

# SPONSORSHIP PROSPECTUS

## FREIGHT & TRADE ALLIANCE



*Associate your business with the voice of the industry*

Established in 2012, FTA now represents businesses responsible for handling approximately 70% of inbound trade to Australia and has evolved from providing member-based advocacy with Federal and State Government departments on strategic co-design programs.

FTA represents business members in the international trade sector, mainly freight forwarders but also an increasing number of international traders including Woolworths, Target, Pfizer, Toshiba, Pacific Brands, Target, Myer and the like. Other members include DHL Global Forwarding, Toll Global Forwarding, Kuehne & Nagel, Geodis Wilson, DB Schenker, DP World, Mainfreight and CEVA Logistics.

In addition to our core constituency, FTA also holds the secretariat role for the Australian International Movers Association (AIMA) and represents the Australian Retailers Association for international trade related matters. Altogether this forms an influential advocacy voice for the industry.



Current Federal Government representation includes the National Committee for Trade Facilitation (NCTF) and the Department of Immigration and Border Protection (DIBP) Industry Advisory Group (IAG) involved in the co-design of the Australian Trusted Trader Programme.

FTA supplies the industry's leading communication hub service ensuring that subscribers are at the forefront of all emerging supply chain issues through our responsive operational support, professional development training, pertinent industry updates and corporate events.

**The various media and events administered by FTA provide unique advertising opportunities for entities targeting the freight forwarding, import and export trade sectors.**

# SPONSORSHIP OPTIONS

*Let us work with you to develop the best possible outcome*

This prospectus outlines standard sponsorship options to allow for a “mix and match” of advertising opportunities including:

- Digital Advertising – LED signage Sydney Airport
- FTA Web site
- FTA Communication – Weekly Report / Social Media
- FTA Branding – use of FTA logo and online Directory listing
- Customs broker CPD
- Golf
- Sponsorship package A
- Sponsorship package B

Our most popular sponsorship options are:

- package “A” which allows for a profile of your business via our web site, social media, weekly reports at an annual cost of \$3,850 (incl GST)
- package “B” which provides all of the package A benefits plus a profile of your business via our face-to-face events at an annual cost of \$5,500 (incl GST)

Above and beyond these packages, we can introduce bespoke and exclusive arrangements to meet your marketing objectives.

**It is highly recommended that a meeting be scheduled to allow us to gain an understanding of your product and services to a tailor a solution to best your marketing needs.**

Contact Paul Zalai [pzalai@FTAlliance.com.au](mailto:pzalai@FTAlliance.com.au) or Travis Brooks-Garrett [tbrooks-garrett@FTAlliance.com.au](mailto:tbrooks-garrett@FTAlliance.com.au) – phone 02 9975 1788

# DIGITAL ADVERTISING

*Get your name in lights!*

Through our alliance with *EI Media*, FTA subscribers and sponsors can take advantage of a significant discount to have LED advertising at O'Riordon St Mascot NSW.



Features include:

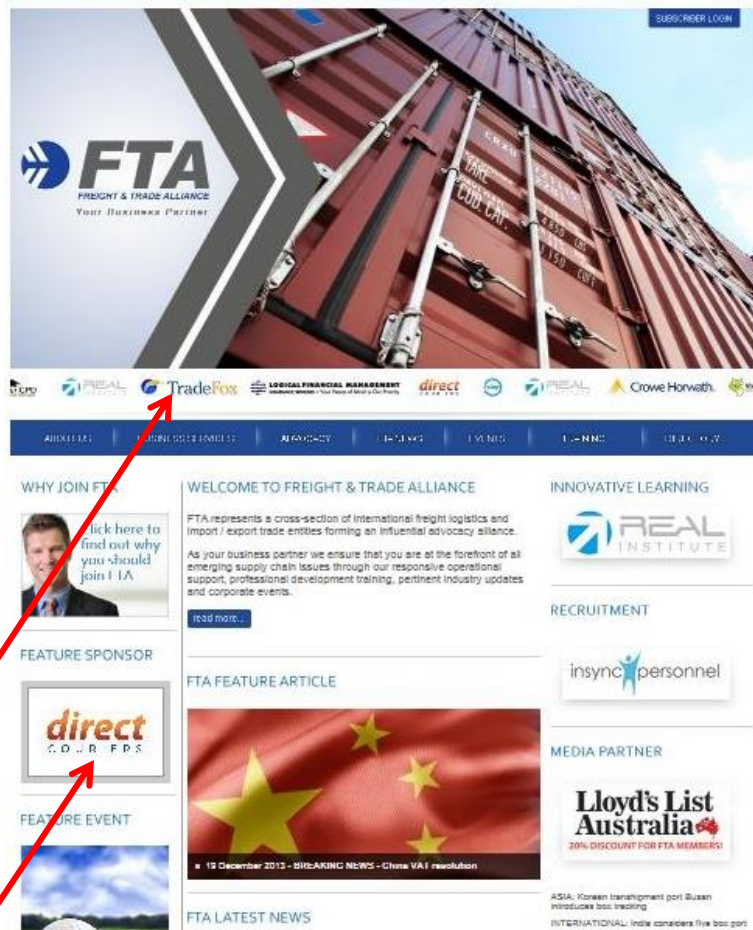
- One of the main arterial roads to Sydney's Kingsford Smith Airport and Port Botany
- Carries 70,000 vehicles per day with an average of 2.1 passengers per vehicle
- 8 second creative hold times per slot (minimum 900 slots per day)
- Slides display approx. once per minute
- Digital media insertion is as easy as clicking a button, allowing for last minute updates
- Unlimited creative images for evolving campaigns
- Real-time headlines and images can be lifted from your web site and posted to your on-screen creative
- Creative design included

Usually \$550 per day – via FTA the **cost is \$165 (incl GST) per day.**

# FTA WEB SITE

**Be featured on industry's communication hub!**

Our web site is increasingly being utilised as a reference point for the freight and trade sector. Traffic is steered towards the web site via the use of our social media, notices, weekly reports and contributions via our blog in the *Lloyds List Newswire* (Opinion piece to a 15,000 readership and reference back to [www.FTAlliance.com.au](http://www.FTAlliance.com.au)) - Please note that our web site currently receives approximately daily 200+ hits.



**SPONSOR PROFILE** - on EVERY page of [www.FTAlliance.com.au](http://www.FTAlliance.com.au) we will show your company on our scrolling list of sponsors - each logo will also have a hyperlink back to a nominated URL. **Cost \$2,750 (incl GST) – per year**

**FEATURE SPONSOR** – we will show your company on all pages of [www.FTAlliance.com.au](http://www.FTAlliance.com.au) with a link to your nominated URL. **Cost \$ 770 (incl GST) – per week**

**ARTICLES** – we regularly post operational alerts and articles of interest on [www.FTAlliance.com.au](http://www.FTAlliance.com.au) and will use this avenue to communicate key operational / promotional issues from your company. **Cost \$ 770 (incl GST) – per article**

**PAGE SPONSOR** – we will show your company on a nominated page of [www.FTAlliance.com.au](http://www.FTAlliance.com.au) with a link to your nominated URL. **Cost \$ 770 (incl GST) – per month**

# FTA BRANDING

*Show that you belong!*

**FTA LOGO** - FTA is a vibrant organisation that includes some of the most progressive and business-savvy entities in the Australian freight and trade sectors. FTA subscribers have the opportunity to show they belong to this influential group with use of the "Your Business Partner" FTA Logo.



**NOTE** - The intended use of the logo must be approved by FTA before a subscriber may place it on a website or other communication materials.

**FTA DIRECTORY** – all FTA subscribers are showcased on our online Directory showing regional offices and contact details.

The screenshot shows the FTA Directory website interface. At the top, there is a navigation bar with links for ABOUT US, BUSINESS SERVICES, ADVOCACY, FTANEWS, EVENTS, TRAINING, and DIRECTORY. Below the navigation bar, there is a banner image of hands typing on a keyboard. The main content area is titled 'FREIGHT FORWARDING & CUSTOMS BROKER' and lists several companies with their contact details:

- AAW Global Logistics Pty Ltd**  
Name: Franc Maurici  
Phone: 03 9611 6860  
Email: [f.maurici@aawglobal.com.au](mailto:f.maurici@aawglobal.com.au)  
Web: <http://www.aawglobal.com.au>  
Office: Southbank (Head Office) VIC
- Imex Shipping Pty Ltd**  
Name: Heather McIntyre  
Phone: 02 9851 1111  
Email: [info@imex.com.au](mailto:info@imex.com.au)  
Web: <http://www.imex.com.au>  
Office: Huntingwood NSW
- AAW Global Logistics Pty Ltd**  
Name: John Troy  
Phone: 02 9613 8960  
Email: [j.troy@aawglobal.com.au](mailto:j.troy@aawglobal.com.au)  
Web: <http://www.aawglobal.com.au>  
Office: Sydney NSW
- KL Benjamin & Company Pty Ltd**  
Name: Richard Liu  
Phone: 02 82180938  
Email: [richard@liu.com.au](mailto:richard@liu.com.au)  
Web: <http://www.klbenjamin.com.au>  
Office: Surry Hills NSW
- AAW Global Logistics Pty Ltd**  
Name: Brett Leal  
Phone: 07 3630 6166  
Email: [b.leal@aawglobal.com.au](mailto:b.leal@aawglobal.com.au)  
Web: <http://www.aawglobal.com.au>  
Office: Spring Hill QLD
- KMLT Customs Brokers**  
Name: Karen Johns  
Phone: 02 9531 2903  
Email: [karen@kmltcustomsbrokers.com.au](mailto:karen@kmltcustomsbrokers.com.au)  
Web: <http://www.kmltcustomsbrokers.com.au>  
Office: CARINGBAH NSW
- AAW Global Logistics Pty Ltd**  
Name: Brett Christison  
Phone: 8244 2399
- Kuehne & Nagel Pty Ltd**  
Name: Christian Pavia  
Phone: 02 93176000

On the right side of the screenshot, there is a vertical menu with the following categories: Freight Forwarding & Customs Broker, Training, Recruitment, Transport, Shipping Line, ICT, Depot, Legal, Finance, Consultancy, Marketing, Customs Consultancy, and Airline.

## FREE OF CHARGE

Use of the FTA Logo and Directory Listing is complimentary as a part of standard FTA subscription [\$550 incl GST per annum] or scaled Premium Subscription

# FTA COMMUNICATION

***We send your message to industry!***

**WEEKLY REPORT** – as the name suggests, we send a weekly email to our growing database (currently in excess of 2,300 recipients) whereby we will showcase your company's brand, product and services.

Every time that we show your company we report on the campaign success (total number of email opened and number of click throughs via sponsors' logos).

**FTA Weekly Report 2015/39 - sponsored by Containerchain**  
Tuesday, October 28, 2015

FTA WEEKLY REPORT 2015/39  
To view FTA content to which you are subscribed click [HERE](#)  
Subscribe [HERE](#) to receive our complimentary weekly report.



Freight & Trade Alliance (FTA) continues to take a lead on advocacy issues affecting the freight logistics and international trade sectors ... [read more](#)

Further information is available at [submissions / reports and media](#)



We would like to thank Containerchain for being the sponsor of the week ... we look forward to working with Containerchain as they extend their 'LIVE' solution to support freight forwarders and customs brokers in managing cartage operations ... stay tuned for more ... enjoy the YouTube footage by clicking [HERE](#)

**Goods Compliance Update - TCO Compliance**

Further to FTA's ongoing advocacy towards an 'Informed Compliance Environment' we are pleased to see that the Australian Border Force (ABF) has resumed issuing a quarterly newsletter updating industry on the Australian Border Force's national goods compliance programme.

We note the reference to TCO compliance and can advise that we are involved in discussions with the ABF compliance executive. We are examining options in dealing with the revised approach to rulings and impacts of audits / retrospective actions ... [click here](#)

**FTA presentation to the Inquiry into the Proposed Lease of the Port of Melbourne**



I would like to thank **Peter Hodder** as Freight & Trade Alliance's Victorian Representative for his great support in the preparation of our submission and joining me last week (30 September 2015) before the Select Committee Inquiry into the Proposed Lease of the Port of Melbourne ... [read more](#)

As a part of this arrangement we also forward all articles to followers via our social media (Twitter and Facebook).

**Cost \$ 770 (incl GST) – per newsletter**

# CONTINUING PROFESSIONAL DEVELOPMENT

*Get the personal touch!*

**Continuing Professional Development (CPD) “Border Compliance Program”** - compulsory and continuing professional development for customs brokers to maintain their license to operate. There are approximately 1900 licensed Customs Brokers in Australia. These include owner-operators (approximately 30% of the market) and medium to large size enterprises which have a large contingent of senior operators and managers employed as licensed customs brokers (for example DHL, Toll & UPS). Many Directors also maintain their Customs Broking license, which require CPD attendance.

These are conference style sessions held in Melbourne, Sydney and Brisbane twice yearly.



Banner display at the events, sponsorship recognition on all event promotional material and your company's flyers will be included in delegate kits.

**Cost \$ 550 (incl GST) – per event**

## *Webinars*

FTA hosts regular webinars relating to topics of immediate and urgent interest to the sector. Participants range from senior employees of large/multi-national freight forwarders, owner-operators and employees responsible for international trade operations.



## 2016 GOLF

FTA Golf – The Coast Golf Club, Little Bay, Sydney May 2016

\*\*\* Major sponsor – **SOLD** \*\*\*

Drinks Cart Sponsor – **Cost \$3300 (incl GST)**

Hole Sponsorship & 1 Team of 4 players, 2 motorized golf carts – **Cost \$1100 (incl GST)**

- Banner to be displayed at nominated hole
- Pull up Banner displayed at prize giving presentation
- Promotion on FTA website
- Promotional material to be placed in player's giveaway bags



Hole Sponsorship only – **Cost \$770 (incl GST)**

- Banner to be displayed at nominated hole
- Pull up Banner displayed at prize giving presentation
- Promotion on FTA website
- Promotional material to be placed in player's giveaway bags





## **PACKAGE A**

The following benefits bundled at an annual cost of \$3,850 (incl GST)

- **SPONSOR PROFILE**
- **FEATURE SPONSOR**
- **ARTICLES**
- **FTA LOGO**
- **FTA DIRECTORY**
- **WEEKLY REPORT**

## **PACKAGE B**

The following benefits bundled at an annual cost of \$5,500 (incl GST)

- **SPONSOR PROFILE**
- **FEATURE SPONSOR**
- **ARTICLES**
- **FTA LOGO**
- **FTA DIRECTORY**
- **WEEKLY REPORT**
- **CPD BORDER COMPLIANCE PROGRAM – COVERAGE AT ALL EVENTS**
- **FTA GOLF – HOLE SPONSORSHIP / TEAM OF 4 PLAYERS / CARTS**

