

Sponsorship of ACA Events Policy

It is important that the allocation of sponsorship opportunities of ACA events is an open and transparent process.

This policy is to be used for ACA Events including;

- Corrosion & Prevention conference
- Technical Group Events
- Annual Seminar Series, and
- Other major events

Sponsorship opportunities will be offered to ACA Platinum and Gold Corporate Members, then Silver and Bronze Corporate Members before they are made available to the wider industry.

Pre-Release of a Sponsorship Prospectus for Platinum & Gold Members

Five (5) working days before any sponsorship opportunities are released by the ACA, the key nominee of all ACA Platinum and Gold Corporate Members are informed via email that the Sponsorship Prospectus is about to be released. The email will not include the details of the sponsorship opportunities but will inform the key nominee of its impending release and ACA Sponsorship Policy. They key nominee will be able to nominate an alternate individual within the organisation to receive the Sponsorship Prospectus if they believe they are not the best contact or will not be available upon the release of the sponsorship prospectus.

Day of Release of Sponsorship Prospectus to Platinum & Gold Members

An email is sent to all Platinum and Gold Corporate Member's key nominee (or an alternate nominee) with the Sponsorship Prospectus.

Release of Sponsorship Prospectus to Silver & Bronze Corporate Members

Two (2) weeks after a prospectus has been issued to Platinum and Gold Corporate Members, it is made available to ACA Silver and Bronze Corporate Members. Silver and Bronze Members do not receive pre-release communication about the pending release of sponsorship opportunities.

General Release of Sponsorship Prospectus

An additional two (2) weeks later the Sponsorship Prospectus is release to the wider industry and is placed on the ACA and Corrosion & Prevention websites. At this stage it may also be referred to in appropriate ACA communication channels and if required, ACA staff will then commence the process of directly selling the sponsorship opportunities.

Securing a Sponsorship Opportunity

Each sponsorship opportunity will be awarded to the first completed application form received to the nominated email address and includes a credit card number and

signature for the deposit. The date and time that the email is received will be used to determine receipt order.

This process creates a fair and level playing field and allows companies time to internally discuss their interest in and capacity for sponsorship of ACA events and will help organisations prepare for the release of a sponsorship prospectus.

Recognition of Long Term Sponsors

The ACA acknowledges that before this policy was implemented there are long term sponsors of 9 years or more of the conference Awards Dinner and Welcome Function. In acknowledgment of this long term sponsorship, the ACA will provide these sponsors each year first right of refusal to sponsor the event at the following years conference until it is declined, of which they will then lose the option of first right of refusal. This offer will be strictly subject to the terms and conditions outlined in completing a sponsorship booking form and that they are a current financial corporate member of the ACA. If they fail to adhere to these conditions, the sponsorship opportunity will become open to other interested sponsors.

Policy History and Version Control

Version	Approved By	Date Approved
1.0	Operations Committee	14 th June 2014
1.1	Board	8 th December 2015