



Sponsorship Prospectus 2018-19

Connect your brand with
Queensland's Major Contractors



www.qmca.com.au



Engaging

QMCA is the peak industry body for the contracting industry in Queensland. We are dedicated to making the construction industry safer, more efficient, more competitive and better able to contribute to the development of Queensland and Australia.

QMCA's current membership includes the top-performing construction companies in Queensland, which together account for approximately 70-80% of the construction and civil engineering work in the State.

As an association we are committed to driving value for our members, engagement across our industry and opportunities for collaboration at every turn. As part of our engagement program, QMCA hold a regular series of events that provide brands with an exceptional range of opportunities to directly connect with and influence our members, stakeholders and the wider industry.

Within the prospectus, we have detailed the opportunities that your brand has to become a champion of our sector, known for your commitment to the industry and the people who ensure its success.



Our Audience

Through a highly proactive approach to marketing, communication and engagement, we have built an enviable audience who are connected with our brand, value our information and actively participate across social media and events.

Senior
Decisionmakers
and influencers
from Contracting
and Construction

Over 1,400 Event
Attendees per
annum

Active Traditional
and Social Media
Profiles

Members include
McConnell
Dowell,
Lendlease, John
Holland, BMD,
Acciona, Clough
and more.

Associates
include Boral,
CBUS, Holcim,
Pensar, Piper
Alderman and
Soil Cyclers

Events
incorporate,
breakfasts,
debates, awards
and galas in
Brisbane and
regionally.

LinkedIn reach
through 1,100
followers to over
40,000
connection
impressions per
month.

40% annual
growth in website
visitors and page
views in last 12
months.



QMCA BREAKFAST SERIES



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Opportunity

QMCA's Breakfast Series offers businesses the opportunity to connect their brand, people and services with senior decision makers within the construction and contracting sector.

Across a highly engaging and well attended series of events in Brisbane, we provide your brand with a pre, during and post event engagement strategy and marketing program that will support your strategic marketing objectives.





Sponsorship Assets

Marketing Opportunities

- QMCA Website
 - Company profile on dedicated sponsor page.
 - Mention in all event news articles.
- Social Media
 - Mentions, tags and inclusion in all social media activities across LinkedIn and other channels, pre, during and post event.
- Electronic Communications
 - Branding on all pre and post event emails and links to your channels.
 - Branding on all event listings and links to your channels.

Event and Locations

Date	Event	Venue
8/02/2019	Breakfast	Victoria Park
14/06/2019	Breakfast	Victoria Park
26/07/2019	Breakfast	Victoria Park
6/09/2019	Breakfast	Victoria Park
18/10/2019	Breakfast	Victoria Park
29/11/2019	Breakfast	Victoria Park



Sponsorship Assets

Event Opportunities

- Acknowledgement of sponsorship at events by MC.
- Opportunity to play a 45 second promotional video.
- Placement of 2 branding pull up banners at the event.
- Opportunity to place merchandise or promotional material on tables or have a display.
- 2x complimentary tickets to each breakfast for your key personnel.

Leadership Opportunities

- Opportunity to present a keynote address at one breakfast.
- Opportunity to address each breakfast for 5 minutes with an industry/news update.
- First refusal on opportunities to appear on panels as part of events and discussions.
- Opportunity to be part of a feature article on your organisation, service and how you can support the industry.