

6th December 2011

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Dear Sponsors,

Re: **BLUEPRINTS for CHANGE: Business Transformation – Sydney Conference 2012**

We thank all those who have supported our conferences with sponsorship over the past few years. We are now **pleased to invite potential sponsors** for our **Annual Conference to be held at the Menzies Hotel in Sydney on the 14th and 15th March, 2012**. Therefore please find the attached **Sponsorship Brochure** with full details of how you can become a PowerHousing Australia sponsor to our Annual Conference in 2012.

Our 30 Members from the Not-For-Profit Community Housing Organisations throughout Australia have been utilizing your products and services to assist them to navigate the enormous changes over the last few years in terms of their growth. The next few years will be about consolidating that growth. It will also be a new and exciting era as **35% of all public housing stock is transferred into the Not-For-Profit sector** - this will enable our sector to leverage assets to grow the overall numbers of affordable housing nationally (as was recently forecast at the last COAG meeting). **We invite companies like yours to be associated partners in these Blueprints for Change.**

Associate Membership is our most recent initiative where we aim to substantially increase the **benefits for our Platinum and Gold Sponsors – to become real and effective partners with PowerHousing Australia and our members organisations**. We therefore offer you the **unique opportunity to become an Associate Member to our organisation** when you Sponsor our Sydney Conference in March 2012. I am excited to outline these additional benefits as follows:

Platinum Sponsorship - Additional value of \$6,000 at no extra cost to you!

- **Associate Membership – value \$6,000** comprising the one-off Joining Fee of \$2,000 and one year's Associate Membership of \$4,000. Associate Membership includes:
 - **Advertisement and link to your website** on regular rotation on front page of the PowerHousing Australia website for 12 months, with free design by Imminent Media Design [total value of this portion of the package is \$1,500];
 - **Three [3] opportunities annually** to present briefings on your company's developments at our **scheduled CEOs, CFOs, Operations or Development meetings and forums**.
 - Opportunities to include **News items on the website** as well as resource material uploaded to the **Members' Only Resources** pages of the website.

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Gold Sponsorship - Associate Membership discount of \$2,000

- You receive a **\$2,000 discount** on Associate Membership one-off joining fee [see Platinum Sponsorship for full breakdown of the Associate Membership first year fee]. For only **\$4,000** [extra], you will enjoy the full benefits of Associate Membership as shown below:
 - **Advertisement and link to your website** on regular rotation on front page of the PowerHousing Australia website for 12 months, with free design by Imminent Media Design [total value of this portion of the package is \$1,500];
 - **Three [3] opportunities annually** to present briefings on your company's developments at our **scheduled CEOs, CFOs, Operations or Development meetings and forums.**
 - Opportunities to include **News items on the website** as well as resource material uploaded to the **Members' Only Resources** pages of the website.

Silver Sponsorship – Associate Membership benefits available for \$6,000

- **For only \$6,000 [extra]** you receive the full Associate Membership benefits, including the one-off Joining Fee of \$2,000 (see above for details).

I think you will agree that the above benefits are a **significant value add** to your sponsorship package and demonstrates the commitment that **PowerHousing Australia** has to our business partners in the next stage of our journey. Should you have any enquiries regarding **Sponsorship for our 2012 Sydney Conference** or to **become an Associate Member with PowerHousing Australia**, please don't hesitate to contact me for further information.

Yours sincerely,



Larry O'Brien
Chief Executive Officer
PowerHousing Australia

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**International
Housing
Partnership**

PowerHousing Australia is a member of the **International Housing Partnership**, a global organisation of Not-For-Profit housing providers in the UK, Canada, USA and Australia providing safe, secure and affordable homes to over 2.5 million people.