



Planning
Institute
Australia



PIA Planning
Institute
Australia



PLANNING CONGRESS 2025

DARWIN • GARRAMILLA • 28 - 30 MAY 2025

Darwin Convention Centre

PROUD PLATINUM SPONSOR



NORTHERN
TERRITORY
GOVERNMENT

MESSAGE FROM THE CEO

PIA's annual National Congress is the flagship event on Australia's planning calendar, bringing together planning leaders, experts and decision makers for learning, networking and fun!

We are thrilled to be hosting #PIACongress25 in Darwin – a vibrant tropical city that stands at the crossroads of ancient traditions and modern development. We acknowledge the Larrakia people's enduring connection to this land and their profound cultural heritage provides us with invaluable insights and inspiration. We honour their contributions and recognise the importance of preserving and respecting Indigenous knowledge systems, and we look forward to harnessing this unique convergence by fostering dialogues that bridge traditional wisdom with contemporary practices.

At PIA, we firmly believe that partnerships are vital to our success, and we value the important contributions our partners bring to the table.

This sponsorship prospectus presents a range of unique opportunities for your organisation to engage with our delegates, showcase your expertise, and network with key influencers in the planning industry.

By joining us, we can foster collaboration, drive sustainable practices, and inspire visionary solutions that recognise and celebrate our First Nations Peoples and redefine our urban landscapes for generations to come.

I look forward to welcoming you to Darwin | Garramilla in 2025 and seeing you at the National Planning Congress!

Matt Collins
PIA CEO

ABOUT PIA

Planners shape the world and communities in which we live and interact.

At the Planning Institute of Australia (PIA) we believe that good planning has the power to improve people's lives. We live this by advocating for good planning to decision makers and demonstrating how planning can achieve a positive difference to people's lives and their communities.

PIA nurtures and supports the development of high-quality planning professionals through education and comprehensive professional development so that they can deliver good planning outcomes. PIA is the national voice for planning and the planning profession with over 5,700 members nationally.



CONGRESS VENUE:

Darwin Convention Centre



CONGRESS DATES:

Wednesday 28th May – Friday 30th May 2025

CONGRESS AT A GLANCE:

Wednesday 28th May – Bump in Exhibition, Study Tours / National Congress Welcome Reception |

Thursday 29th May – Full Day Congress / National Awards Presentation

Friday 30th May – Full Day Congress / Gala Dinner

CONGRESS WEBSITE:

www.piacongress25.com.au

CONGRESS HASHTAG:

#PIACongress25

SPONSORSHIP ENQUIRIES:

Please contact:

Grace Mulraney, Head of Events, Learning and Partnerships

E: grace.mulraney@planning.org.au M: 0437 829 044



Set in a lush tropical setting, the Darwin Convention Centre is the stunning centrepiece of the picturesque Darwin Waterfront Precinct.

The vibrant precinct offers high quality accommodation, excellent selection of alfresco dining options, stylish shops, along with a wave lagoon, sheltered sandy beach, walkways and parkland, right on the doorstep of the convention centre.

BENEFITS OF COLLABORATING WITH PIA



Build your brand

Tap into PIA's established presence across the profession, harnessing this to enhance your organisation's visibility and credibility. Your brand will feature across a range of touchpoints in the lead up, during and post event, building recognition and familiarity across key audiences.



Connect with those that matter the most to you

Planning Congress is a one-stop shop for the profession including planners, policymakers, industry leaders and researchers from across Australia. You'll build a direct line to your target audience.



Expand your network

Foster relationships and grow your network amongst the planning community, opening the door to potential partnerships and long term benefits for your organisation.



Show off your best side

Communicate your values and commitment to the profession through your brand placement and involvement during the event, creating positive encounters with potential customers and partners.



Proud commitment to the profession

Clearly communicate your commitment to advancing the planning profession by showcasing your research, technologies, products or solutions and positioning your organisation as a major thought-leader in the field.



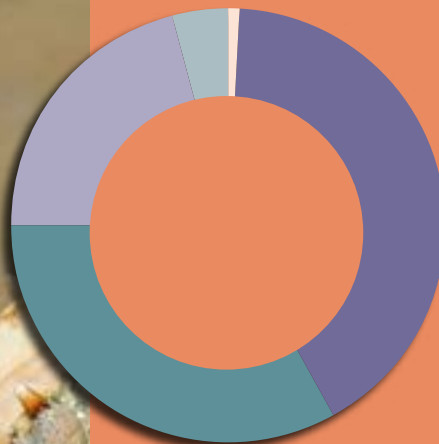
Engage your internal stakeholders

Get internal stakeholders involved! Congress registrations can provide professional development opportunities to staff, and your collaboration with PIA showcases to internal stakeholders your committed support of their professional body.





DELEGATE PROFILE



- 1% International
- 41% Private (Consultancies, PIA, Software providers etc)
- 33% Local Government
- 21% State / Federal Government
- 4% Academic

DELEGATE REACH

#PIACongress25's marketing and communication efforts will create maximum awareness and position the Congress as the must-attend event for this profession. It will combine and integrate the following aspects:



Website – used as a pivotal marketing tool. This provides the key source of information about the Congress and is updated and refreshed to reflect the latest news




Direct marketing – frequent email blasts will go direct to the PIA database of 20,000+ planning and allied professionals with updates on general information, latest news, key dates, program and speaker details




Congress App – with a significant focus on 'going green', the App will be used before, during, and after the event to promote Congress, provide networking opportunities, and disseminate content



Social media – will be used to create excitement around the event and speakers across the PIA National channels – LinkedIn, Facebook, X and Instagram which have over **45,000 followers**

 **Instagram: 4,264**

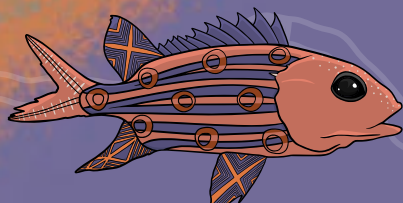
 **X: 8,383**

 **LinkedIn: 24,546**

 **Facebook: 7,835**

SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunity	Investment (Ex GST)	Number Available	Page No
Platinum 	\$28,000	2 Only	7
Gold 1 x Sold Multiple Available	\$17,000	Multiple	8
Silver 5 x Sold Limited Available	\$10,000	Multiple	9
Poster Session Sponsor	\$3,500	Exclusive	10
Study Tour Sponsor	Price on Application	Multiple	10
Supporter	\$4,000	Multiple	11
Social Events and Catering			
Gala Dinner Sponsor (Friday) 	\$16,500	Exclusive	12
Welcome Reception Sponsor (Wednesday) 	Not Available	Exclusive	13
Barista Cart Sponsor 	\$12,000	Exclusive	13
Social Function Sponsor (Thursday)	Price on Application	Exclusive	14
Catering Break Sponsor	\$5,000	2 Only	14
Delegate Reach			
Lanyard Sponsor 	\$8,500	Exclusive	15
Satchel Sponsor 	\$8,500	Exclusive	15
Mobile App Sponsor 	\$5,000	Exclusive	16
Charging Station Sponsor	\$5,000	Exclusive	16
Podcast Sponsor 	Price on Application	Exclusive	17
Exhibition			
Exhibition Booths Selling fast!	\$7,000	Multiple	18
National Awards for Planning Excellence			
Principal Sponsor 	\$16,500	Exclusive	20
Award Category Sponsor	\$2,500	Multiple	21



“PIA CONGRESS IS ALL ABOUT EXPOSURE FOR US - THE VISIBILITY TO THE PLANNING PROFESSION AND NETWORKING OPPORTUNITIES ARE SECOND TO NONE”

PLATINUM SPONSOR

Elevate your industry leadership – become one of our platinum sponsors and showcase unparalleled support for the planning profession.

2 Opportunities

INVESTMENT

\$28,000
+ GST

Registration Inclusions



- ✓ Ten (10) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion



- ✓ 'Sponsor Spotlight Article' published article distributed via Congress E-news, PIA State E-news and on Congress Website.
- ✓ 1-minute sponsor recorded message (pre-recorded) to be played one morning at opening plenary.
- ✓ Opportunity to brand an existing keynote session in the program with logo.

Sponsor Recognition



- ✓ Platinum sponsor logo to be prominently co-branded with main Congress logo on all promotions and signage relating to Congress.
- ✓ Platinum sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Platinum Sponsor acknowledgement at opening and closing of Congress.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Recognition on Congress holding slides during sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos/uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Platinum Partner Bonus



- ✓ Opportunity to have a key staff member sit on the program committee either in an advisory role or active working role (at your discretion) to assist theming and developing the program and study tour itineraries.
- ✓ Exclusive 1 hour 'Roundtable session' with a keynote speaker at Congress. An hour session over lunch with designated keynote speaker (TBC). Maximum 20 people.

Exhibition Inclusions



- ✓ 1 x Exhibition booth located in prime location of the Exhibition Hall.
- ✓ Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- ✓ 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.

GOLD SPONSOR

Unlock prime visibility and prestige – be a gold sponsor and stand out as a leader in the profession.

Multiple Opportunities

INVESTMENT

\$17,000
+ GST

Registration Inclusions



- ✓ Six (6) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion



- ✓ 'Sponsor Spotlight Article' published article via Congress E-news, PIA State E-news and on Congress Website.
- ✓ Opportunity to brand an existing concurrent session in the program with logo.

Sponsor Recognition



- ✓ Gold sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Recognition on Congress holding slides during sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/ webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exhibition Inclusions



- ✓ 1 x Exhibition booth located in prime location of the Exhibition Hall.
- ✓ Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- ✓ 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.



SILVER SPONSOR

Shine bright as a pivotal supporter – join us as a silver sponsor and amplify your brand's influence at the forefront of the profession.

Multiple Opportunities

INVESTMENT

\$10,000
+ GST

Registration Inclusions



- ✓ Four (4) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion



- ✓ Opportunity to brand an existing concurrent session in the program with logo.

Sponsor Recognition



- ✓ Silver sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



STUDY TOUR SPONSOR

Lead the way in industry insights – sponsor one of our PIA curated Congress study tours and showcase all that Darwin has to offer.

Sponsor Promotion



- ✓ Opportunity to work with PIA to organise study tour and lead tour on the day.

Sponsor Recognition



- ✓ Placement of logo on study tour website page.
- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Multiple Opportunities

**INVESTMENT
PRICE ON
APPLICATION**

POSTER SESSION SPONSOR

Showcase your commitment to nurturing the next generation of planners by sponsoring the Emerging Planners Poster Session, gaining direct exposure to innovative ideas and future leaders in the field.

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive

INVESTMENT

\$3,500
+ GST



CONGRESS SUPPORTER

Fuel collaboration and visibility – partner with us as a supporter sponsor and enhance your presence.

Registration Inclusions



- ✓ One (1) Full Congress Registration – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.

Sponsor Recognition

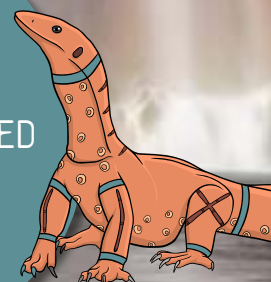


- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Multiple Opportunities

INVESTMENT
\$4,000
+ GST

87%
OF CONGRESS
DELEGATES INDICATED
THEY WILL
ATTEND FUTURE
PIA CONGRESSES





SOCIAL EVENTS AND CATERING SPONSORSHIP OPPORTUNITIES



GALA DINNER SPONSOR

Elevate your brand with elegance and impact—sponsor the highlight of the #PIACongress25 social nights – our prestigious gala dinner, and shine in front of a distinguished audience.

Exclusive

INVESTMENT

\$16,500
+ GST

Registration Inclusions

- ✓ Two (2) x Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ Six (6) Gala Dinner Tickets.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- ✓ Gala Dinner proudly sponsored by *insert your organisation here*.
- ✓ Opportunity to deliver a five (5) minute sponsor welcome speech at the Gala Dinner.
- ✓ Opportunity to work with PIA to co-brand dinner venue as deemed appropriate.

Sponsor Recognition

- ✓ Gala Dinner sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Gala Dinner Sponsor acknowledgement at opening and closing of Congress.
- ✓ Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



WELCOME RECEPTION SPONSOR

Make a lasting first impression—sponsor the welcome reception and help PIA host and welcome delegates to #PIACongress25 in Darwin.

BARISTA CART SPONSOR

Delegates love good coffee! Fuel innovation and conversations—sponsor the barista cart and keep attendees energized with every cup.

Registration Inclusions

- ✓ Two (2) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ Four (4) Tickets to the Welcome Function and National Awards.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- ✓ Welcome Reception proudly sponsored by *insert your organisation here*
- ✓ Opportunity to provide a three (3) minute welcome address during Welcome Reception.
- ✓ Organisation banners displayed at the welcome reception (to be supplied by Sponsor).

Sponsor Recognition

- ✓ Welcome Function sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive

Registration Inclusions

- ✓ Two (2) Full Congress Registrations – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- ✓ Opportunity to work with PIA to brand Barista area as deemed appropriate via barista cart signage.
- ✓ Opportunity to supply branded coffee cups (biodegradable or eco-cups preferred), or promotional items to be distributed from the barista cart (at Sponsors own additional expense).

Sponsor Recognition

- ✓ Barista sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive

INVESTMENT
\$12,000
+ GST

SOCIAL FUNCTION SPONSOR

Enhance networking opportunities and visibility – sponsor our Thursday night social function and connect with planning professionals in a relaxed, engaging atmosphere in an iconic Darwin location.

Registration Inclusions



- ✓ One (1) Full Congress Registration – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ Four (4) Social Function Tickets.

Sponsor Promotion



- ✓ Social Function proudly sponsored by
insert your organisation here.
- ✓ Organisation banners displayed at the social function (to be supplied by Sponsor).

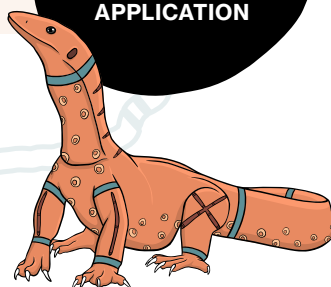
Sponsor Recognition



- ✓ Social Function sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive

**INVESTMENT
PRICE ON
APPLICATION**



CATERING BREAK SPONSOR

Keep minds sharp and attendees satisfied – by sponsoring one of the catering breaks for a selected day where delegates can relax and enjoy refreshments.

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

2 Opportunities

**INVESTMENT
\$5,000
+ GST**





DELEGATE REACH OPPORTUNITIES

LANYARD SPONSOR

Make your mark from the start by co-branding with PIA for congress lanyards where you can showcase your brand to every attendee.

SACHEL SPONSOR

Carry your brand forward by co-branding with PIA to offer delegates a satchel that ensures your logo travels with every attendee.

Sponsor Promotion



- ✓ Placement of logo on delegate lanyard alternating with PIA logo and Congress branding (lanyards and design to be organised by PIA who will consult with sponsor for logo placement).

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive
INVESTMENT
\$8,500
+ GST

Sponsor Promotion



- ✓ Placement of logo on delegate satchel alongside PIA logo and Congress branding (bag selection and design organized by PIA who will consult with sponsor for logo placement).

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive
INVESTMENT
\$8,500
+ GST

CONGRESS APP SPONSOR

Stay connected and visible – sponsor our congress app and lead the way in attendee engagement and convenience where delegates can view the program, speakers, connect with attendees, view maps, the exhibition and more!

CHARGING STATION SPONSOR

Empower attendees and elevate your brand – sponsor our conference charging station and keep everyone powered up and connected.

Sponsor Promotion



- ✓ Sponsor logo placed on Congress App sign in/home page.
- ✓ Sponsor logo viewable on rotating banner throughout app.

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Sponsor acknowledgment at opening and closing of Congress.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive
INVESTMENT
\$5,000
+ GST

Sponsor Promotion



- ✓ Sponsor logo placed on charging station which will be in the main exhibition hall.

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exclusive
INVESTMENT
\$5,000
+ GST



PODCAST SPONSOR

Position yourself as a thought-leader across the planning profession as the official #PIAcongress25 Podcast Partner. Access key speakers and delegates for exclusive interviews on top-of-mind planning issues, expanding your reach across the profession and unlocking new listeners.

Registration Inclusion

- ✓ Two (2) Congress Registration includes the Welcome Function / National Awards for Planning Excellence and Gala Dinner.

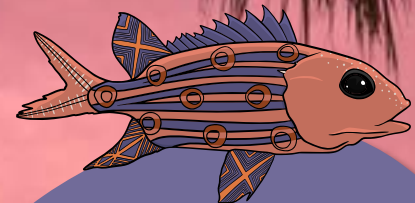
Podcast Partner Promotion

- ✓ Work with PIA Congress and Marketing Teams to have access to Keynote, Concurrent Speakers and other key stakeholders (subject to availability) to interview prior to Congress to develop podcast series and interviews for #PIAcongress25.
- ✓ Promotion of each episode on PIA's social media channels, state and congress e-news and websites.

Sponsor Recognition

- ✓ Podcast Partner logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- ✓ Premium placement of logo on website with hyperlink to own website.
- ✓ Podcast Partner acknowledgement at opening and closing of Congress.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

**Exclusive
INVESTMENT
PRICE ON
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LOOKING FOR A CUSTOM SPONSORSHIP PACKAGE?

The PIA Congress Team is more than happy to work with you to create a sponsorship package that suits both your budget and expectations. We welcome your ideas and can work with you in tailoring a package that meets your requirements and maximizes your participation as a key valued sponsor.

Please contact **Grace Mulraney**,
Head of Events, Learning and Partnerships,
to discuss via:
grace.mulraney@planning.org.au
or 0437 829 044

EXHIBITION BOOTH

Showcase your organisation and connect with planning professionals across all sectors – join us as an exhibitor at #PIACongress25 and make your mark. The exhibition area is set to be the primary networking arena for delegates. You will have high visibility during meal breaks ensuring optimum networking and business opportunities throughout Congress.

Multiple
INVESTMENT
\$7,000
+ GST



Registration Inclusion



- ✓ 2 x Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.

Exhibition Inclusions



- ✓ Curved panel shell scheme including 3 x full printed wall panels.
- ✓ Lockable credenza cupboard including 1 x printed counter panel.
- ✓ 2 x Stools.
- ✓ 1 x brochure stand.
- ✓ 1 x 4amp power outlet.
- ✓ 1 x armlight.

** Screens and stands can be hired at exhibitors own expense via the exhibition company. Artwork for panels to be provided by exhibitors by due date to be specified.*

Sponsor Recognition



- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



78% OF
#PIACONGRESS24
DELEGATES
ENGAGED WITH
EXHIBITORS

NATIONAL AWARDS FOR PLANNING EXCELLENCE SPONSORSHIP OPPORTUNITIES

The annual National PIA Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors.

The National Awards for Planning Excellence are a chance to recognise, celebrate, and reward the best in planning, and as a sponsor of this prestigious event or award category, your organisation will gain optimal branding, exposure and showcase dedication to the profession.



PRINCIPAL SPONSOR

Elevate excellence and gain national recognition – sponsor the prestigious National Awards for Planning Excellence and celebrate the achievements of the profession's leaders and innovators.

Exclusive

INVESTMENT

\$16,500

+ GST

Registration Inclusions



- ✓ Two (2) Full Sponsor Registrations – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- ✓ Four (4) additional National Awards for Planning Excellence and Welcome Function tickets.

Sponsor Promotion



- ✓ Three (3) minute speaking opportunity at function or presentation of company video.
- ✓ One (1) x Awards Category Naming Rights (TBA).
- ✓ Photo opportunity with Award category winner.

Sponsor Recognition



- ✓ Acknowledgement as Principal Sponsor throughout the event and all marketing leading up to the event.
- ✓ Inclusion of logo and company profile in commemorative Awards booklet.
- ✓ Inclusion of logo on animated sponsor video to be played at the beginning of Awards.
- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exhibition Inclusion



- ✓ 1 x Exhibition booth located in prime location of the Exhibition Hall.
- ✓ Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- ✓ 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.





AWARD CATEGORY SPONSORS

Champion excellence in planning – sponsor a National Awards category and shine a spotlight on outstanding achievements.

Multiple

INVESTMENT

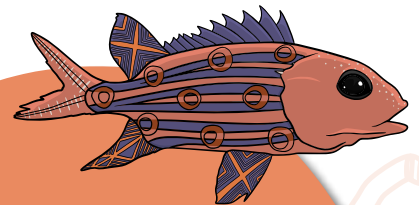
\$2,500
+ GST

Sponsor Promotion

- ✓ One (1) x Awards Category Naming Rights (TBA).
- ✓ Opportunity to attend to present award to winner.
- ✓ Photo opportunity with Award category winner.

Sponsor Recognition

- ✓ Inclusion of logo and company profile in commemorative Awards booklet.
- ✓ Inclusion of logo on animated sponsor video to be played at the beginning of Awards.
- ✓ Placement of logo on website with hyperlink to own website.
- ✓ Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- ✓ Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- ✓ Recognition on Congress Sponsor board signage onsite at Congress.
- ✓ Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



AWARD CATEGORIES

1. Great Place
2. Strategic Planning Project
3. Improving Planning Process
4. Climate Change & Resilience
5. Community Wellbeing & Diversity
6. Stakeholder Engagement
7. Planning with Country
8. Technology & Digital Innovation
9. Planning Research
10. Tertiary Student Project
11. Young Planner of the Year – sponsored by PIA

APPLICATION

Upon confirmation of your sponsorship package via email, confirmation of your application will be forwarded to you in the form of a confirmation letter outlining the agreement, together with the appropriate invoice.

The Congress Secretariat will hold the confirmed sponsorship items on your behalf for 30 days after the date of the invoice. If the payment is not received by the required date, then the application will be automatically cancelled.

Sponsorship items will be sold on a first-come, first-served basis. Full payment must be made within thirty (30) days from the date of invoice.

Marketing and inclusion of your logo and all other benefits will not proceed until payment has been received in full.

Logo inclusion is subject to printing and production deadlines.

PLEASE CONTACT

Grace Mulraney, Head of Events, Learning and Partnerships

E: grace.mulraney@planning.org.au or M: 0437 829 044 for further information.

All applicants are subject to approval from the Congress Organising Committee.

CONDITIONS OF PAYMENT

Final payment is due within 30 days of invoice being issued, or no later than Friday 9th May 2025, whichever is earliest. All payments must be made in AUD in the form of Electronic Funds Transfer (bank details will be supplied on your tax invoice issued with confirmation).

The Congress will not be responsible for paying any bank fees charged for the transfer. Please ensure that all bank fees are covered in the transfer amount.

TERMS AND CONDITIONS

1. Congress reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
2. Congress reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the conference.
3. All sponsorship will only be confirmed upon issue of the confirmation letter. A tax invoice will be issued by PIA.
4. Cancellation will be considered only if the following conditions are complied with:
 - The request for cancellation is submitted in writing.
 - The request is received at least six months prior to the Congress commencing.
 - That the sponsor agrees that the PIA shall retain 10% of the contract price if the cancellation is accepted more than six months before the Congress commences, 50% of the contract price if the cancellation is accepted less than six months before the Congress commences and 100% of the contract price if the cancellation is accepted less than three months before Congress commences.

Sponsors/exhibitors must have Public Liability Insurance for the period of the event/exhibition. PIA will not be liable and makes no guarantee of the number of visitors to the event/exhibition.