

# CoreNet Global Australia Chapter Sponsorship 2021



## Who we are

CoreNet Global is a non-profit association, headquartered in Atlanta, Georgia (US), representing more than 11,000 executives in 50 countries with strategic responsibility for the real estate assets of large corporations. The organization's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations and networking in 46 local chapters and networking groups globally.

## Our Mission

CoreNet Global's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, and chapters and networking groups

CoreNet Global aims to broaden its network, raise the profile of corporate real estate, serve as the profession's voice and thought leader and champion the profession's development and maturity

## Who are our members

**End Users** are corporate occupiers and corporate tenants forming the industry's demand side. The end user membership base is diverse and spans industries including high-tech, financial services, manufacturing, pharmaceutical, telecommunications, healthcare, insurance and oil and gas. Google, Unilever, International Monetary Fund, Oracle, Coca-Cola, Amazon, AT&T, General Motors, Barclays and Shell are among our many member companies.

**Service Providers** are strategic partners and outsourced service partners forming the industry's supply side. Virtually all corporate real estate departments partner with external service provider companies to deliver services needed to acquire, maintain and dispose of real estate. These services include but are not limited to brokerage, site selection, architecture and interior design, lease administration, facilities management, and technology platforms. One of the long-term trends in the CRE profession is toward leaner, smaller internal CRE teams focused primarily on strategy and client relationship management, with growing dependence on external service provider companies for tactical delivery and execution. Those external service providers are also members of the association.

## **Chapter Sponsorship Packages – Australia**

The Australia Chapter is an influential group of Corporate Real Estate and Property Professionals. Our membership is comprised of senior officers managing and providing services for the real estate and property assets of companies such as AGL Energy, ANZ, CSIRO, Reserve Bank of Australia, Telstra, Westpac, Zurich and many others.

The Australia Chapter offers a unique blend of professional events and activities aimed at informing and educating our members and their associates. This in turn represents a great opportunity for sponsors to profile their organisations, projects and services. The sponsorship period now being offered is for 1 January to 31 December 2021 (inclusive).

### **Unique Opportunity**

Chapter level sponsorship is a great opportunity to gain a 'seat at the table' with a peak body organisation that enjoys a well-respected profile in the property industry.

The following prospectus details the costs and benefits associated with six discrete levels of support. CoreNet Global's Australia Executive Committee is pleased to offer this value proposition to prospective partner companies willing to become involved in the growth and ongoing professional development of a key part of the Australia property industry.

### **2021 Event Calendar**

The Australia Chapter hosted approximately 40 events in 2020 with an average of 70 attendees at each event. These attendees represent over 70 corporations and business sectors ranging from financial, legal, construction and facilities management, design and development, as well as all levels of government. You can be assured of a similar profile and exposure in 2021.

Chapter Annual Partners



Chapter Category Partners



FACILITY SERVICES



THE EXECUTIVE CENTRE

2021 Strategic Partners Sponsorship Packages	Annual Chapter Partner				Annual Category Partner			Venue Partner
	Principal	Gold	Silver	Bronze	Platinum Owner / Landlord	Platinum Service Provider	Platinum Corporate End User	
Year 1	\$35,000	\$15,000	\$10,000	\$6,000	\$30,000	\$20,000	\$12,000	at cost
Loyalty Rate Year 2	\$35,000	\$12,500	\$9,000	\$6,000	\$30,000	\$20,000	\$12,000	
Loyalty Rate Year 3	\$35,000	\$10,000	\$8,000	\$6,000	\$30,000	\$20,000	\$12,000	
Loyalty Rate Ongoing	\$35,000	\$10,000	\$8,000	\$6,000	\$30,000	\$20,000	\$12,000	
<b>Acknowledgement</b>								
Acknowledgment at Australia Chapter events	x	x	x	x	x	x	x	At sponsored event
Digital recognition at Australia Chapter Annual Conference	x	x	x	x	x	x	x	
<b>Promotional</b>								
Option to have company logo with link on Australia Chapter website	x	x	x	x	x	x	x	x
Option to have company logo on Australia Chapter communications	x	x	x	x	x	x	x	For hosted event
Option to provide promotional 'give-aways' at Australia Chapter events	x	x	x		x	x	x	At sponsored
Option to introduce session at Australia Annual Conference	x							
<b>Membership Access</b>								
Option to host a boardroom lunch with 30% attendance by Sponsor	x				x			
Access to attendee/company list prior to Australia Chapter events by request	x	x			x	x	x	
Access to company list prior to Australia Chapter events by request			x	x				x
<b>VIP Treatment</b>								
Premium seating at Australia Annual Conference	x				x	x	x	
<b>Program Benefits</b>								
Option to host 1 chapter forum/site visit networking events (or more as agreed)	x				x	x	x	
Option to showcase company/project at one selected Chapter Forum/Site Visit	x	x			x	x	x	
Option to display company video during break at a relevant major event as agreed with Committee	x				x	x	x	
Option to introduce one session at relevant major event	x				x	x	x	
Option to have one of your staff apply to sit on the Australia Program Committee	x				x	x	x	
<b>Participation Benefits</b>								
Attendance at Australia Chapter Forum Events	4	2	1	1	2	2	2	1
Attendance at Australia Chapter Site Visit Event	2	1	1	1	1	1	1	-
Attendance at Australia Annual Conference	8	2	1	-	4	4	4	-
Attendance at Australia Young Leader events	2	-	-	-	2	2	2	-
Attendance at Australia Chapter Networking events (new member and end of year)	4	2	1	-	3	3	3	2
Attendance at Australia Government Workplace Symposium	2	1	-	-	2	2	2	-
Invitation to Sponsors Lunch	3	2	1	1	2	2	2	1
Value	\$ 16,050	\$ 7,150	\$ 3,750	\$ 3,050	\$ 8,500	\$ 8,500	\$ 8,500	\$ 3,250
<b>Memberships</b>								
Number of Individual Memberships included in package	4	1			2	2	2	1

## Annual Partner Packages

### Principal

Limited to 1 Sponsor  
Taken



### Acknowledgement

- Acknowledgment at Chapter events

### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events
- Option to introduce session at the Australia Annual Conference

### Membership Access

- Option to host a boardroom lunch with 30% attendance by Sponsor
- Access to attendee/company list prior to Australia Chapter events by request

### VIP treatment

- Option to have a Senior Executive at VIP table at Australia Annual Conference and be introduced to VIP guests
- Premium seating at Australia Annual Conference
- Option to host 1 chapter forum/site visit networking events (or more as agreed)

### Program Benefits

- Option to showcase company/project at one selected Chapter Forum/Site Visit
- Option to display company video during break at a relevant major event as agreed with Program Committee
- Option to introduce one session at relevant major events
- Option to have one of your staff apply to sit on the Program Committee

### Participation Benefits

- Attendance at Australia Chapter Forum Events - 4 tickets
- Attendance at Australia Chapter Site Visit Events - 2 tickets
- Attendance at Australia Annual Conference - 8 tickets
- Attendance at Australia Chapter Networking events (new member and end of year) - 4 tickets
- Attendance at Canberra Half Day Event - 2 tickets
- Invitation to Sponsors Lunch - 3 invitations

### Membership

- 4 complimentary memberships included
- Please note that memberships are individual and not transferrable should an employee resign.

## Annual Partner Packages

### Gold

Limited to 8 Sponsors - 1 available  
\$15,000 + GST



#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

#### Membership Access

- Access to attendee/company list prior to Chapter events by request

#### Program Benefits

- Option to showcase company/project at one selected Chapter Forum/Site Visit

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 2 tickets
- Attendance at Australia Chapter Site Visit Events - 1 tickets
- Attendance at Australia Annual Conference - 2 tickets
- Attendance at Australia Chapter Networking events (new member and end of year) - 2 tickets
- Attendance at Canberra Half Day Event - 1 tickets
- Invitation to Sponsors Lunch - 2 invitations

#### Membership

- 1 complimentary membership included
- Please note that memberships are individual and not transferrable should an employee resign.

#### Loyalty Reward

- Continuation of your support of the Australia Chapter will provide a \$2,500 + GST discount for Year 2 and Year 3 locking your sponsorship at \$10,000 + GST per year for as long as your sponsorship is continuous and current.

## Annual Partner Packages

### Silver

Limited to 8 Sponsors - 7 available  
\$10,000 + GST



#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

#### Membership Access

- Access to company list prior to Australia Chapter events by request

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 1 ticket
- Attendance at Australia Chapter Site Visit Events - 1 ticket
- Attendance at Australia Annual Conference - 1 ticket
- Attendance at Australia Chapter Networking events (new member and end of year) - 1 ticket
- Invitation to Sponsors Lunch - 1 invitation

#### Loyalty Reward

- Continuation of your support of the Australia Chapter will provide a \$1,000 + GST discount for Year 2 and Year 3 locking your sponsorship at \$,8000 + GST per year for as long as your sponsorship is continuous and current.



## Annual Partner Packages

### Bronze

Unlimited  
\$6,000 + GST

#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications

#### Membership Access

- Access to company list prior to Australia Chapter events by request

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 1 ticket
- Attendance at Australia Chapter Site Visit Events - 1 ticket
- Invitation to Sponsors Lunch - 1 invitation



## Annual Category Packages

### Platinum - Landlord

Limited to 1 Sponsor  
\$30,000 + GST



#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

#### Membership Access

- Access to attendee/company list prior to Chapter events by request

#### VIP treatment

- Option to have a Senior Executive at VIP table at Australia Annual Conference and be introduced to VIP guests
- Premium seating at Australia Annual Conference
- Option to host 1 chapter forum/site visit networking events (or more as agreed)

#### Program Benefits

- Option to showcase company/project at one selected Chapter Forum/Site Visit
- Option to display company video during break at a relevant major event as agreed with Program Committee
- Option to introduce one session at relevant major events
- Option to have one of your staff apply to sit on the Australia Program Committee

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 2 tickets
- Attendance at Australia Chapter Site Visit Events - 1 tickets
- Attendance at Australia Annual Conference - 4 tickets
- Attendance at Australia Chapter Networking events (new member and end of year) - 3 tickets
- Attendance at Canberra Half Day Event - 2 tickets
- Invitation to Sponsors Lunch - 2 invitations

#### Membership

- 2 complimentary memberships included
- Please note that memberships are individual and not transferrable should an employee resign.

## Annual Category Packages

### Platinum - Service Provider

Limited to 1 Sponsor  
\$20,000 + GST



#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

#### Membership Access

- Access to attendee/company list prior to Chapter events by request

#### VIP treatment

- Option to have a Senior Executive at VIP table at Australia Annual Conference and be introduced to VIP guests
- Premium seating at Australia Annual Conference
- Option to host 1 chapter forum/site visit networking events (or more as agreed)

#### Program Benefits

- Option to showcase company/project at one selected Chapter Forum/Site Visit
- Option to display company video during break at a relevant major event as agreed with Program Committee
- Option to introduce one session at relevant major events
- Option to have one of your staff apply to sit on the Australia Program Committee

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 2 tickets
- Attendance at Australia Chapter Site Visit Events - 1 tickets
- Attendance at Australia Annual Conference - 4 tickets
- Attendance at Australia Chapter Networking events (new member and end of year) - 3 tickets
- Attendance at Canberra Half Day Event - 2 tickets
- Invitation to Sponsors Lunch - 2 invitations

#### Membership

- 2 complimentary memberships included
- Please note that memberships are individual and not transferrable should an employee resign.

## Annual Category Packages

### Platinum - End User

Limited to 1 Sponsor  
\$12,000 + GST



#### Acknowledgement

- Acknowledgment at Chapter events

#### Promotional

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

#### Membership Access

- Access to attendee/company list prior to Chapter events by request

#### VIP treatment

- Option to have a Senior Executive at VIP table at Australia Annual Conference and be introduced to VIP guests
- Premium seating at Australia Annual Conference
- Option to host 1 chapter forum/site visit networking events (or more as agreed)

#### Program Benefits

- Option to showcase company/project at one selected Chapter Forum/Site Visit
- Option to display company video during break at a relevant major event as agreed with Program Committee
- Option to introduce one session at relevant major events
- Option to have one of your staff apply to sit on the Australia Program Committee

#### Participation Benefits

- Attendance at Australia Chapter Forum Events - 2 tickets
- Attendance at Australia Chapter Site Visit Events - 1 tickets
- Attendance at Australia Annual Conference - 4 tickets
- Attendance at Australia Chapter Networking events (new member and end of year) - 3 tickets
- Attendance at Canberra Half Day Event - 2 tickets
- Invitation to Sponsors Lunch - 2 invitations

#### Membership

- 2 complimentary memberships included
- Please note that memberships are individual and not transferrable should an employee resign.

## Individual Event Sponsorship - F2F

Unlimited

### **Commitment**

- Use of AV – microphone, data projector + screen
- Food and beverage to be organised and paid for by sponsor in liaison with CoreNet Global Australia Administrator

### **Promotional Benefits**

- Acknowledgment at hosted Chapter event
- Option to display company logo on events communications
- Option to provide promotional 'give-aways' at hosted Chapter event
- First right of refusal to take up the sponsorship level for the following year

### **Participation Benefits**

- Attendance at sponsored event - 4 tickets

Should you wish to discuss sponsoring a virtual event, please reach out to:

Trish Tillard  
tillard@corenetglobal.org

For more information please contact

**Trish Tillard**  
**Chapter Administrator**  
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