

# AFPA Industry Golf Day\*

## Western Australia Sponsor Guide

WEMBLEY GOLF COURSE – 22 MAY 2026



# About the Event

A vital forum where influential professionals of Australia's multibillion-dollar flexible pavement sector

The AfPA Western Australia Corporate Golf Day is a cornerstone of the infrastructure calendar. It serves as a vital forum where influential professionals of Australia's multibillion-dollar flexible pavement sector step out of the boardroom to connect with industry colleagues on the green.

For over 50 years, AfPA has set the benchmarks for flexible pavement safety, sustainability, and innovation. In an industry defined by long-term cycles and shared technical goals, this event provides a unique environment to bridge the gap between industry leadership, supply chain service providers, State road authorities, and Local Government.

## Event Details

- **Location:** Wembley Golf Course, 200 The Boulevard, Perth, Western Australia 6019
- **Date:** 22 May 2026
- **Format:** A relaxed day of networking and relationship building, designed to foster collaboration in a professional setting. Ambrose format with secret handicapping.

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# Your Audience

A strategic gathering of the professionals who design, fund, and deliver Australia's road infrastructure.

The AfPA Western Australian Corporate Golf Day is a strategic gathering of the professionals who design, fund, and deliver Australia's road infrastructure. This event facilitates direct engagement with a high-calibre delegation, including:

- **Private Industry Leadership:** CEOs, Managing Directors, and General Managers from Tier-1 and Tier-2 Civil Contracting firms
- **Government & Authorities:** Senior Executives from Department of Main Roads Western Australia, plus Directors of Infrastructure and Engineering from Metropolitan and Regional Councils
- **Technical & Operational Leads:** National Technical Managers, Chief Engineers, and State Operations Managers who dictate material standards and project delivery methods
- **Sustainability & Innovation Specialists:** Procurement Leads and Sustainability Managers focused on the next generation of recycled materials and low-carbon pavement solutions

# The Value of Partnership

Align your brand with the industry's most respected advocacy and technical body.

As we continue to advocate for a safer, more sustainable road network, we invite you to take a seat at the table—and a place on the green. Partnering with AfPA for this event aligns your brand with the industry's most respected advocacy and technical body.

- **Strategic Brand Alignment:** Position your organisation alongside the peak body representing the entire flexible pavement supply chain
- **Targeted Industry Engagement:** Access a concentrated audience of corporate executives and key decision-makers
- **Facilitating Knowledge Sharing:** Support an environment that fosters the collaboration and innovation required to advance flexible pavement technology
- **National Reach, Local Impact:** Benefit from AfPA's significant national footprint while engaging directly with the Western Australian market's most influential figures





# Partnership Packages

AfPA offers a range of partnership tiers designed to provide maximum visibility and engagement with the industry's executive leadership and technical specialists.

Category	Investment	Availability	Key Benefits
<b>Event Partner</b>	\$5,000 (excl. GST)	x1	Naming rights, keynote address, team entry (4 tickets)
<b>Catering &amp; Hospitality Partner</b>	\$3,500 (excl. GST)	x1	High-frequency brand integration at networking hubs, team entry (4 tickets)
<b>Player Awards Partner</b>	\$3,500 (excl. GST)	x1	Present 16 awards, exclusive branding, team entry (4 tickets)
<b>Golf Ball Sponsor</b>	\$2,000 (excl. GST)	x1	250 branded golf balls (AfPA arranged)
<b>Hole Partner</b>	\$1,500 (excl. GST)	x4	On-course activation, 1 player ticket



# Detailed Package Information

## Event Partner — \$5,000 (excl. GST)

- Keynote address opportunity (3–4 minutes)
- Recognition at event – Official recognition during announcements
- Logo included in pre/post marketing
- Content for AfPA eNews (to be supplied by sponsor)
- Promotional material on tables (to be supplied by sponsor)
- Digital branding (Logo included in in–event PPT slides)
- Optional: Plant/equipment showcase at entry (sponsor to arrange and incur any venue costs)
- Team entry (4 tickets)
- List of attendees (pre/post–event)
- Exclusive naming rights
- On–site presence (pull up banner side of stage/prominent entry flags – sponsor to provide)

## Catering & Hospitality Partner — \$3,500 (excl. GST)

- Recognition at event – Official recognition during announcements
- Logo included in pre/post marketing
- Promotional material on tables (to be supplied by sponsor)
- Digital branding (sponsor supplied PPT slides to be shown at mealtimes)
- Signage on drinks carts/stations
- Team entry (4 tickets)
- List of attendees (post–event)



## Player Awards Partner — \$3,500 (excl. GST)

Note: Approximately \$75 per prize (average). Includes \$1,000 profit.

- Recognition at event – Official recognition during announcements
- Delegate to present the awards (16 prizes)
- Logo included in pre/post marketing
- Promotional material on tables (to be supplied by sponsor)
- Digital branding (sponsor supplied PPT slides to be shown during award ceremony)
- Team entry (4 tickets)
- List of attendees (post–event)

## Hole Partner — \$1,500 (excl. GST)

### 4 Packages Available

Available positions: 2x Closest to the pin, 1x Longest drive, 1x Straightest drive

Note: Approximately \$250 needs to cover the prizes for each of these sponsors.

- Recognition at event – Official recognition during announcements
- Digital branding – Logo displayed on Hole Partner PPT slide
- Signage at the tee (to be supplied by sponsor)
- 1 individual player ticket – to represent brand
- List of attendees (post–event)

## Golf Ball Sponsor — \$2,000 (excl. GST)

Note: AfPA arranges 250 branded golf balls. Must be signed 40 days ahead of event.

- Recognition at event – Official recognition during announcements
- 250 Branded Golf Balls – arranged by AfPA
- List of attendees (post–event)

## Become a Partner

To discuss how these opportunities can be tailored to meet your organisation's strategic objectives, please reach out directly to Graham Henderson. Upon confirmation of your partnership, our team will work with you to ensure your brand assets are integrated across all marketing materials to maximise your exposure.

**Contact:** Graham Henderson

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**Job Title:** Executive Director VIC, TAS & WA

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**Mobile:** 0417 949 977

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**Email:** [graham.henderson@afpa.asn.au](mailto:graham.henderson@afpa.asn.au)



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