



**SMBIT**  
PROFESSIONALS  
-GROW YOUR BUSINESS-

March 2024

# Sponsorship Prospectus

MELBOURNE | BRISBANE | SYDNEY | PERTH | ADELAIDE

# Our Vision and Mission

## Our Mission

To build a community of IT professionals, educate them about industry best practice, latest technologies and products and provide interaction and learning opportunities.

## Our Vision

To create a professional association of members that businesses can confidently engage to provide the best advice for their business information systems.

# Our Sponsors

## You're in good company with SMBiT Professionals

When you Sponsor with SMBiT Professionals, you gain the support of an entire network of IT professionals – each committed to working with you to achieve excellence in IT solutions for small and medium business.

At SMBiT Professionals we pride ourselves on developing engaging, powerful and long-standing relationships through working closely with our members to provide you with access and insight into the needs of the SMB IT marketplace.

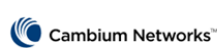
Platinum Sponsor.



Gold Sponsors.



Silver Sponsors.



Bronze Sponsors.



# Sponsoring SMBiT Professionals

With combined revenue of over \$150m, SMBiT Professionals is the leading industry association for IT businesses and professionals servicing SMBs in Australia.

SMBiT Professionals is a community-focused association that is dedicated to supporting the success of SMB IT Professionals business throughout Australia. As a vendor in the technology industry, becoming a sponsor for SMBiT Professionals is a smart business move with huge potential returns. As a sponsor, you will have the opportunity to be a part of this community and make a positive impact on its growth and development.

By sponsoring SMBiT Professionals, you will have access to a diverse network of SMB focused IT Professionals, providing opportunities for business-to-business connections and collaborations. Our members are well versed in their clients' requirements and are happy to work with our sponsors so that they can build better products and solutions to meet the end customers' requirements.

In addition, SMBiT Professionals is committed to advocacy on behalf of our members to help build a stronger partner ecosystem. By becoming a sponsor, you will be a part of this effort, helping to create a more favourable environment for these businesses to succeed.

Finally, by sponsoring SMBiT Professionals, you will have the opportunity to facilitate and participate in training programs and workshops, and host events that help to build and strengthen the community. These activities will provide opportunities for members to learn, connect, and grow, making SMBiT Professionals a dynamic and supportive community for small and medium-sized businesses in the technology sector.

In short, becoming a sponsor of SMBiT Professionals is a smart investment in a community-focused association. Sponsoring SMBiT Professionals offers easy, cost-effective and measurable access to one of the largest pools of IT businesses and professionals specialising in IT solutions for thousands of small and medium businesses Australia-wide.

# Sponsor Benefits

Sponsoring SMBiT Professionals provides numerous benefits, including:

- **Increased brand visibility:** Sponsorship provides an opportunity to reach our large and diverse audience of over 400+ members, increasing brand awareness and positioning your brand as a thought leader in the industry.
- **Networking opportunities:** SMBiT Professionals is a community of like-minded individuals and businesses who are dedicated to driving their clients business' forward. As a sponsor, you will have access to our members, providing opportunities for business-to-business connections and collaborations.
- **Positive brand reputation:** Sponsorship demonstrates your commitment to supporting the success of SMBiT Professionals business', building a positive reputation and fostering trust in your brand.
- **Access to training and education programs:** Your support as a sponsor will provide resources for SMBiT Professionals to offer high-quality training programs and workshops, helping our members stay up-to-date with the latest technology trends and best practices.
- **Increased sales opportunities:** By connecting with our members and demonstrating the value of your brand, you will increase the likelihood of these businesses becoming customers, driving sales and growth for your business.
- **Community involvement:** By sponsoring SMBiT Professionals, you have the opportunity to facilitate and participate in training programs and workshops, and host events that help to build and strengthen the community.
- **Monthly Chapter Meetings:** As a sponsor you and your team can freely attend all chapter meetings as an audience member. Attending these meetings provides a unique opportunity to connect with our members and increase the value of your brand in a face-to-face setting and building relationships. Higher levels of sponsors can present at monthly chapter meetings, providing a platform to showcase your products and services. By presenting at these meetings, sponsors can engage with the SMBiT Professionals association, demonstrating their commitment to supporting the success our members.

In conclusion, sponsoring SMBiT Professionals provides a valuable opportunity for vendors to increase brand visibility, connect with our members businesses, build a positive brand reputation, access training and education programs, drive sales, and be a part of a community-focused association.

# Sponsorship Levels

SMBiT Professionals offers term Sponsorship across 4 levels; Platinum, Gold, Silver and Bronze.

The table below outlines Sponsorship features by level. Visit [www.smbitpro.org](http://www.smbitpro.org) to view our current Sponsors.

Sponsorship Benefit Levels				
	PLATINUM (2 year term)	GOLD	SILVER	BRONZE
Fixed fee (AUD, ex GST)	\$30,000* min by bid	\$16,000	\$10,000	\$3,000
Maximum Sponsors per level	1	5	12	Open
Selected Co-branding	Yes	Nil	Nil	Nil
<b>SMBiT PROFESSIONALS WEBSITE BRANDING</b>				
Sponsor Logo	Colour	Colour	Mono	Mono
Company page	1 page	1 page	1 page	Nil
Link to Sponsor site	Yes	Yes	Yes	Yes
<b>MEMBER COMMUNICATIONS – ONLINE FORUM/DIGITAL</b>				
Sponsor Mailout to Members (limit 2 mailouts per month)	1 per month (12 max)	1 bi-monthly (6 max)	1 per quarter (4 max)	1 per 6 months (2 max)
Welcome Signup	Yes	Yes	No	No

<b>MEMBER COMMUNICATIONS – CHAPTER MEETINGS</b>				
Chapter Meeting Presentations - max 20 minutes (Chapter Guidelines)	10 per annum -5 chapters x 2	10 per annum -5 chapters x 2	5 per annum -5 chapters x 1	By SMBiT request only
Logo on Chapter Meeting Presentations	Yes	Yes	Yes	Yes
Brochure/ Flyer Distribution at Meetings	Any	Only when Presenting	Only when Presenting	Nil
<b>MEMBER COMMUNICATIONS – ANNUAL CONFERENCE</b>				
Conference Sponsorship	Included after first year	Nil	Nil	Nil
Conference Sponsorship Addons	First Choice	Second Choice	Nil	Nil
<b>MEMBER COMMUNICATIONS – RESEARCH SURVEY'S</b>				
Bi-Annual National Sponsors Survey	Yes	Yes	Yes	Yes
Chapter Meeting Feedback Surveys (including Sponsor presentations)	Yes	Yes	Yes	When applicable

<b>SPONSOR MARKETING MATERIAL</b>				
SMBiT Sponsor logo	Yes	Yes	Yes	Yes
Unlimited community hub access	Yes	Yes	Yes	Yes
5 min speaking slot at sponsor events for SMBiT Professionals	Yes	Yes	Yes	Yes
<b>SPONSOR RESOURCES</b>				
Dedicated Sponsor Relationship Manager	Yes CEO & Sponsor Manager	Yes CEO & Sponsor Manager	Yes Sponsor Manager	Yes Sponsor Manager

## Sponsorship Additional Benefits

### Unlimited Chapter Meeting Attendance:

Our aim is to build two-way interactions between members and Sponsors. To help foster this interaction, all Sponsors can attend any chapter meeting (any month, any location - unlimited people). We request advance notice and registration for these events via our membership site - [membership.smbitpro.org](http://membership.smbitpro.org).

Our Operations Manager will be happy to assist with this.

### Live Streaming:

Some chapters meetings are live streamed and the recordings are loaded in our private forum.

# Sponsorship Examples

SMBiT Professionals Sponsor Website page / links



Pax8 is a marketplace and distributor of cloud based solutions. Our solution categories include: Productivity, Security, Continuity, Infrastructure, Network, Operations, Communications

For more information, visit <https://www.pax8.com/en-au/>



SMBiT Professionals Dedicated Sponsor Logo



SMBiT Professionals Sponsor Mailouts

We will do a mailout for you to our membership database with content you provide. This enables you to reach our membership directly whilst still protecting our membership database. We will limit the total number of sponsor mailouts to 2 per month, with priority being given to higher level sponsors. Sponsor Mailout slots will be scheduled a minimum of 1 month in advance. A sponsor can only take one slot per month, and if content is not provided within the required timeframe the slot will be forfeited. Additional mailout slots can be purchased at a cost of \$1000 ex GST if required.



## SMBiT Professionals advertising

Offering unique value is a great way for Sponsors to build stronger relationships with our members:

- Special offers
- Discounts
- Pre-orders on new products
- Bundle offers
- Product training in each state

This is available to you via your own forum within our Community Hub. Access to your own forum is restricted to members and your own team, ie other sponsors are not able to see your own forum content.

# Sponsorship Terms & Conditions

- Only annual payments in advance are accepted.
- Each Sponsor understands that sponsorship is not a grant of exclusivity for a given product or market segment.
- The potential sponsor will evaluate the suitability of sponsorship based on this the current approved sponsors listed in this prospectus.
- Each Sponsor committing to Sponsor with SMBiT Professionals warrants that it is authorised to commit to such Sponsorship on behalf of the Sponsor company, and that its Sponsorship is in conformance with all relevant legislative requirements and industry practice guidelines.
- Each Sponsor committing to Sponsor with SMBiT Professionals indemnifies SMBiT Professionals, including their boards, directors, executives, committees, staff, and members from any liability which may arise in any way from their Sponsorship of SMBiT Professionals.
- If a meeting presentation conflict occurs with Sponsors, the Sponsor with the higher Sponsorship level will take precedence. 1<sup>st</sup> choice – Platinum, 2<sup>nd</sup> choice - Gold, 3<sup>rd</sup> choice - Silver.
- Brochure and Flyer distribution at meetings is only allowed if you are presenting, Platinum level Sponsors can distribute at any event unless a direct competitor is presenting.
- The Sponsor and its employees or authorised representatives are responsible for understanding and utilising these guidelines and engaging with the SMBiT Professionals organisation and its members, teams, and executive.
- The SMBiT Professionals organisation and/or its' board of directors reserves the right to change and/or alter any of these guidelines at any time without notice.
- All prices quoted in this document are in AUD exclusive of GST, unless otherwise specified.
- Sponsorship rates will remain constant for each 12-month term, with an annual review every November. Any price adjustments will take effect from February 1st of the following year.

Chapter meeting presentations and community hub guidelines are available to review and will be provided on Sponsorship acceptance. Please contact [admin@smbitpro.org](mailto:admin@smbitpro.org) if you would like a copy.

## Next Steps

If this looks like an opportunity, you wish to explore then please begin the official process by going to [https://www.smbitpro.org/become\\_a\\_sponsor/](https://www.smbitpro.org/become_a_sponsor/) to submit your application.

We will then review the application, discuss with you as needed before putting it before our board for final approval.

Once approved we will contact you to get administrative and financial matters sorted.

Your sponsorship and access to all resources will commence on the 1<sup>st</sup> of the month following invoice payment.

We will invite you to a Sponsorship Onboarding webinar following the invoice payment to ensure that you and your team can gain the most out of the engagement.