



Australian Sign & Graphics Association
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MEMBERSHIP / SPONSORSHIP OF THE AUSTRALIAN SIGN & GRAPHICS ASSOCIATION

Membership (1 July 2013 – 30 June 2014: \$396 incl GST) provides a listing of companies (signmakers and suppliers) on the website under each State. Recent new member benefits include a Guide to Small Business giving latest wages under industry Awards, WHS Compliance/Risk Assessment free templates including a SWMS template. There is a free Legal Advice Line available which is accessed through the Head Office and a monthly eNews is distributed to a database of 6600 across the sign industry.

Current financial members can access all member benefits. These member benefits are listed on ASGA's JOIN NOW Form found on the website. There are currently 468 members, an increase of 200 over the last six years. It continues to grow. Membership is made up of signmaking companies, sign installers, sign supplier companies and educational training centres across Australia.

The Association continues to address the shortage of young persons joining the industry, the accelerated qualification of workers within the industry as well as ensuring the units within the CERT III Signage package are relevant to the needs of employers.

Sponsorship of the ASGA Website & eNews (1 July – 30 June)

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|---------------------|-------------------|
| Website Sponsorship | \$1100 (incl GST) |
| eNews Sponsorship | \$1100 (incl GST) |

- Sponsor companies' logos are listed on the website and they directly link to their own website. The ASGA homepage gets just over 400 hits per day from either potential clients or signmakers accessing other companies.
- Sponsor companies are offered the opportunity to host Information Sessions for members and others where they can promote their products – this can happen across the various States. It is a great networking opportunity with sign and graphics' company owners and employees.
- Sponsor companies are offered the opportunity to place an A4 marketing flyer in every members' renewal pack or any new members' pack. These packs begin being mailed in early July of each year as membership renewals are from 1 July – 30 June each year.
- Sponsor companies are given, on a rotation basis, a special product mention in ASGA's monthly eNews under "Website & eNews Sponsors Corner" and a link to that product on their website. The eNews has 6000 recipients. There is also provision in the eNews for new products or general advertising.
- Sponsor companies are keen to be connected with the end users – the sign and graphics companies and educational training centres around Australia. Two States currently host Golf

events (West Australia and Queensland) and sponsorships including hole sponsorships are available and are a great opportunity to meet sign industry personnel and promote products.

ASGA Awards Event & Presentation Dinner Sponsorship

Supplier companies are also invited to become sponsors for the ASGA Awards Event & Presentation Dinner held every second year during the VISA/Expo in Sydney in September. The next one is scheduled for 2014.

Sponsorship involves marketing opportunities through website and a special Awards eNews over seven months, free Awards Event dinner tickets and presentation opportunities on the night. The dinner attendance is approx 350 guests. There are 21 signmaking Awards categories.

Gold Sponsorship: \$10,000 Silver Sponsorship: \$5,000 Bronze Sponsorship: \$3,000

For any further information, please contact ASGA General Manager, Michael Punch, on 0448 274 211 or michael_punch@signs.org.au