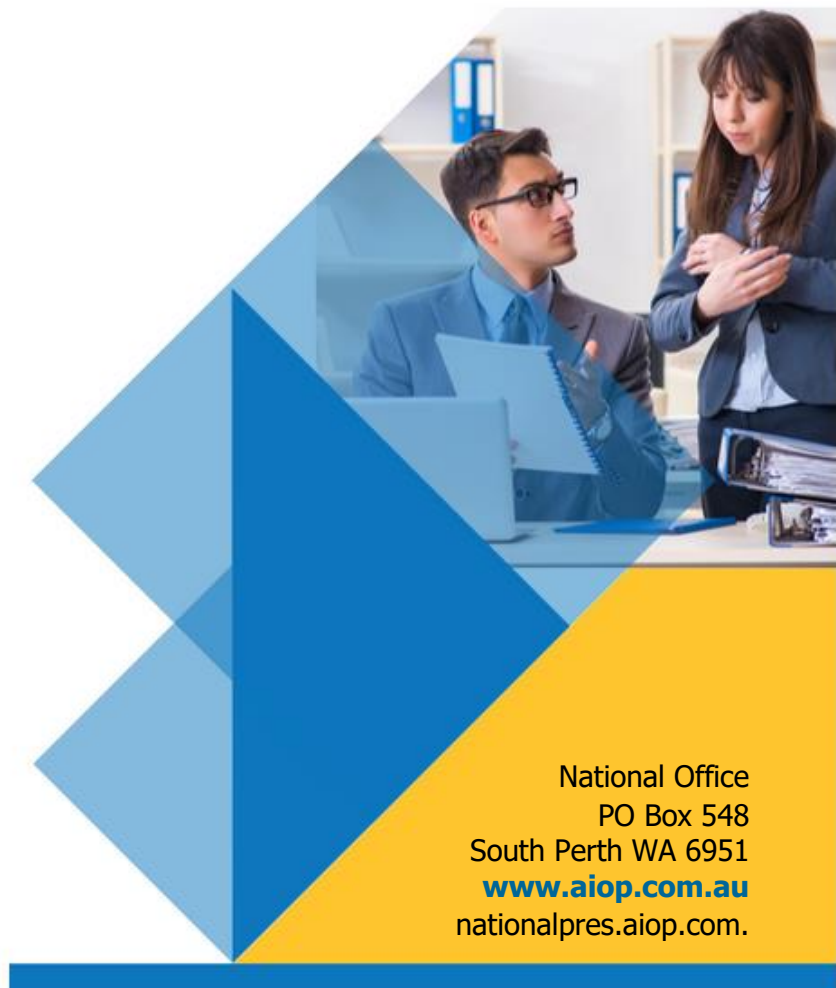




# AIOP Partnership Prospectus 2021



National Office  
PO Box 548  
South Perth WA 6951  
[www.aiop.com.au](http://www.aiop.com.au)  
[nationalpres.aiop.com](mailto:nationalpres.aiop.com)

# AIOP Partnership Prospectus

## Contents

Contents.....	2
About AIOP.....	3
Why partner with us.....	3
Benefits of partnership with AIOP.....	3
Enhance brand awareness.....	3
Target the right audience.....	3
Generate new leads.....	3
Partnership categories.....	3
Platinum (\$5000 + GST).....	4
Gold (\$3000 + GST).....	4
Silver (\$2000 + GST).....	4
Event partner.....	5
In-kind Supporter.....	5
Community.....	5
Media reach.....	<b>Error! Bookmark not defined.</b>

## About AIOP

The Australian Institute of Office Professionals is Australia's only professional association for all office professionals, which covers a huge range of job titles including Executive Assistants, Personal Assistants, Executive Officers, Office Managers, Administrators and the like, from entry to executive level and from a variety of industries.

We have a long history, from the Institute of Private Secretaries in the 1960s, to the Institute of Professional Secretaries and Administrators in the 1970s to now, the Australian Institute of Office Professionals.

## Why partner with us

The Australian Institute of Office Professionals (AIOP) has members across Australia and overseas. We are affiliated with similar professional associations in the USA, UK, Asia, South Africa and New Zealand.

When you partner with us, you will be able to enhance your brand awareness and exposure, create relationships with influencers and advocates of the profession, increase network connections and engagement and connect with key decision makers.

For corporations, you can enhance staff capacity through training and resources, it demonstrates your value for the office professionals in your organisation and commitment to the sector.

## Benefits of partnership with AIOP

### Enhance brand awareness

Introduce your business directly to the office professional community through platforms they actively engage in.

### Target the right audience

You will be able to access your target audience across all eight states and territories that represent a broad range of job types and organisations.

Extensive exposure of your company's services to a high value potential customer base. A perfect platform to launch or demonstrate products or services to your target audience.

### Generate new leads

Establish your presence at a number of AIOP events and showcase your company and products to customers looking for solutions.

Events are an excellent opportunity for networking and face-to-face communication with the decision makers/influencers. It is an opportunity to meet and network with other organisations in the sector and build strong industry networks.

## Partnership categories

AIOP currently offers three annual partnership categories, each have a number of inclusions including:

- Website advertising on the Partners section of the AIOP website
- Social media promotion by AIOP to membership
- Corporate Membership opportunities
- Event attendance
- Advertorial/promotion in each quarterly edition of AIOP National e-Newsletter
- Opportunity to provide a blog/article/advertorial for distribution to AIOP Members
- Opportunity to present at events promote either in person or online
- Opportunity to advertise
- Opportunity to network with other AIOP partners
- Opportunity to display signage or banner /information at events

Platinum (\$5000 + GST)

Gold (\$3000 + GST)

Silver (\$2000 + GST)

We can customise our offer according to your business needs and budget.

<b>Partnership inclusions</b>	<b>Platinum (\$5000 + GST)</b>	<b>Gold (\$3000 + GST)</b>	<b>Silver (\$2000 + GST)</b>
AIOP website recognition in Partners section	Company logo and a maximum of 300 words of company description and a link to your website	Company logo and a maximum of 200 words of company description and a link to your website	Company logo and a maximum of 200 words of company description and a link to your website
AIOP Corporate Membership	Complimentary SILVER Corporate Membership	<b>X</b>	<b>X</b>
Promotion in AIOP member only e-newsletter 'Leading the Way' (quarterly)	✓	✓	✓
Copy of member only e-newsletter 'Leading the Way'	✓	✓	✓
AIOP social media promotion (two channels)	Quarterly	Twice yearly	Twice yearly
Use of AIOP logo to promote your services	✓	✓	✓
National conference registration (in person or virtual)	One complementary registration in the year of the sponsorship	<b>X</b>	<b>X</b>
Opportunity to speak at events	✓	✓	✓
Opportunity to provide a monthly blog/article /advertorial for	✓	✓	✓

<b>Partnership inclusions</b>	<b>Platinum (\$5000 + GST)</b>	<b>Gold (\$3000 + GST)</b>	<b>Silver (\$2000 + GST)</b>
distribution to AIOP Members			
Opportunity to advertise at AIOP events and conferences (promotional material or marketing collateral e.g. pens, lanyard etc)	Three complimentary satchel insert or hand out at all events	Two complimentary satchel insert or hand out at all events	One complimentary satchel insert or hand out at all events
Opportunity to display signage or banner / information at events	✓	✓	✓

### Event partner

Partner with AIOP for a national event or divisional event, e.g. Office Professional’s Awards, conference, breakfast or cocktail event.

### In-kind Supporter

We also have a supporter category which offers an in-kind or without payment agreement.

## Community

We welcome the knowledge and expertise our partners bring to the Institute of Office Professionals and the valued products and services they provide to all our members.

x 5,000+ Website visitors per month

While we believe the partnership package is designed to deliver the maximum outcomes to our partners and ensure you get the outcomes required, we are able to design a partnership to suit your needs.

If you would like more information on becoming a business partner please contact Christine Stewart, AIOP National President at [nationalpres@aiop.com.au](mailto:nationalpres@aiop.com.au).