

**ASSOCIATE SUPPLIERS &
SPONSORSHIP PACKAGES
2023-2024**



TRAFFIC MANAGEMENT ASSOCIATION OF AUSTRALIA (TMAA)

Our purpose

The Traffic Management Association of Australia (TMAA) is the peak body for Traffic Management. The TMAA represents the Traffic Management and Traffic Control industry throughout Australia. The TMAA represents a total cross section of industry providers from small regional businesses to national traffic management companies working across all states and all road and infrastructure projects. The continued growth of traffic management across the nation is a direct result of the growth in government and private projects currently under development and planned. Traffic management companies and traffic controllers across the country work in a range of multi-billion-dollar infrastructure, recovery, relief and rebuild projects. We represent all aspects of works projects: repair, emergencies, events, utilities, building and construction and protection.

TMAA has had significant success in raising the profile of our industry and bringing the voice of traffic management companies to Government and industry sectors that we support. Never before has there been such an opportunity to shape the way our industry develops, is trained and affected by policy. TMAA is our industry's voice, and it contributes to all major conversations that pertain to what we do on the road every day. It's important that we continue to focus on relevant issues and create a solid foundation for our next chapter, what are we going to do and how are we going to do it? Our Mission will be achieved through focusing on 8 PILLARS OF ACTION

Mission Statement

"The TMAA's mission is to lead, unify and achieve best practice within the traffic management industry."

Our Vision

"The TMAA's vision is a safe and zero harm traffic management industry across Australia."

TMAA – THE VOICE OF THE TRAFFIC MANAGEMENT INDUSTRY

TMAA Sponsorship Policy

The Traffic Management Association of Australia (TMAA) aims to work in partnership with companies and organisations that are committed to promoting the action necessary for safety, best practice and professionalism within the Traffic Management Industry and are therefore aligned with, and support, the TMAA's mission to promote national harmonisation and best practice within the unified traffic management industry through engagement and collaboration with all relevant stakeholders.

We enter into sponsorships and corporate partnerships to deliver programmes and activities of mutual benefit that will engage relevant stakeholders and contribute to improved standards for safety and harmonisation of practices within the Traffic Management industry across Australia. As such, TMAA is open to partnerships with companies from relevant sectors that understand TMAA's core values and seek partnership activities that both serve our Strategic Plan Objectives (available on the TMAA website at www.tmaa.asn.au) and deliver TMAA's mission.

The TMAA partners with companies that demonstrate a sincere commitment to safety and best practice in their business practices and who demonstrate the use of Australian Standards and compliant products and services for the industry. TMAA will conduct a formal review of each corporate partnership at least annually and more frequently if required. This review assesses the measured achievement against the goals for the partnership. The TMAA will communicate openly and transparently about all its corporate relationships and all activities undertaken in collaboration with sponsors and corporate partners.

The TMAA engages with companies and organisations to support a range of core activities. These include:

- Benchmarking by Australian Standards
- Continuous innovation and performance improvement
- Adherence to compliance and regulation
- The ongoing improvement in safety within the Traffic Management Industry.

Definition of Corporate Partnership

A financial and/or in-kind contribution to the TMAA by a strategically aligned company or organisation (either for-profit or not-for-profit) which supports activities and/or programs, including but not limited to education, research, advocacy, or awareness of TMAA's stated mission. In exchange for this financial and/or in-kind contribution, the TMAA offers the opportunity for sponsors and corporate partners to access members and key stakeholders through relevant and agreed communication channels. All partnership benefits are tailored according to each sponsor and confidentially detailed within individual partnership contracts. The TMAA has generic partnership contracts and by negotiation partnership contracts.

Corporate Partnership Criteria

The TMAA does not endorse any particular product, service, or idea. Any corporate partnership statement, product, or agreement implying an endorsement by the TMAA will not be accepted. You may wish to apply to the TMAA for a letter of product or service endorsement, which remains at the discretion of the TMAA Board. Corporate partnership must be relevant to the TMAA's membership and key stakeholders, and the acceptance of a proposal is at the explicit discretion of the TMAA President and Board.

The TMAA reserves the right to reject any corporate partnership deemed inappropriate to the mission and/or core values of the TMAA. Examples of partnerships that will not be considered are:

- Non-compliant products or services
- Businesses operating as Sham arrangements.
- Illegal activities

The TMAA retains editorial rights and control over any information or content produced or to be seen by members as part of any corporate partnership agreement. All intellectual property remains the sole property of the TMAA. In every case, all materials, in all formats and media, prepared by the corporate partner must be submitted to the TMAA for written approval prior to release. Partners must not make health claims for their product/s that are not clearly substantiated. Partners will be required to submit supporting documentation to substantiate claims. No unsolicited commercial messages are allowed. Collecting and selling of mailing lists without the member's expressed permission is not permitted.

Partners and agencies cannot collect any personally identifiable information from TMAA's visitors or place any cookies, applets, or other such files — if those files transmit any personally identifiable information to the partners or agencies — on computers of the TMAA visitors who do not visit partners' websites by clicking on their banners.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and the TMAA Board reserves the right to amend this policy without public notification at any time.

Approved by:

Matthew Bereni, TMAA CEO

DATE: 27 June 2023

TMAA Sponsorship – Annual Generic

TMAA annual sponsorship packages are available on a state-by-state basis or for all TMAA Associates nationally and invoiced in early July each year.

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|-----------------|---|
| Option 1 | Associate Supplier - One Division Only \$2,250 (ex. GST) |
|-----------------|---|

This application form provides information for Industry Associate Member Industry Suppliers applying for one State Supplier Memberships.

| Benefits | Description | Option 1 Associate Supplier One (1) division |
|-----------------------------------|--|---|
| Industry-wide recognition | Associate TMAA certificate use for one year | Yes |
| | TMAA logo use for one year | Yes |
| Industry updates | Latest industry knowledge (members only newsletters) | Yes |
| Face to face Members engagement | State division meeting attendance (relevant state, general meeting section) | Yes |
| | Product positioning (on demand and in line with TMAA's state division meeting schedule) | One 5-minute presentation each year at relevant state division meeting |
| Targeted offering and sponsorship | Event invitations, participation & additional sponsorship opportunities | Yes |
| | Product packaging, pricing and trials for relevant state members | Yes |
| Access to Members database | Members list: access to relevant state division list of industry members (provided in pdf or Excel format on demand) | Up to twice a year |
| Detours magazine | Detours: Advertising in quarterly national magazine (on demand, in line with TMAA's marketing schedule) | One Quarter page advertising space in One edition of TMAA Detours each year |
| TMAA website recognition | TMAA website: Company logo and hyperlink on relevant pages | On relevant TMAA State Division website page |
| | Article published in News section | One (1) article |

Option 5

**Associate Supplier – National - All Divisions
\$8,950 (ex. GST)**

This application form provides information for Industry Associate Member Industry Suppliers applying for National (all divisions) Memberships.

| Benefits | Description | Option 5 Associate Supplier National - All Divisions |
|-----------------------------------|--|--|
| Industry-wide recognition | Associate TMAA certificate use for one year | Yes |
| | TMAA logo use for one year | Yes |
| Industry updates | Latest industry knowledge (members only newsletters) | Yes |
| Face to face Members engagement | State division meeting attendance (relevant state, general meeting section) | Yes |
| | Product positioning (on demand and in line with TMAA's state division meeting schedule) | One 5-minute presentation each year at All state division meetings |
| Targeted offering and sponsorship | Event invitations, participation & additional sponsorship opportunities | Yes |
| | Product packaging, pricing and trials for relevant state members | Yes |
| Access to Members database | Members list: access to relevant state division list of industry members (provided in pdf or Excel format on demand) | All state division lists, up to twice a year |
| Detours magazine | Detours: Advertising in quarterly national magazine (on demand, in line with TMAA's marketing schedule) | One Full page advertising space in Two editions of TMAA Detours |
| | Detours: Cover page advertising (all editions) | Yes |
| TMAA website recognition | TMAA website: Company logo and hyperlink on relevant pages | On Home page |
| | Article published in News section | One (1) article |
| E-update newsletter recognition | TMAA E-update newsletter: Up to 100 words + image advertising on TMAA E-update Members only newsletter (on demand) | One (1) inclusion in E-update newsletters |
| | TMAA E-update newsletter: Suppliers logos displayed in footer section of all Members only newsletters | Yes |


Option 6

**Associate Supplier – National – Gold Sponsor
\$17,900 (ex. GST)**

| Benefits | Description | Option 6 Associate Supplier National - Gold Sponsor  |
|---------------------------------------|---|--|
| Industry-wide recognition | Associate TMAA certificate use for one year | Yes |
| | TMAA logo use for one year | Yes |
| Industry updates | Latest industry knowledge (members only newsletters) | Yes |
| Face to face Members engagement | State division meeting attendance (relevant state, general meeting section) | Yes |
| | State division meeting hosting (on demand and in line with TMAA's state division meeting schedule) | Up to one (1) opportunity to host a state division meeting in each state |
| | AGM meeting address (on demand) | 1-minute address opportunity at annual AGM |
| | Product positioning (on demand and in line with TMAA's state division meeting schedule) | One 10-minute presentation each year at All state division meetings |
| Targeted offering and sponsorship | Event invitations, participation & additional sponsorship opportunities | Yes with rights of 2nd refusal |
| | Product packaging, pricing and trials for relevant state members | Yes |
| Access to Members database | Members list: access to relevant state division list of industry members (provided in pdf or Excel format on demand) | All state division lists up to four times a year |
| | Direct marketing (on demand, in line with TMAA's marketing schedule) | One (1) direct standalone marketing email annually from TMAA each year to all members, referred to in Detours' CEO update. |
| Detours magazine | Detours: Advertising in quarterly national magazine (on demand, in line with TMAA's marketing schedule) | One Full page advertising space in All Four editions of TMAA Detours + 1 Editorial |
| | Detours: Cover page advertising (all editions) | Yes |
| TMAA website recognition | TMAA website: Company logo and hyperlink on relevant pages | On Home page in Standalone Gold section. |
| | Article published in News section | Up to Two (2) articles |
| E-update newsletter recognition | TMAA E-update newsletter: Up to 100 words + image advertising on TMAA E-update Members only newsletter (on demand) | Up to Two (2) inclusions in E-update newsletters |
| | TMAA E-update newsletter: Suppliers logos displayed in footer section of all Members only newsletters | Yes |
| Social media | Advertising opportunity on TMAA four social media platforms, up to 200 words + image (LinkedIn, FB, Twitter, Instagram (on demand)) | One (1) annual advertising per platform |

Option 7

**Associate Supplier – National – Platinum Sponsor
\$28,900 (ex. GST)**

| Benefits | Description | Option 7 Associate Supplier National - Platinum Sponsor  |
|-----------------------------------|--|--|
| Industry-wide recognition | Associate TMAA certificate use for one year | Yes |
| | TMAA logo use for one year | Yes |
| Industry updates | Latest industry knowledge (members only newsletters) | Yes |
| Face to face Members engagement | State division meeting attendance (relevant state, general meeting section) | Yes |
| | State division meeting hosting (on demand and in line with TMAA's state division meeting schedule) | Up to Two (2) opportunities to host a state division meeting in each state |
| | AGM meeting address (on demand) | 3-minute address opportunity at annual AGM |
| | Product positioning (on demand and in line with TMAA's state division meeting schedule) | Two 10-minute presentation each year at All state division meetings |
| Targeted offering and sponsorship | Event invitations, participation & additional sponsorship opportunities | Yes with rights of 1st refusal |
| | Product packaging, pricing and trials for relevant state members | Yes |
| Access to Members database | Members list: access to relevant state division list of industry members (provided in pdf or Excel format on demand) | All state division lists up to six times a year |
| | Direct marketing (on demand, in line with TMAA's marketing schedule) | Two (2) direct standalone marketing emails annually from TMAA each year to all members, referred to in Detours' CEO update. |
| Detours magazine | Detours: Advertising in quarterly national magazine (on demand, in line with TMAA's marketing schedule) | One Double page advertising space in All Four editions of TMAA Detours + 2 Editorials |
| | Detours: Cover page advertising (all editions) | Yes |
| TMAA website recognition | TMAA website: Company logo and hyperlink on relevant pages | On Home page in Standalone Platinum section . |
| | Article published in News section | Up to Four (4) articles |
| | TMAA website: 'Randomised order' Web banner on Home page | Yes |
| E-update newsletter recognition | TMAA E-update newsletter: Up to 100 words + image advertising on TMAA E-update Members only newsletter (on demand) | Up to Four (4) inclusions in E-update newsletters |
| | TMAA E-update newsletter: Suppliers logos displayed in footer section of all Members only newsletters | Yes |
| Social media | Advertising opportunity on TMAA four social media platforms, up to 200 words + image (LinkedIn, FB, Twitter, Instagram (on demand) | Two (2) annual advertising per platform |



Associate Suppliers & Sponsorship Packages - Comparison Table (2023 - 2024)

| Benefits | Description | Option 1 Associate Supplier One (1) division | Option 2 Associate Supplier Two (2) divisions | Option 3 Associate Supplier Three (3) divisions | Option 4 Associate Supplier Four (4) divisions | Option 5 Associate Supplier National - All Divisions | Option 6 Associate Supplier National - Gold Sponsor | Option 7 Associate Supplier National - Platinum Sponsor |
|------------------------------------|---|---|--|---|---|--|---|---|
| Area | Annual investment (exc GST) | 2,250 | 3,750 | 4,950 | 6,250 | 8,950 | 17,900 | 28,900 |
| Industry-wide recognition | Associate TMAA certificate use for one year | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| | TMAA logo use for one year | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Industry updates | Latest industry knowledge (members only newsletters) | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Face to face Members engagement | State division meeting attendance (relevant state, general meeting section) | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| | State division meeting hosting (on demand and in line with TMAA's state division meeting schedule) | No guarantee | No guarantee | No guarantee | No guarantee | No guarantee | Up to one (1) opportunities to host a state division meeting in each state | Up to Two (2) opportunities to host a state division meeting in each state |
| | AGM meeting address (on demand) | X | X | X | X | X | 1-minute address opportunity at annual AGM | 3-minute address opportunity at annual AGM |
| | Product positioning (on demand and in line with TMAA's state division meeting schedule) | One 5-minute presentation each year at relevant state division meeting | One 5-minute presentation each year at relevant state division meeting | One 5-minute presentation each year at relevant state division meeting | One 5-minute presentation each year at relevant state division meeting | One 5-minute presentation each year at All state division meetings | One 10-minute presentation each year at All state division meetings | Two 10-minute presentation each year at All state division meetings |
| Targetted offering and sponsorship | Event invitations, participation & additional sponsorship opportunities | Yes | Yes | Yes | Yes | Yes | Yes with rights of 2nd refusal | Yes with rights of 1st refusal |
| | Product packaging, pricing and trials for relevant state members | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Access to Members database | Members list: access to relevant state division list of industry members (provided in pdf or Excel format on demand) | Up to twice a year | Up to twice a year | Up to twice a year | Up to twice a year | All state division lists, up to twice a year | All state division lists up to four times a year | All state division lists up to six times a year |
| | Direct marketing (on demand, in line with TMAA's marketing schedule) | X | X | X | X | X | One (1) direct standalone marketing emails annually from TMAA each year to all members, referred to in Detours' CEO update. | Two (2) direct standalone marketing emails annually from TMAA each year to all members, referred to in Detours' CEO update. |
| Detours magazine | Detours: Advertising in quarterly national magazine (on demand, in line with TMAA's marketing schedule) | One Quarter page advertising space in One edition of TMAA Detours each year | One Half page advertising space in One edition of TMAA Detours each year | One Half page advertising space in Two editions of TMAA Detours each year | One Half page advertising space in Two editions of TMAA Detours each year | One Full page advertising space in Two editions of TMAA Detours | One Full page advertising space in All Four editions of TMAA Detours + 1 Editorial | One Double page advertising space in All Four editions of TMAA Detours + 2 Editorials |
| | Detours: Cover page advertising (all editions) | X | X | X | X | Yes | Yes | Yes |
| TMAA website recognition | TMAA website: Company logo and hyperlink on relevant pages | On relevant TMAA State Division website page | On relevant TMAA State Division website pages | On relevant TMAA State Division website pages | On relevant TMAA State Division website pages | On Home page | On Home page in Standalone Gold section. | On Home page in Standalone Platinum section. |
| | Article published in News section | One (1) article | One (1) article | One (1) article | One (1) article | One (1) article | Up to Two (2) articles | Up to Four (4) articles |
| E-update newsletter recognition | TMAA website: 'Randomised order' Web banner on Home page | X | X | X | X | X | X | Yes |
| | TMAA E-update newsletter: Up to 100 words + image advertising on TMAA E-update Members only newsletter (on demand) | X | X | X | X | One (1) inclusion in E-update newsletters | Up to Two (2) inclusions in E-update newsletters | Up to Four (4) inclusions in E-update newsletters |
| Social media | TMAA E-update newsletter: Suppliers logos displayed in footer section of all Members only newsletters | X | X | X | X | Yes | Yes | Yes |
| | Advertising opportunity on TMAA four social media platforms, up to 200 words + image (LinkedIn, FB, Twitter, Instagram (on demand)) | X | X | X | X | X | One (1) annual advertising per platform | Two (2) annual advertising per platform |



TRAFFIC MANAGEMENT ASSOCIATION OF AUSTRALIA

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