

# SUPPLIER MEMBERSHIP OPPORTUNITIES

PARTNER WITH NATIONAL PRECAST



## WHO IS NATIONAL PRECAST

National Precast was formed as a national association to represent precast concrete manufacturers in 1990. We are the industry's recognised and trusted voice. Our membership spans across all sectors, from civil to building precast manufacturers, to industry professionals, to suppliers of products and services. They are people who are invested in the industry, who give back to the industry and who work with us to achieve our vision.

Our vision is to create a thriving industry where opportunities for our members are abundant, as they contribute to a sustainable built environment. As the peak body of the Australian precast industry, we aim to enhance the industry through **ADVOCACY**, create opportunities for members through **GROWTH** and drive continuous improvement through **EDUCATION**.

We are achieving this by supporting precast manufacturers, while enhancing connections within the supply chain, advocating on behalf of the industry, and investing in initiatives which strengthen and grow the industry.

## WHY PARTNER WITH US

National Precast members recognise that we only partner with reputable and trustworthy suppliers who share our values. We ask them to support the businesses who support them. Meanwhile, you'll be supporting the industry association that is energetically growing the industry that is an integral part of your business.

Our national conferences, member communications and educational initiatives provide extensive scope for you to get involved and show your leadership.

### NATIONAL CONFERENCES

Held over three days, our conference events are held twice a year to help you learn more about what's happening in the industry and grow relationships with the country's leading precasters, in one place. They comprise lunches, dinners, cocktail receptions, exhibitions, 'Supplier Speed Dating', educational presentations and factory and site visits. Sponsorship opportunities to put you front and centre are exclusively for our supplier partners.

### E-NEWSLETTERS & SOCIALS

Contribute to our e-newsletters and social media content, which are regularly sent to our members. They can also have the potential to reach every precast manufacturer in Australia. Feature new products, exclusive member offers, supporting product technical material, case studies and more.

### EDITORIALS

Broaden your reach even further. Give us information about your vision for your company as a player in the precast industry, your take on the industry or how your products can benefit end users. We draft editorials for you and they are then published by our Media Partners in respected national industry publications. *This offer is valued at over \$5,000 per editorial.*

### PROMO VIDEOS

Participate in a recorded 30-minute interview which we will promote to precasters in our e-newsletters, on our website and in our socials. The interview can cover changes in your business, new products, where you see the industry heading, and more.

### WEBSITE PROMO

Over 300,000 people visit our website every year – be seen on either your own dedicated page and even on our home page.

### WEBINARS

Enable your team to attend our educational webinars, which are run for members and promoted to every precaster in Australia. Plus as an Industry Partner you can present webinars. That gives you exposure while portraying you as a subject matter expert on your selected topic, all while helping precasters and professionals to learn.

### INFLUENCE

The power of an association has never been more relevant with authorities wanting to deal with industry bodies rather than individual businesses. Nominate for the Board, or nominate one of your team to represent the industry, such as on Standards / codes committees, with safety and roads' authorities. It's a wonderful career opportunity PLUS an opportunity for you to promote your business as an industry leader.

## OUR 3 YEAR PLAN: *WHAT WE ARE DOING THAT'S NEW*

Work with us and support new initiatives in which we are investing, to support our members, while growing the industry.

National Precast wants to better support precast manufacturers so that they can be better businesses.

That in turn makes them better customers for you as a supplier, and helps you to become a better supplier. Meanwhile we grow our markets and the end user prospers, all of which contributes to a more productive and sustainable built environment.

This is why we are working with precast manufacturers to identify projects that help to grow their professionalism and viability.



### DETERMINE PRECASTER VALUE PROPOSITION (VP)

New, practical resources, tools & educational initiatives



### DEVELOP STRATEGY TO GROW REVENUE & MEMBERSHIP

New sponsorship structure & stakeholder events



### BUILD EXECUTION PLAN WITH CLEAR DRIVERS

Go to market via Media Partners with clear brand & precaster VP

## PARTNERSHIP PACKAGES

### PARTNERSHIP PACKAGE FEES BY TYPE

INDUSTRY PARTNER			INDUSTRY SUPPLIER	
			NATIONAL	STATE
PLATINUM PARTNER (limit of 3)	GOLD PARTNER (limit of 5)	SILVER PARTNER (limit of 10)	BRONZE SUPPLIER (unlimited)	STATE SUPPLIER (unlimited)
\$40,000	\$22,000	\$17,000	\$7,000	\$2,000

*All values ex GST.*

Our Industry Partner Platinum, Gold and Silver packages offer the highest levels available for companies which supply the precast industry.

Depending on the Industry Partner package, each includes *tangible and recoverable* financial benefits such as discounted sponsorship, multiple event delegate registrations, free and discounted exhibition space and free webinars. Assuming you were to take up all these benefits, we estimate their value to be:

- \$30,000 for the Platinum package;
- \$12,000 for the Gold package; and
- \$7,000 for the Silver package...

resulting in a net membership cost for each package of \$10,000. Additionally, Platinum Industry Partners benefit from sharing the Event Partner spotlight at our end-of-year conference, valued at \$18,500.

While much of the cost of these packages can be recovered by utilising these benefits, the full return on investment for each packages way exceeds these amounts, when all other membership benefits are included.

As these packages are available in limited numbers, we recommend that you get in quickly, to secure your desired package.

# PARTNERSHIP BENEFITS

BENEFITS		PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE SUPPLIER	STATE SUPPLIER
NATIONAL CONFERENCES						
Sponsorship opportunities (See 'Sponsorship Opportunities' brochure)		Yes	Yes	Yes	Yes	-
Exclusive early sponsorship opportunities		Yes	Yes	-	-	-
Sponsorship discount (25%)	Event Partner (all components)	Yes	-	-	-	-
	Welcome Reception & Exhibition	Yes	-	-	-	-
	Dinner	Yes	Yes	Yes	-	-
	Factory or Site visit**	Yes	Yes	Yes	-	-
Welcome Reception & Exhibition		4	2	-	-	-
Complimentary Delegate Registrations (per event)	Conference day	4	3	2	1	-
	Dinner	4	2	1	-	-
	Board & Partner event	2	1	n/a*	n/a*	n/a*
Complimentary Exhibition space 2x1m (end-of-year conference, inc. Speed Dating)		2	1	-	-	-
Exhibition space discount		50%	40%	40%	25%	-
Supplier Speed Dating (only when combined with exhibition space at end-of-year conference)		Yes	Yes	Yes	Yes	Yes
Exclusive lunches/dinners with the Board		Yes	Yes	Yes	-	-
E-NEWSLETTERS & SOCIALS						
Complimentary contribution pieces		4	3	2	1	-
EDITORIALS						
Drafted & published editorials		2	1	1	-	-
PROMO VIDEOS						
Recorded interview (p/a)		3	2	1	-	n/a*
WEBSITE PROMO						
Member Directory		Yes	Yes	Yes	Yes	Yes
Dedicated page		Yes	Yes	Yes	Yes	n/a*
Home page		Yes	Yes	Yes	n/a*	n/a*
WEBINARS						
Complimentary Registrations (pa)		75	50	25	-	-
Complimentary presentations (pa)		3	2	1	-	n/a*
INFLUENCE						
Board nomination (max 3 positions, subject to vote)		1	1	1	n/a*	n/a*
Standards/codes nominations		Yes	Yes	Yes	Yes	n/a*
Authority representation		Yes	Yes	Yes	n/a*	n/a*

\*n/a – this opportunity is not available to this level of membership

\*\*subject to availability of a suitable Factory or Site

## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for our Platinum, Gold, Silver and Bronze Partners only, with Platinum Industry Partners offering substantial discounts on sponsorships and sharing the Event Partner spotlight for our end-of-year conference. Refer our 'Sponsorship Opportunities' brochure for further information.

## JOIN NOW!

For over three decades, National Precast has tirelessly worked to elevate standards within our industry, chiefly by transforming our members—especially precast manufacturers—into better, more competitive businesses. Our commitment is to continue this support, cultivating a robust precast community. We're convinced that our efforts will culminate in a stronger, more resilient industry.

To realise this vision, we rely on the invaluable support of our supplier partners.

By becoming a supporting partner of National Precast, you'll reap substantial benefits. Together, we can offer unwavering support to our members and spearhead industry growth. When we join forces, everyone wins!

## WHAT OTHERS SAY

*Strengthening our partnership with National Precast was very important to us. We have been a long-time supporter of the Association and the great work it has done to grow the profile and usage of precast concrete. Partnering, supporting and growing with National Precast has enabled us to tailor our solutions to meet the ever increasing and changing needs of the industry, ensuring Reid Construction Systems continues to be a supplier of choice.*

Chris Kouris, Reid Construction Systems

*Membership has allowed us to better understand and stay abreast of the issues that affect the precast industry, which has in turn helped us to develop and market products that the industry is looking for.*

Bharat Dewani, NexsoftAustralia

*Thanks for organising yet another wonderful conference! The Speed Dating was a brilliant feature. It gives us a chance to meet the members without needing to be too 'salesy'. That way we can just chat casually for the rest of the day as making a business connection is taken care of.*

Daniel O'Donoghue, CONQA

## Reduce your fees by referring a new member

Refer one new member to National Precast and 50% of the new member's annual fee will be deducted from your membership\*.

*\*conditions apply*

