



PIAA

Pet Industry Association

paaa.net.au



SPONSORSHIP PROSPECTUS 2018

advocacy . education . support

About Us

The PIAA is a national member-based, not for profit organisation, representing members across the companion animal industry including pet shops, boarding kennels, grooming salons, aquariums, suppliers, manufacturers and breeders.

Our Vision - To support members while being the recognised and respected voice of the pet industry.

Our Mission - To promote, support and represent a sustainable pet industry because we recognise that pets and their welfare are essential for a healthy society. This ensures our Association continues to represent the majority of the industry.

PIAA Education Partner

PIAA has implemented a strong education arm as part of its strategic plan policy. The education element includes educational events ranging from webinars through to seminars, workshops, online courses and sector specific conferences.

PIAA Ed points are now awarded to reward professional development and to encourage further learning. We are looking to develop new and exciting educational offerings to enhance the knowledge of sector members and thus increase confidence, engagement and business opportunities.

PIAA is looking for partners who are passionate about the education space and looking to give back to the industry by working with us to create specialty learning opportunities.

\$12000 + GST PA per industry sector (choice of breeding partner, boarding partner, retail partner, grooming partner or aquatics and pet services partner) Non-exclusive.

\$50000 = GST PA overall partner (includes five sectors: breeding, boarding, retail, grooming, aquatics & pet services) Exclusive.

- Partner naming rights e.g. PIAA Grooming Education Partner
- Rights to use the PIAA Education Partner logo
- Exposure on all marketing material for the sector
- Involvement in development of new educational offerings for the sector
- Acknowledgement as sector education partner
- Opportunity to speak at relevant sector events
- Logo exposure on course proceedings and marketing material



PIAA Advocacy Partner

PIAA is the voice for the industry, and the only group representing all sectors of the pet industry. We lobby Government; Local, State and Federal, and ensure that we have a seat at the table for input on issues affecting the industry and our members. We work alongside industry stakeholders and animal welfare is paramount.

PIAA sets strong Standards & Guidelines for its members and requires annual vet audits for all boarding members, breeder members and all breeders supplying PIAA retail outlets. Our lifetime dog rehoming and traceability policy ensures that any dog sold by a PIAA breeder or retailer will always be rehomed unless a veterinarian deems otherwise for health or suitability reasons.

Our advocacy efforts are draining on our resources and finances. We are looking for partners who are passionate about advocacy and the betterment of the industry, and looking to give back via funding for our on-going efforts around the country.

\$20000 + GST PA - Non-exclusive



PIAA Grooming Workshops & Seminars Sponsor

PIAA is planning a series of grooming workshops and seminars to roll out across the country. The one day events will cover theory and hands-on activities relevant to both newcomers and experienced groomers. We are looking to work with industry stakeholders to deliver quality sessions that will educate and inspire. This is a great opportunity to connect with your target audience. Opportunity to distribute marketing material and promote product or services at grass roots level.

\$500 + GST per session - Non-exclusive

- Seat Drop
- Satchel insert
- Acknowledgement as course sponsor
- Logo exposure on course proceedings and marketing material

PIAA Awards Sponsors

The PIAA Annual Awards have been expanded to encompass each member sector. These are prestigious awards, celebrating achievement across the industry, with winners announced at the PIAA Annual Conference and Trade Show AusPet. Sponsors will receive co-naming rights for the particular award with the option to present the awards and also donate product prize packs.

PIAA Pioneer Award

The Pioneer Award is awarded for 20 plus years' association (with a high level of achievement) within the Australian Pet Industry, whilst retaining an active role.

Kevin Pakes Perpetual Achievement Award

The Kevin Pakes Perpetual Achievement Award is awarded in recognition of service to and achievement in the Australian Pet Industry over the past 12 months.

Stage 1 - The above awards follow a nomination process that is accompanied by a short overview of the person's achievements.

Stage 2 - Nominees are presented to an awards panel who decides the winner based on merit

PIAA Retailer of Excellence Award

Awarded in recognition of outstanding retail performance within the industry.

PIAA Boarder/Dog Day Care/Pet Sitter of Excellence Award

Awarded in recognition of outstanding boarding/dog day care or pet sitting performance within the industry.

PIAA Dog Trainer of Excellence Award

Awarded in recognition of outstanding dog training performance within the industry.

PIAA Breeder of Excellence Award

Awarded in recognition of outstanding breeding performance within the industry.

PIAA Groomer of Excellence Award

Awarded in recognition of outstanding grooming performance within the industry.

PIAA Pet Services of Excellence Award

Awarded in recognition of outstanding pet service performance within the industry.

PIAA Manufacturer/Supplier of Excellence Award

Awarded in recognition of outstanding manufacturing or supplying performance within the industry.

PIAA Aquatics Display Award

Awarded in recognition of an inspirational and educational aquatic display at an event or at a place of business

Stage 1 - These awards follow a nomination process (self or other). Nominations are to be accompanied by an overview of achievements.

Stage 2 - Nominee to provide answers to sector-relevant questionnaire. Points are assigned to answers.

Nominees are shortlisted for Stage 3.

Stage 3 - Nominees to write a short paper on their achievements and outline why they deserve to be considered for the award. Points awarded. Winner decided by highest point achievement.

Awarded for high achievement in the PIAA Ed scheme for the past year.

Award determined by highest points achiever in the given year. In the event of a tie, a questionnaire and short paper will be required in order for the panel to decide the winner.

\$1000 + GST per award PA - Exclusive



PIAA Website Sponsorship/Advertising

The PIAA website is the communication hub for the Association. Extensive traffic is driven here via search engines, media releases, social media (Facebook) and fortnightly newsletter redirection. The site is constantly updated to ensure the content is fresh and relevant.

Currently under construction is our Resources section which will house not only relevant resources, information, links and templates for members, but also fact sheets, tips and relevant information for the general public.

- Front page advertorial or banner on PIAA website
- 6 newsletter advertorials annually (3000 plus reach fortnightly)
- Exposure via our Facebook page
- Acknowledgement as website sponsor

\$10000 + GST PA - Website sponsor

PIAA Newsletter Advertising

The fortnightly electronic newsletter reaches in excess of 3000 members and stakeholders. The newsletter is our prime communication platform and provides excellent exposure to your target audience. Banners or advertorial

\$5000 + GST - Annual header banner - 26 issues

\$3000 + GST - Annual footer banner - 26 issues

\$250 + GST - fortnightly random banner/advertorial - 1 issue

Electronic Direct Marketing

Get your message out directly via EDM to PIAA members. We will co-ordinate an electronic email out to all members, tracking opening rates and ensuring you get straight to the horse's mouth.

\$1800 + GST to full member base

Small sector runs by negotiation.



PIAA Pet First Aid Course Sponsor

In response to member requests, PIAA has rolled out a number of Pet First Aid courses around the country. The courses have been highly received, with an ongoing rollout in city and regional areas. The course is run by an established veterinarian, covering both theory and hands on sessions. Along with an excellent proceedings booklet, the course also provides a great networking opportunity for delegates and sponsors alike. This is a great opportunity to connect with members, industry and general public. Opportunity to distribute marketing material and promote product or services at grass roots level.

\$500 + GST per session - Non-exclusive

- Seat drop
- Satchel insert
- Acknowledgement as course sponsor
- Logo exposure on course proceedings and marketing material



Interested? Please call us for more details

PIAA

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