



2023 CORPORATE SPONSORSHIP PROPOSAL

saa STUDENT
ACCOMMODATION
ASSOCIATION



ABOUT

The **Student Accommodation Association Incorporated (SAA)** is the representative body bringing education and student accommodation providers together to promote the value of accommodation provided for the exclusive use of students to support and enhance the education experience.

OUR MISSION



To represent the interests of operators with student accommodation interests in Australia.

To promote the value of quality accommodation which is provided for the exclusive use of students to support and enhance the Australian education experience.

To establish and maintain a profile within the commercial, government and education sector as being a reputable body of engaged industry participants who may serve to inform policy and planning, pertaining to the assessment and development of accommodation which is provided for the exclusive use of students.

STRATEGIC OBJECTIVES



1

Deliver a National Property Accreditation Scheme which is aligned with minimum quality standards for student accommodation.

2

Lobby for the introduction of a prescribed student accommodation tenancy document.

3

Lobby for the introduction of a licencing system for providers in the private rental market.

4

Inform the development of the accommodation component to the Federal Government's International Education strategy.

5

Lobby for changes to planning approval frameworks with a view to distinguishing between projects specifically designed to accommodate students (purpose built) and "mixed-use" residential developments.

CURRENT MEMBERS



PARTNERSHIP OPPORTUNITIES

SAA has identified industries that are closely aligned with the student accommodation sector and stand to derive significant value from a strategic alignment with the Student Accommodation Association.



THESE INDUSTRIES INCLUDE, BUT ARE NOT LIMITED TO:

- ✓ Banking
- ✓ Student Insurance
- ✓ Legal
- ✓ Commercial Catering
- ✓ Commercial Cleaning
- ✓ International Airline
- ✓ Telecommunications / Internet
- ✓ Accountancy Firm
- ✓ Facility Management
- ✓ Architectural Firm

CORPORATE SPONSORSHIP PACKAGE

SAA is offering the following opportunities and benefits to corporate sponsors.

\$14,000*

PACKAGE INCLUSIONS:

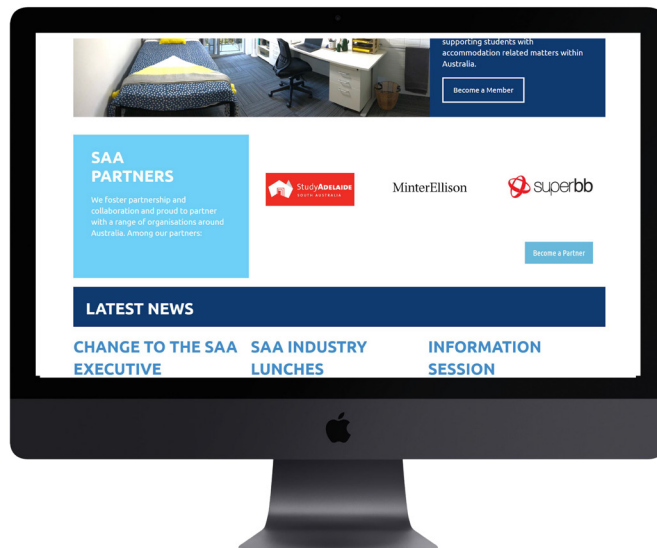
- ✓ A complimentary non-executive membership for sponsor's brand / products that are customised to specifically meet the needs of SAA members (subject to the review and approval of the SAA National Committee).
- ✓ An opportunity to distribute marketing materials and banners at all SAA face-to-face events, including but not limited to SAA industry lunches across Australia (SAA runs 3-6 events annually).
- ✓ Complimentary tickets to all SAA face-to-face events.
- ✓ An opportunity to address delegates with 3-5 minutes presentation during SAA face-to-face events.
- ✓ An opportunity to host an educational webinar for the SAA community (webinar topic and content subject to the review and approval of the SAA National Committee).
- ✓ Sponsor news inclusion in the SAA bi-monthly newsletter (Partner message section).
- ✓ Sponsor information inclusion on the SAA member benefits page (<https://studentaccassoc.com.au/SAA-Member-Benefits>).
- ✓ Sponsor inclusion in the Student Accommodation Supplier Directory.
- ✓ 2x promotional messages on SAA LinkedIn.

Prices in AUD and exclude GST.



LOGO

Logo representation on the SAA website and on marketing material intended for the promotion of the association, including the association bi-monthly newsletter, face-to-face and virtual event slides and others.



CORPORATE SPONSOR CONTRIBUTION WILL ENTITLE YOU TO THE AFOREMENTIONED OPPORTUNITIES.



CORPORATE SPONSORSHIP PACKAGE IS VALID FOR A PERIOD OF ONE YEAR.



INSTALMENT PAYMENT OPTIONS CAN BE ARRANGED FOR THE FIRST YEAR OF SPONSORSHIP.

EVENT SPONSORSHIP PACKAGE

Align your brand with SAA Industry Lunches and build connections with student accommodation professionals.

\$7,000*

SAA delivers regular industry lunches across Australia during the course of the year.

Each event provides an opportunity for our members to hear from a speaker about a relevant topic in their market or from suppliers presenting new products.

The associations event schedule is available on our website
<https://studentaccassoc.com.au/events>

SPONSORING AN SAA INDUSTRY LUNCH ENTITLES THE SPONSOR TO...

- an opportunity to address delegates with 3-5 minutes presentation during SAA face-to-face events
- a complimentary ticket to the event
- brand representation on event invitation and marketing materials
- the opportunity to actively promote your product on the day.

Prices in AUD and exclude GST.



EDUCATIONAL WEBINAR

Take an opportunity to address student accommodation stakeholders by running an educational webinar.

\$2,750

BENEFITS

- An opportunity to present directly to the SAA community of student accommodation professionals.
- Acknowledgement as a webinar partner.
- The invitation to the webinar will be promoted to SAA members as a separate email and also as an inclusion to the newsletter and promoting through SAA LinkedIn.
- Webinar content is subject to approval by the SAA National Committee. For higher audience engagement we recommend to avoid sales pitches during your webinars.



DIGITAL PROMO PACK

Reach your target audience by promoting your brand through SAA newsletter and LinkedIn page.

\$2,100*



PROMOTIONAL MESSAGE (UP TO 250 WORDS) OR BANNER INCLUSION IN THE SAA BI-MONTHLY NEWSLETTER



ONE MESSAGE ON THE SAA LINKEDIN

Prices in AUD and exclude GST.

CONTACT

For more information or to accept this Corporate Sponsorship opportunity, please contact the Student Accommodation Association team.



Via post

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Via phone

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Via email

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Website

www.studentaccassoc.com.au