



AUSTRALIAN
AIRPORTS
ASSOCIATION

AAAW WOMEN IN AIRPORTS FORUM

2020 PARTNERSHIP OPPORTUNITIES



WEDNESDAY, 11 NOVEMBER
11AM – 2PM

AUSTRALIAN AIRPORTS ASSOCIATION

ABOUT US

The Australian Airports Association (AAA) is a non-profit organisation that was founded in 1982 in recognition of the need for one coherent, cohesive, consistent and vital voice for all aerodromes and airports across Australia.

The AAA now represents the interests of more than 340 airports and aerodromes Australia wide – from the local country community landing strip to major international gateway airports. There are a further 160 corporate members representing aviation stakeholders and organisations that provide goods and services to the airport sector.

The AAA facilitates co-operation among all member airports and their many and varied partners in Australian aviation, whilst contributing to an air transport system that is safe, secure, environmentally responsible and efficient for the benefit of all Australians and visitors.

The AAA is the leading advocate for appropriate national policy relating to airport activities and operates to ensure regular transport passengers, freight, and the community enjoy the full benefits of a progressive and sustainable airport industry.



The AAA offers several services to its members. These include:

- A unified voice when advocating for the sector to Government and other organisations;
- Advocacy on issues of concern at local and national levels;
- Opportunities to develop professional networks through our Division Meetings, Working Groups and events;
- Communication via e-newsletters and online members centre to inform members of the latest industry news;
- Professional development and networking opportunities at industry events; and
- A national awards program to recognise excellence.



AUSTRALIAN AIRPORTS ASSOCIATION WOMEN IN AIRPORTS FORUM 2020

The inaugural Women in Airports forum was held on the Gold Coast in November 2019 and was a huge success with over 130 attendees. The Forum was held to support the advancement of women across all aspects of the airport industry.

This year, due to the current restrictions with COVID-19 and the postponement of the National Conference until November 2021, we have decided to host the Women in Airports Forum as an online event.

The online forum will be held on Wednesday, 11 November from 11am – 2pm. The event will have a strong focus on mental health, navigating through turbulent times and how your career can benefit.

The online forum will feature a special keynote presenter, a panel session and attendees will have the opportunity to ask questions and make online comments. Attendees will receive practical advice from some of the very best female leaders working in the Australian airport industry today.

Partner with the Women in Airports Online Forum and support the women of this industry as they become the best they can be within their chosen field.

To discuss partnership opportunities or tailored packages that will meet your needs please contact:

Nicole Campbell
AAA Engagement and Marketing Director
ncampbell@airports.asn.au or 0438 300 133.

MAJOR PARTNER \$6,500 + GST

As the Major Women in Airports Forum partner your organisation and brand will be supporting women in leadership roles and those who aspire to be leaders within the aviation industry.

Partner Recognition

- Verbal acknowledgement as the Women in Airports Online Forum Major partner during the event
- Organisation acknowledgement and logo on marketing material including introductory video, signage and PowerPoint slides relating to the Forum, highlighting level of partnership
- Organisation logo on all Women in Airports Forum electronic marketing material in the lead up to the event
- Organisation logo on the Women in Airports Forum event page and hyperlink to organisation website
- Organisation logo, profile (200 words) and contact details in the Women in Airports Online Forum electronic program

Partner Promotion

- Social media material provided highlighting your organisation as the Women in Airports Online Forum Major partner
- One 30 second promo video to be shown across AAA social media channels and embedded on the AAA Women in Airports Online Forum event page

Inclusions

- Social media material provided highlighting your organisation as the Women in Airports Online Forum Major partner
- One 30 second promo video to be shown across AAA social media channels and embedded on the AAA Women in Airports Online Forum event page

Access to Delegates

- Women in Airports Online Forum delegates list to be made available, as a PDF document the week prior to the event, as well as a final attendance list, as a PDF document, after the event and no contact details will be included (subject to the Privacy Act)

KEYNOTE SPEAKER AND SCHOLARSHIP PARTNER \$5,000 + GST

(UP TO FIVE OPPORTUNITIES AVAILABLE)

As the Keynote Speaker and Scholarship partner your organisation will have the opportunity to help females within the aviation industry further their knowledge and career through an education course or industry event that is relevant to their current role. The scholarship will be valued at \$1,000.

Partner Recognition

- Verbal acknowledgement as the Women in Airports Online Forum Event partner during the event
- Organisation acknowledgement and logo on marketing material including introductory video, signage and PowerPoint slides relating to the Forum, highlighting level of partnership
- Organisation logo on all Women in Airports Online Forum electronic marketing material in the lead up to the event
- Organisation logo on the Women in Airports Online Forum event page and hyperlink to organisation website
- Organisation logo, profile (150 words) and contact details in the Women in Airports Online Forum electronic program

Partner Promotion

- Social media material provided highlighting your organisation as the Women in Airports Online Forum Keynote Speaker and Scholarship partner

Inclusions

- One half page full colour advert in the Women in Airports Online Forum electronic program

Access to Delegates

- Women in Airports Online Forum delegates list to be made available, as a PDF document the week prior to the event, as well as a final attendance list, as a PDF document, after the event and no contact details will be included (subject to the Privacy Act)

EVENT PARTNER \$2,500 + GST

As the Event Partner your organisation and brand are given the unique opportunity to network and engage with aviation industry leaders, as well as future leaders, and to receive maximum brand recognition.

Partner Recognition

- Verbal acknowledgement as the Women in Airports Online Forum Event partner during the event
- Organisation acknowledgement and logo on marketing material including introductory video, signage and PowerPoint slides relating to the Forum, highlighting level of partnership
- Organisation logo on all Women in Airports Online Forum electronic marketing material in the lead up to the event
- Organisation logo on the Women in Airports Online Forum event page and hyperlink to organisation website
- Organisation logo, profile (100 words) and contact details in the Women in Airports Online Forum electronic program

Partner Promotion

- Social media material provided highlighting your organisation as the Women in Airports Online Forum Event partner

Inclusions

- One quarter page full colour advert in the Women in Airports Online Forum electronic program

Access to Delegates

- Women in Airports Online Forum delegates list to be made available, as a PDF document the week prior to the event, as well as a final attendance list, as a PDF document, after the event and no contact details will be included (subject to the Privacy Act)

CATERING PARTNER \$2,000 + GST

(TWO OPPORTUNITIES AVAILABLE)

Showcase your brand by becoming the catering sponsor of our virtual event. Yes, that's right, we will be providing catering in the form of grazing boxes delivered to each attendee to enjoy throughout the duration of the online forum. (Subject to securing a catering partner(s)).

Partner Recognition

- Verbal acknowledgement as the Women in Airports Online Forum Catering partner during the event
- Organisation acknowledgement and logo on marketing material including introductory video, signage and PowerPoint slides relating to the Forum, highlighting level of partnership
- Organisation logo on all Women in Airports Online Forum electronic marketing material in the lead up to the event
- Organisation logo on the Women in Airports Online Forum event page and hyperlink to organisation website

Partner Promotion

- Social media material provided highlighting your organisation as the Women in Airports Online Forum Event partner

Inclusions

- Branded stickers to be placed on the grazing boxes, napkins or bottled water (to be provided by partner and approved by the AAA) delivered to capital city locations only

Access to Delegates

- Women in Airports Online Forum delegates list to be made available, as a PDF document the week prior to the event, as well as a final attendance list, as a PDF document, after the event and no contact details will be included (subject to the Privacy Act)

To discuss one of the above options or to tailor a package that will meet your needs please contact:

Nicole Campbell
AAA Engagement and Marketing Director
ncampbell@airports.asn.au or 0438 300 133