

YOUR INDUSTRY. YOUR NETWORK. YOUR ADVANTAGE.

2026

# AFPA Industry Awards\*

## Sponsorship Prospectus

QLD | NT | SA | NSW & ACT | WA | VIC | TAS



The Voice  
of Industry\*

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afpa@asn.au

# About our Industry Award Series

The AfPA Industry Awards & Gala Dinners are the premier platform for the Australian flexible pavement industry to celebrate the people and projects that set the gold standard in safety, innovation, and leadership.

Delivered through a prestigious series of state-based galas and culminating in our flagship National Awards, these events represent more than a celebration, they are a convergence of major contractors, government agencies, project owners, and the entire supply chain. By partnering with AfPA you are positioning your brand at the helm of the association that advocates for excellence within our industry.

## Our Reach: Access the Network That Builds Australia

We provide a direct line to the people who move the industry forward.

- 70% of attendees are Senior Decision Makers, C-Suite, and Government Representatives.
- Access to a database of 17,000+ active industry professionals through AfPA's dedicated engagement platforms.
- Benefit from the trust and credibility of Australia's leading national association for flexible pavements.



### Own the Category Nationwide

National Award Sponsorship

NATIONAL REACH

\$20,000 + GST



### Command the Regional Conversation

Gala Dinner Major Sponsor

STATE OR NATIONAL FOCUS

\$5,000 - \$15,000 + GST

## Ready to Lead the Conversation?

Sponsorships are allocated on a first-come, first-served basis to ensure category exclusivity and brand integrity. Contact the AfPA Team today to discuss how we can align your 2026 strategic objectives with our national awards circuit.



**Craig Moss**  
 Director – Capability & Development  
 e: [craig.moss@afpa.asn.au](mailto:craig.moss@afpa.asn.au)

# National Award Sponsorship

Own the Category Nationwide. Whether it's Safety or Emerging Leadership, your brand will enjoy a continuous presence on every stage in every state.

Align your brand with the industry's most critical values. As a National Award Sponsor, you become the definitive voice for your chosen category. Whether it's Safety or Emerging Leadership, your brand will enjoy a continuous presence on every stage in every state. As a National Industry Awards Sponsor, you own a category of excellence across the entire Australian circuit. From the first state gala to the final national ceremony, your brand is the anchor for your chosen category. Align your company with the industry's highest achievements, putting your executives on stage in front of the nation's key decision-makers and Tier 1 stakeholders.

## SEVEN NATIONAL AWARD SPONSOR CATEGORIES

<b>Safety Initiative</b> Exclusively supported by State Road Authorities	Flexible Pavement Field Worker (Male) x1	Emerging Leader (Female) x1	Graduate/Cadet (Female) x1
	Flexible Pavement Field Worker (Female) x1	Emerging Leader (Male) x1	Graduate/Cadet (Male) x1

**Investment:** \$20,000 (ex GST)

**Exclusivity:** One sponsor per category. 7 awards in total (Male and Female for all except Safety Initiative)

**Coverage:** All state gala dinners and the national awards dinner

### Inclusions

- Naming rights for a national award category
- Recognition at all state gala dinners and the national awards dinner
- Opportunity to present the award on stage
- Logo inclusion on trophies and certificates
- Prominent on-screen and event branding
- Inclusion in pre- and post-event communications
- Complimentary tickets (x2 tickets for each state based event plus x2 tickets for the national event)
- Post-event sponsor engagement report



# Gala Dinner Sponsor

As a Gala Dinner Sponsor, you are recognised as a local industry champion. This tier provides the platform to address the industry directly, ensuring your organisation's vision is front-of-mind for the regional stakeholders and asset owners who drive procurement.

## SEVEN GALA DINNER SPONSOR OPPORTUNITIES

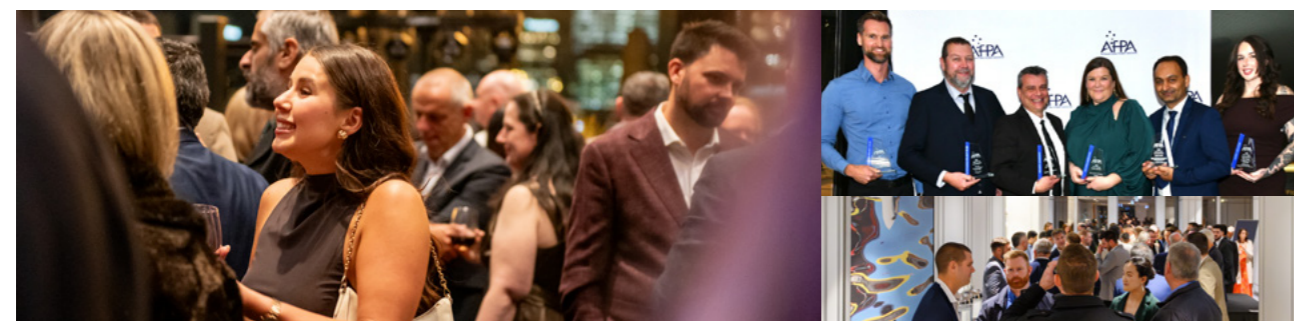
<b>NATIONAL (NSW/ACT)</b> x1	<b>Victoria Gala Dinner Sponsor</b> x1	<b>Western Australia Gala Dinner Sponsor</b> x1	<b>Queensland Gala Dinner Sponsor</b> x1
	<b>Tasmania Gala Dinner Sponsor</b> x1	<b>Northern Territory Gala Dinner Sponsor</b> x1	<b>South Australia Gala Dinner Sponsor</b> x1

Gala Dinner Sponsorship offers a high-impact branding position that secures direct visibility with regional decision-makers at the peak of their engagement. By taking the floor to address the room, your leadership team can speak directly to the contractors and government agencies responsible for the state's infrastructure pipeline. Be heard at the exact moment the industry gathers to discuss the technical and strategic benchmarks for the year ahead and solidify your standing as a primary industry partner.

### Key Deliverables

- **Address the Delegates:** An exclusive opportunity to speak directly to the audience from the stage.
- **Brand Dominance:** Primary placement on all event signage, digital displays, and marketing collateral.
- **Premium Hospitality:** Complimentary tickets to host your people and key clients at your sponsored dinner.
- **Digital Footprint:** High-impact logo placement in pre and post-event communications across all AfPA communications channels.

SPONSORSHIP COVERAGE	INVESTMENT <small>ex GST</small>	TICKET ALLOCATION
National + NSW/ACT	\$15,000	<b>x10 Tickets</b>
SA, WA, VIC, or QLD	\$10,000	<b>x10 Tickets</b>
NT or TAS	\$5,000	<b>x4 Tickets</b>



# Dates

EVENT	DINNER DATE	NOMINATION CLOSING DATE
South Australia	24 July 2026	3 July 2026
Western Australia	7 August 2026	17 July 2026
Northern Territory	21 August 2026	1 August 2026
Victoria	4 September 2026	14 August 2026
Tasmania	11 September 2026	21 August 2026
Queensland	9 October 2026	18 September 2026
NSW/ACT & National	23 October 2026	2 October 2026



# Brand Integrity & Governance

AfPA sponsorships operate within a transparent and compliant framework. We apply best-practice sponsorship reporting to demonstrate value and accountability.

- Sponsorship opportunities are open to members and non-members
- All promotional material is clearly identified as Sponsored Content
- AfPA retains editorial and content approval rights
- Sponsors remain responsible for their products and services
- AfPA reserves the right to restrict or remove content that does not align with its constitution, ethos, or relevant legislation
- This approach ensures sponsor exposure occurs in a professional, brand-safe environment.

## Partnership Opportunities

AfPA welcomes discussions on:

- Multi-state sponsorships
- Multi-year partnerships
- Integrated awards and media packages

## AfPA Industry Engagement

AfPA delivers the latest in local and international news and features, including technical information, projects and case studies on all disciplines across the flexible pavement industry across technology, innovation, safety, sustainability, partnerships and diversity. AfPA utilises a range of different platforms to engage with our stakeholders from the public and private sectors, these include (as at 1 November 2024):

- Subscriber Network: 12,000+ active industry professionals (from a total database of 21,000).
- LinkedIn: 15,500+ followers
- Combined Social Reach: 20,000+ monthly impressions across LinkedIn, Facebook, and X (Twitter), driving conversation around safety, sustainability, and technical innovation.
- Roads & Infrastructure (R&I) Partnership: Monthly audience of 42,000+ digital and print readers.

## Post-Event Sponsor Report Includes:

- Event attendance and audience profile
- Brand exposure and award recognition placements
- Digital reach and engagement metrics (where applicable)
- Summary of sponsor deliverables fulfilled

## Key Success Indicators:

- Brand awareness and visibility
- Access to industry decision-makers
- Association with excellence and peer recognition
- Relationship-building outcomes
- Custom reporting and KPIs can be developed for multi-event or multi-year partnerships.

## Enquiries

Sponsorship Enquiries: [events@afpa.asn.au](mailto:events@afpa.asn.au)

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