



S T O R M W A T E R
A U S T R A L I A

Stormwater Australia Sponsorship Prospectus

**Investing in Sustainable
Water Management**

About Stormwater Australia

Leading the Future of Water
Management



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Stormwater Australia is the **national peak body** for stormwater practitioners, bringing together professionals from across government, industry, research and consulting to advance sustainable stormwater management and water sensitive urban design (WSUD).

The Association provides leadership, advocacy, technical guidance and industry collaboration to improve the way stormwater is managed across Australia's urban and regional environments.

Stormwater Australia's membership includes professionals working in:

- Local, state and federal government
- Water utilities and catchment authorities
- Engineering and environmental consultancies
- Infrastructure and construction organisations
- Universities and research institutions
- Technology providers and product manufacturers

Through knowledge sharing, policy advocacy and industry engagement, the Association supports the development of resilient and liveable communities by promoting best practice stormwater management.

Stormwater Australia operates nationally through state and territory committees, delivering events, training, technical resources and networking opportunities that connect professionals and support industry advancement.

Vision and Purpose



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Sustainability

Our commitment to **sustainable water management** drives innovative solutions that enhance urban environments, protect ecosystems, and ensure a resilient water future for communities across Australia.

Collaboration

We believe in **collaborative partnerships** across sectors, fostering knowledge-sharing and collective action to address the complex challenges of stormwater management and promote environmental stewardship.

Innovation

By championing **innovative practices** and technologies, we aim to elevate industry standards, ensuring that every project contributes to a healthier, more sustainable water cycle for future generations.

Sponsorship Benefits



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Brand Visibility

Logo placement on all promotional materials, webinar slides, and Stormwater Australia website.

Speaking Opportunities

A chance to present or introduce speakers in select webinars

Digital Engagement

Recognition in pre- and post-webinar communications, including email campaigns and social media.

Audience Interaction

Opportunity to engage with attendees through Q&A sessions and follow-up communications.

Thought Leadership

Position your organisation as a key player in stormwater management by aligning with high-quality educational content.

Offering	Platinum	Gold	Silver	Webinar Series	Newsletter
Investment	\$15,500 (+ GST)	\$10,500 (+GST)	\$6,500 (+ GST)	\$3,200+ (+GST)	\$7,000 (+ GST)
Availability	1 (Exclusive)	3	Multiple	Limited	1 (Exclusive)
Duration	12 months	12 months	12 months	Per Package	12 months
Annual Sustaining Membership	✓	✓			
Website Listing	✓ Premium	✓	✓	✓	✓
Directory Listing (website)	✓	✓			
Newsletter Recognition	✓	✓	✓	✓	✓ Premium
Technical Article (Newsletter)	3	1	1		2
Thought Leadership Article (Newsletter)		✓ Exclusive			
Blog Article (website)	2	1	1		
Social Media	✓	✓	✓	✓	✓
Webinar Involvement	✓ 2			✓ 2-6	
Speaking Opportunity	✓ Webinars			✓ Webinars	
Event Registrations	✓	✓	✓	✓	
Strategy Meeting with Assoc. Leadership	✓				



Platinum Association Partner

Investment

\$15,500 + GST

Exclusive – 1 Packages Available

Sponsorship Period: 12 months

The **Platinum Partner** is recognised as a leading supporter of Stormwater Australia and the advancement of sustainable stormwater management across Australia. This partnership reflects a commitment to supporting industry leadership, knowledge sharing, and innovation that improves water management outcomes for communities nationwide.

Key Benefits

- Prominent recognition as the **exclusive** Platinum Partner of Stormwater Australia
- Premium logo placement on the Stormwater Australia website (homepage and partner page)
- One (1) Annual Sustaining Membership
 - Featured listing in the Stormwater Australia member directory / industry supplier directory, including company description, logo, and website link
- One (1) partner strategy meeting with Stormwater Australia leadership to discuss partnership leverage
- Recognition as Platinum Partner with logo included in all member newsletters and whole of membership communications
- Featured 400–600 word technical article in three (3) national association newsletters
- Exclusive sponsorship of two (2) Stormwater Australia webinars
 - Refer to ‘Webinar Series Partner’ benefits (see page 8)
- Social media recognition throughout the sponsorship period including:
 - Four (4) LinkedIn sponsor acknowledgements by Stormwater Australia
 - Four (4) LinkedIn posts (100 words + up to 4 images)
- Two (2) blog articles published on the Stormwater Australia website (400–600 words + up to 4 images)

Note: This sponsorship applies to industry-wide webinars and excludes member-only webinars or meetings. All final webinar allocations will be at the discretion of the committee. All presentation and marketing content provided by the partner will be subject to Stormwater Australia review and approval.



Gold Association Partner

Investment

\$10,500 + GST

3 packages available

Sponsorship Period: 12 months

Gold Partners are recognised as key supporters of Stormwater Australia and the continued advancement of sustainable stormwater management across Australia. This partnership provides organisations with strong visibility within the stormwater sector while supporting knowledge sharing, professional engagement, and industry collaboration across the national network.

Key Benefits

- Prominent recognition as a Gold Partner of Stormwater Australia
- Logo placement on the Stormwater Australia website (partner page)
- One (1) Annual Sustaining Membership
 - Featured listing in the Stormwater Australia member directory / industry supplier directory, including company description, logo, and website link
- Recognition as Gold Partner with logo included in all member newsletters and whole of membership communications
- Featured Thought Leadership Article (**Gold Partner Exclusive**)
 - One (1) featured 400–600 word thought leadership article, developed with editorial guidance from Stormwater Australia – Published on the Stormwater Australia website and promoted through the national newsletter, positioning your organisation’s expertise and industry perspective
- Featured 400–600 word technical article in one (1) national association newsletter
- Social media recognition throughout the sponsorship period including:
 - Three (3) LinkedIn sponsor acknowledgements by Stormwater Australia
 - Two (2) LinkedIn posts (50 words + up to 4 images)
- One (1) blog article published on the Stormwater Australia website (400–600 words + up to 4 images)

Note: All presentation and marketing content provided by the partner will be subject to Stormwater Australia review and approval.



Silver Association Partner

Investment

\$6,500 + GST

Multiple packages available

Sponsorship Period: 12 months

The **Silver Partner** is recognised as an important supporter of Stormwater Australia and the advancement of sustainable stormwater management across Australia. This partnership demonstrates a commitment to supporting knowledge sharing and collaboration across the stormwater industry community

Key Benefits

- Recognition as a Silver Partner of Stormwater Australia
- Logo placement on the Stormwater Australia website (partner page)
- Recognition as Silver Partner with logo included in all member newsletters during the sponsorship period
- 400–600 word technical article in one (1) Stormwater Australia member newsletter
- Social media recognition throughout the sponsorship period including:
 - Two (2) LinkedIn sponsor acknowledgement by Stormwater Australia
 - One (1) LinkedIn post (50 words + 2 images)
- Four (4) complimentary registrations to any two (2) Stormwater Australia events (webinar or technical event)
- One (1) blog article published on the Stormwater Australia website (400–600 words + up to 4 images)

Note: All presentation and marketing content provided by the partner will be subject to Stormwater Australia review and approval.

Webinar Series Partner

Investment

2 webinar package – \$3,200.00 + GST

4 webinar package – \$6,000.00 + GST

6 webinar package – \$8,400.00 + GST

Limited packages available

For the **Webinar Series**, organisations can partner with Stormwater Australia through packages covering 2, 4, or 6 webinars, providing flexible opportunities to connect with a national target audience. Sponsors gain visibility across the series while supporting the delivery of high-quality technical content that advances knowledge and best practice in stormwater management.

Key Benefits

- Recognition as a Stormwater Australia Webinar Series Sponsor
- Sponsor recognition at the beginning and conclusion of each webinar by the host.
- A brief 2–3 minute introduction or industry insight delivered by a sponsor representative at the start of each webinar.
- Opportunity to display a sponsor slide or short promotional video (30–60 seconds) before or after each webinar
- Sponsor logo featured across all webinar promotional materials including:
 - Webinar landing page
 - Email campaigns and event reminders
 - Social media posts and event banners
 - Logo placement on the Stormwater Australia website (partner page)
- Acknowledgement as Webinar Series Sponsor across Stormwater Australia newsletters promoting the webinar series.
- Two (2) complimentary registrations to attend each sponsored webinar event.

Note: This sponsorship applies to industry-wide webinars and excludes member-only webinars or meetings. All final webinar allocations will be at the discretion of the Stormwater Australia. All presentation and marketing content provided by the partner will be subject to Stormwater Australia review and approval.



Newsletter Partner

Investment

\$7,000 + GST

Exclusive – 1 Package Available
Sponsorship Period: 12 months

The **Newsletter Partner** is recognised as the exclusive sponsor of Stormwater Australia's national communications, providing consistent brand visibility across the Association's primary member and industry engagement channel.

This partnership offers direct access to a highly targeted audience of stormwater professionals, decision-makers and industry stakeholders through regular digital communications.

Key Benefits

- Recognition as the 'Stormwater Australia Newsletter Partner' across all Association newsletters for the duration of the sponsorship
- Prominent logo placement within each newsletter, including header or featured sponsor positioning, ensuring consistent exposure to the Stormwater Australia audience
- Featured 400 – 600 word technical article in two (2) national association newsletters
- Placement of a sponsor banner advertisement within each newsletter, with a direct hyperlink to the sponsor's website or campaign landing page.
- Logo placement on the Stormwater Australia website (partner page)
- Social media recognition throughout the sponsorship period including:
- One (1) LinkedIn sponsor acknowledgements by Stormwater Australia

Note: All presentation and marketing content provided by the partner will be subject to Stormwater Australia review and approval.

Sponsorship Terms and Conditions/ Disclaimer

Sponsorship Terms and Conditions

Stormwater Australia is committed to delivering high-quality sponsorship opportunities that provide value to partners while maintaining the integrity, independence, and objectives of the Association.

All sponsorship inclusions outlined in this prospectus are subject to the following conditions:

Content and Approval

All content provided by sponsors, including but not limited to:

- articles
- presentations
- webinar materials
- promotional content is subject to review and approval by Stormwater Australia

Stormwater Australia reserves the right to:

- request edits or revisions to ensure alignment with industry standards and Association values
- decline content that is deemed inappropriate, overly promotional, or not aligned with the objectives of the Association

Editorial Independence

Participation as a sponsor does not imply endorsement by Stormwater Australia.

All published content, including thought leadership and technical articles, will be positioned as sponsor-generated content and must align with the Association's commitment to:

- evidence-based practice
- professional integrity
- industry advancement

Program Delivery and Scheduling

Stormwater Australia will make every reasonable effort to deliver all sponsorship inclusions as outlined.

However:

- The Association reserves the right to adjust timing, format, or delivery of inclusions where required
- Webinar scheduling, speaker opportunities, and event allocations are subject to availability and final approval by Stormwater Australia
- Certain opportunities may be influenced by broader program requirements, speaker availability, or operational considerations

Exclusivity and Availability

Where exclusivity is stated (e.g. Platinum Partner, Newsletter Partner), it applies only to the defined package scope. Stormwater Australia reserves the right to:

- offer additional sponsorship opportunities outside the defined packages
- work with multiple partners across different categories or activities

Limitation of Liability

Stormwater Australia will not be liable for any indirect or consequential loss arising from sponsorship participation, including but not limited to:

- changes to scheduled activities
- variations in audience size or engagement
- external factors impacting delivery of events or communications

Right of Refusal

Stormwater Australia reserves the right to decline or withdraw sponsorship from any organisation where participation is considered to:

- conflict with the values or objectives of the Association
- present a reputational risk
- not align with industry best practice

Amendments

Stormwater Australia reserves the right to update or amend sponsorship inclusions, delivery methods, or terms where necessary to ensure the ongoing success and integrity of its programs.

Contact Us

Contact Us to Secure Your Partnership

To learn more about the Stormwater Australia partnership packages or to discuss a bespoke package to suit your needs, please contact:

Michelle Glasson

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