



**2021**

**INDUSTRY**

**PARTNER**

**PACKAGES**

# 2021 RIMPA INDUSTRY PARTNER CONTRACT

## WHO IS RIMPA?

RIMPA (Records and Information Management Professionals Australasia) is the peak professional association for the records and information management industry in Australasia. Established in 1969 we represent over 1,900 records and information management professionals with branches across Australia and New Zealand.

As the largest association for records and information management professionals in Australasia, RIMPA aims to advance and connect records and information management professionals through the provision of sound information resources, superior education, quality training and global networking.

## Why become an industry partner?

Well, why not? As an industry partner, you pay one price for the entire year where you really get to showcase who you are, what you do and position yourself in the face of your direct target market.

As an industry partner you will have direct access to our 1900 plus strong membership base via various platforms and promotional opportunities, in particular:

1. sponsorship of branch events
2. dedicated presenter sessions in the RIMPA Live Vendor Knowledge Webinar Series
3. first choice opt in for your choice of RIMPA Live Convention sponsorship packages
4. advertisements in RIMPA publications
5. and much more

For more information on how you can benefit from our Industry Partner Opportunities contact Marketing Manager Jo Kane [jo.kane@rimpa.com.au](mailto:jo.kane@rimpa.com.au)



# DIAMOND INDUSTRY PARTNER PACKAGE - (ONLY ONE AVAILABLE)

## Investment Total \$30,000 (PLUS GST)

### PACKAGE INCLUSIONS

<b>Branch Events</b>	<b>Value \$12,000.00</b>
Choose as many branch events as you wish up to the sponsorship value of \$12,000 Logo inclusion on branch event calendar listing on RIMPA company website event calendar 5 x 5-minute presentations at chosen branch events 2 x opportunities to present at a chosen branch event (30 mins)	
<b>Virtual Events</b>	<b>Value \$1,750.00</b>
1 x 60-minute live webinar 1 x 30-minute live webinar 1 x 30-minute presentation at Quarterly Seminar (choose from either Feb/Aug/ Dec)	
<b>RIMPA Live Convention Diamond Sponsor Package</b>	<b>Value \$15,000.00</b>
1. Official Gala Dinner Sponsors and Presenter of Hall of Fame Award 2. Elite Stand <ol style="list-style-type: none"><li>4m x 2m space only or shell scheme</li><li>Back &amp; sidewalls</li><li>2 x 75w spotlights</li><li>1 x standard company sign for aisle frontage</li><li>1 x 4-amp power supply</li></ol>	
3. Exhibition Pass <ol style="list-style-type: none"><li>Attendance for up to three (3) of your company representatives for the duration of the convention - includes catering for all morning and afternoon teas, lunch</li></ol>	
4. Social and Networking <ol style="list-style-type: none"><li>3 x tickets to attend VIP Drinks with the Board, Welcome Reception, Connect in Canberra Drinks and Gala Award Dinner</li></ol>	
5. Brand Exposure <ol style="list-style-type: none"><li>1 x acknowledgement by MC of major event partner</li><li>1 x 30-minute presentation (excludes secretary)</li><li>Logo inclusion within RIMPA Live advert in the iQ magazine (Editions: March, June &amp; September)</li><li>Company Logo on RIMPA Live Website under DIAMOND Sponsors</li><li>Listing in our Conference App which includes your logo, and if provided to us a 50-word spiel, website hyperlink and a PDF document</li><li>Logo featured in RIMPA Live Slide as DIAMOND sponsor</li><li>Acknowledgement on all RIMPA social platforms pre and post event</li></ol>	
6. Virtual Platform <ol style="list-style-type: none"><li>4 x Virtual Poster Presentation sessions available only on the virtual platform for online delegates only</li><li>Banner ad on home page of virtual platform</li></ol>	
<b>Satellite Events held Tuesday 12 October in conjunction with RIMPA Live Day One</b>	<b>Value \$2,500.00</b>
Diamond Sponsor at Satellite Event: <ol style="list-style-type: none"><li>Choose to sponsor one of the Branch held events in Qld, WA, NT, SA, NSW, Vic, Wellington, Auckland</li><li>Acknowledgment at each branch event as Diamond sponsor</li></ol>	
<b>iQ The RIMPA Quarterly Magazine (March, June, Sept, and Dec)</b>	<b>Value \$3,550.00</b>
3 x full page advertisements in iQ (one of in each edition) 2 x half page advertisements in iQ (2 of in 2 editions) 1 x Vendor Directory listing in iQ	
<b>Virtual Training Workshop</b>	<b>Value \$4,000.00</b>
Logo slide featured in all RIMPA delivered training workshop presentations Logo featured in event calendar listing on RIMPA website	
<b>Annual Advertising Package (to be scheduled over 12 months Jan-Dec)</b>	<b>Value \$2,450.00</b>
Up to 6 x advertisements placed in the Member Week in Review Up to 6 x social posts on social media channels (same content as week in review) Facebook, LinkedIn and Twitter 4 x category listings on the Online Business Directory 4 x job advertisement posts per year on RIMPA jobs board	
<b>Additional Brand Exposure as Industry Partner</b>	<b>Value \$7,500.00</b>
Acknowledgement as Industry Partner with Logo Hyperlink on website for 12 months 5 - 15 second mp4/video introducing your team for addition to the industry partner page featured on the RIMPA website Logo featured in the footer of RIMPA Week in Review RIMPA community forum rotating Banner ad with hyperlink (right hand side of home page) for 12 months Regular acknowledgement as Industry partners via social media platforms (minimum 10 x per year)	
<b>Total Package Value</b>	<b>\$48,750.00</b>
<b>Investment Total</b>	<b>\$35,000.00</b>
<b>SAVE</b>	<b>\$13,750.00</b>

# PLATINUM INDUSTRY PARTNER PACKAGE - (3 AVAILABLE)

## Investment Total \$25,000 (PLUS GST)

### PACKAGE INCLUSIONS

<b>Branch Events</b>	<b>Value \$10,000.00</b>
Choose as many branch events as you wish up to the sponsorship value of \$10,000 Logo inclusion on branch event calendar listing on RIMPA company website event calendar 5 x 5-minute presentations at chosen branch events 1 x opportunities to present at a chosen branch event (30 mins)	
<b>Virtual Events</b>	<b>Value \$1,000.00</b>
1 x 60-minute live webinar 1 x 15-minute presentation at Quarterly Seminar (choose from either Feb/Aug/ Dec)	
<b>RIMPA Live Convention Platinum Sponsor Package</b>	<b>Value \$10,000.00</b>
<ol style="list-style-type: none"><li>Options (choose one)<ol style="list-style-type: none"><li>Sponsors Recharge Café Lounge</li><li>Welcome Reception</li><li>Delegate Kit (notebook, pen, lanyard, chapstick)</li></ol></li><li>Trade Stand<ol style="list-style-type: none"><li>3m x 2m space only or shell scheme</li><li>Back &amp; sidewalls</li><li>2 x 75w spotlights</li><li>1 x standard company sign for aisle frontage</li><li>1 x 4-amp power supply</li></ol></li><li>Exhibition Pass<ol style="list-style-type: none"><li>Attendance for up to two (2) of your company representatives for the duration of the convention - includes catering for all morning and afternoon teas, lunches.</li></ol></li><li>Social and Networking<ol style="list-style-type: none"><li>2 x tickets to attend VIP Drinks with the Board, Welcome Reception, Connect in Canberra Drinks and Gala Award Dinner</li></ol></li><li>Brand Exposure<ol style="list-style-type: none"><li>1 x acknowledgement by MC of major event partner</li><li>Logo inclusion within RIMPA Live advert in the iQ magazine (Editions: March, June &amp; September)</li><li>Company Logo on RIMPA Live Website under PLATINUM Sponsor</li><li>Listing in our Conference App which includes your logo, and if provided to us a 50-word spiel, website hyperlink and a PDF document</li><li>Logo featured in RIMPA Live Slide as PLATINUM sponsor</li><li>Acknowledgement on all RIMPA social platforms pre and post event</li></ol></li><li>Virtual Platform<ol style="list-style-type: none"><li>3 x Virtual Poster Presentation sessions available only on the virtual platform for online delegates only</li><li>Banner ad on home page of virtual platform</li></ol></li></ol>	
<b>Satellite Events held Tuesday 12 October in conjunction with RIMPA Live Day One</b>	<b>Value \$2,000.00</b>
Platinum Sponsor at Satellite Event: <ol style="list-style-type: none"><li>Choose to sponsor one of the Branch held events in Qld, WA, NT, SA, NSW, Vic, Wellington, Auckland</li><li>Acknowledgment at each branch event as Platinum sponsor</li></ol>	
<b>iQ The RIMPA Quarterly Magazine (March, June, Sept, and Dec)</b>	<b>Value \$2,800.00</b>
2 x full page advertisements in iQ (one of in each edition) 2 x half page advertisements in iQ (2 of in 2 editions) 1 x Vendor Directory listing in iQ	
<b>Annual Advertising Package (to be scheduled over 12 months Jan-Dec)</b>	<b>Value \$1,950.00</b>
Up to 4 x event advertisements in RIMPA Member Week In Review Up to 4 x social posts on social media channels (same content as week in review) Facebook, LinkedIn and Twitter 4 x categories listings in Online Business Directory 4 x job advertisement posts per year on RIMPA jobs board	
<b>Additional Brand Exposure as Industry Partner</b>	<b>Value \$7,500.00</b>
Acknowledgement as Industry Partner with Logo Hyperlink on website for 12 months 5 - 15 second mp4/video introducing your team for addition to the industry partner page featured on the RIMPA website Logo featured in the footer of RIMPA weekly newsletter RIMPA community forum rotating Banner ad with hyperlink (right hand side of home page) for 12 months Regular acknowledgement as Industry partners via social media platforms (minimum 10 x per year)	
<b>Total Package Value</b>	<b>\$32,250.00</b>
<b>Investment Total</b>	<b>\$25,000.00</b>
<b>SAVE</b>	<b>\$10,250.00</b>



# GOLD INDUSTRY PARTNER PACKAGE - (4 AVAILABLE)

## Investment Total \$20,000 (PLUS GST)

### PACKAGE INCLUSIONS

<b>Branch Events</b>	<b>Value \$8,000.00</b>
Choose as many branch events as you wish up to the sponsorship value of \$8,000 Logo inclusion on branch event calendar listing on RIMPA company website event calendar 5 x 5-minute presentations at chosen branch events	
<b>Virtual Events</b>	<b>Value \$750.00</b>
1 x 30-minute live webinar 1 x 10-minute presentation at Quarterly Seminar (3 to be held Feb/Aug/ Dec)	
<b>RIMPA Live Convention Gold Sponsor Package</b>	<b>Value \$7,500.00</b>
# Options (choose one) <input checked="" type="checkbox"/> Major Keynote Presenter x 3 available (Steve Sammartino, Caitlin Figueiredo, Kerri Pottharst) <input checked="" type="checkbox"/> Closing Keynote Lunch - Matt Jones Four Pillars Gin <input checked="" type="checkbox"/> RIMPA Live Convention App <input checked="" type="checkbox"/> Standard Stand a.. 3m x 1m space only or shell scheme b. Back & sidewalls c. 2 x 75w spotlights d. 1 x standard company sign for aisle frontage e. 1 x 4-amp power supply 3. Exhibition Pass a. Attendance for up to Two (2) of your company representatives for the duration of the convention - includes catering for all morning and afternoon teas, lunches. 4. Social and Networking a. 2 x tickets to attend VIP Drinks with the Board, Welcome Reception, Connect in Canberra Drinks and Gala Award Dinner 5. Brand Exposure a. 1 x acknowledgement by MC of major event partner b. Logo inclusion within RIMPA Live advert in the iQ magazine (Editions: March, June & September) c. Company Logo on RIMPA Live Website under GOLD Sponsors d. Listing in our Conference App which includes your logo, and if provided to us a 50-word spiel, website hyperlink and a PDF document e. Logo featured in RIMPA Live Slide as GOLD sponsor f. Acknowledgement on all RIMPA social platforms pre and post event 6. Virtual Platform a. 2 x Virtual Poster Presentation sessions available only on the virtual platform for online delegates only b. Banner ad on home page of virtual platform	
<b>Satellite Events held Tuesday 12 October in conjunction with RIMPA Live Day One</b>	<b>Value \$1,500.00</b>
Gold Sponsor at Satellite Event: a. Choose to sponsor one of the Branch held events in Qld, WA, NT, SA, NSW, Vic, Wellington, Auckland b. Acknowledgment at each branch event as Gold sponsor	
<b>iQ The RIMPA Quarterly Magazine (March, June, Sept, and Dec)</b>	<b>Value \$1,800.00</b>
3 x half page advertisements in iQ (2 of in 2 editions) 1 x Vendor Directory listing in iQ	
<b>Annual Advertising Package (to be scheduled over 12 months Jan-Dec)</b>	<b>Value \$1,950.00</b>
Up to 4 x event advertising in week in review Up to 4 x social posts on social media channels (same content as week in review) Facebook, LinkedIn and Twitter 4 x categories listings in Online Business Directory 2 x job advertisement posts per year on RIMPA jobs board	
<b>Additional Brand Exposure as Industry Partner</b>	<b>Value \$7,500.00</b>
Acknowledgement as Industry Partner with Logo Hyperlink on website for 12 months 5 - 15 second mp4/video introducing your team for addition to the industry partner page featured on the RIMPA website Logo featured in the footer of RIMPA weekly newsletter RIMPA community forum rotating Banner ad with hyperlink (right hand side of home page) 12 months Regular acknowledgement as Industry partners via social media platforms (minimum 10 x per year)	
<b>Total Package Value</b>	<b>\$29,000.00</b>
<b>Investment Total</b>	<b>\$20,000.00</b>
<b>SAVE</b>	<b>\$9,000.00</b>



# BRONZE INDUSTRY PARTNER PACKAGE - (3 AVAILABLE)

## Investment Total \$10,000 (PLUS GST)

### PACKAGE INCLUSIONS

<b>Branch Events</b>	<b>Value \$3,000.00</b>	
Choose as many branch events as you wish up to the sponsorship value of \$3,000 Logo inclusion on branch event calendar listing on RIMPA company website event calendar 5 x 5-minute presentations at chosen branch events 2 x opportunities to present at a chosen branch event (30 mins) - Virtual Events \$500.00		
<b>Virtual Events</b>	<b>Value \$500.00</b>	
1 x 30-minute live webinars		
<b>RIMPA Live Convention Bronze Sponsor Package</b>	<b>Value \$3,500.00</b>	
1. Options (choose one) <ul style="list-style-type: none"><li>a. Tuesday Daily Catering (includes branded napkins and signage at food stations) <b>SOLD</b></li><li>b. Wednesday Daily Catering (includes branded napkins and signage at food station)</li><li>c. Mobile Phone Recharge Station</li></ul>		
2. Marketplace Stand <ul style="list-style-type: none"><li>a. 2m x 1m Counter Package</li><li>b. 2 x chairs 1 x counter</li><li>c. 1 x poster board with fascia signage</li><li>d. 1 x 4-amp power supply</li></ul>		
3. Exhibition Pass <ul style="list-style-type: none"><li>a. Attendance for up to two (2) of your company representatives for the duration of the convention - includes catering for all morning and afternoon teas, lunches.</li></ul>		
4. Social and Networking <ul style="list-style-type: none"><li>a. 2 x Tickets Networking drinks with the Board and Branch Presidents, Welcome Reception, Gala Dinner</li></ul>		
5. Brand Exposure <ul style="list-style-type: none"><li>a. 1 x acknowledgement by MC as Bronze Partner</li><li>b. Logo inclusion within RIMPA Live advert in the iQ magazine (Editions: March, June &amp; September)</li><li>c. Company Logo on RIMPA Live Website under BRONZE Sponsors</li><li>d. Listing in our Conference App which includes your logo, and if provided to us a 50-word spiel, website hyperlink and a PDF document</li><li>e. Logo featured in RIMPA Live Slide as BRONZE sponsor</li><li>f. Acknowledgement on all RIMPA social platforms pre and post event</li></ul>		
6. Virtual Platform <ul style="list-style-type: none"><li>a. 2 x Virtual Poster Presentation sessions available only on the virtual platform for online delegates only</li><li>b. Banner ad on home page of virtual platform</li></ul>		
<b>Satellite Events held Tuesday 12 October in conjunction with RIMPA Live Day One</b>	<b>Value \$800.00</b>	
Bronze Sponsor at Satellite Event: <ul style="list-style-type: none"><li>a. Choose to sponsor one of the Branch held events in Qld, WA, NT, SA, NSW, Vic, Wellington, Auckland</li><li>b. Acknowledgment at each branch event as Bronze sponsor</li></ul>		
<b>iQ The RIMPA Quarterly Magazine (March, June, Sept, and Dec)</b>	<b>Value \$1,300.00</b>	
1 x half page advertisements in iQ 1 x Vendor Directory listing in iQ		
<b>Annual Advertising Package (to be scheduled over 12 months Jan-Dec)</b>	<b>Value \$1,950.00</b>	
Up to 2 x event advertising in week in review Up to 2 x social posts on social media channels (same content as week in review) Facebook, LinkedIn and Twitter 4 x categories listings in Online Business Directory 2 x job advertisement posts per year on RIMPA jobs board 2 x advertisements in back to back editions of Week in Review (or dates of your choice). Please note advertisements can be branded individually		
<b>Additional Brand Exposure as Industry Partner</b>	<b>Value \$7,500.00</b>	
Acknowledgement as Industry Partner with Logo Hyperlink on website for 12 months 5 - 15 second mp4/video introducing your team for addition to the industry partner page featured on the RIMPA website Logo featured in the footer of RIMPA weekly newsletter RIMPA community forum rotating Banner ad with hyperlink (right hand side of home page) 12 months Regular acknowledgement as Industry partners via social media platforms (minimum 10 x per year)		
<b>Total Package Value \$18,550.00</b>	<b>Investment Total \$10,000.00</b>	<b>SAVE \$8,550.00</b>





## RIMPA INDUSTRY PARTNER PACKAGES

RIMPA (Records and Information Management Professionals Australasia) is the peak professional association for the records and information management industry in Australasia.

Established in 1969 we represent over 2,000 records and information management professionals with branches across Australia and New Zealand. As the largest association for records and information management professionals in Australasia, RIMPA aims to advance and connect records and information management professionals through the provision of sound information resources, superior education, quality training and global networking. As an industry partner you will have direct access to our membership base via various platforms and promotional opportunities, in particular sponsorship of branch events and the annual convention RIMPA Live, which is now in its 37th year. For more information on RIMPA please visit our website: [www.rimpa.com.au](http://www.rimpa.com.au).

### “SPONSOR AT BRANCH EVENTS”

Please choose (tick) which states you wish to be a sponsor:

ACT      WA      QLD      VIC / TAS      NSW      NZ      SA / NT

### PLEASE NOTE:

- Each branch holds various events throughout the year. Events held by each state will be confirmed by December 31st of each year. (Please note: specific dates may not be provided.)
- Branches will be notified of industry partner agreements by RIMPA head office and the sponsor's organisation contact details will be provided.

### VIRTUAL EVENTS

Please tick which Virtual Quarterly Seminar you would like to present at (if you have this included in your package):

February      August      December

Live Webinar please get in touch with the RIMPA team to arrange a date for your 30-minute or 60-minute webinar (if in your chosen package).

Satellite Events held Tuesday 12 October in conjunction with RIMPA Live Day One

Choose which branch satellite event you would be able to attend (if any)

QLD      WA      NT      SA      NSW      VIC      NZ

# 2021 RIMPA INDUSTRY PARTNER CONTRACT

## RIMPA LIVE CONVENTION SPONSORSHIP INFORMATION AND TRADE STAND

The convention manager will be in contact separately in relation to all matters pertaining to the convention. Separate paperwork and detailed information will be provided for the RIMPA Live Convention regarding event allocated trade space.

## CORPORATE MEMBERSHIP

If your organisation is not already a member of RIMPA, please provide us with the following details:

- ▶ Primary Contact for organisation (email, phone and full name/details. Invoices will go directly to this contact)  
Nominees (up to 3 people) full contact details
- ▶ All corporate nominees will receive their own sign in to access RIMPA's online resources, monthly newsletters, quarterly e-zine editions of IQ The Professional Publication for industry professionals.

## DEADLINES FOR IQ ARTWORK SUBMISSIONS

RIMPA's flagship publication is IQ. A peer reviewed journal produced in March, June, September and December each year it has a distribution rate of around 1,300 and an estimated readership of more than 1,800.

**Full page** 210 x 297mm (W x H)

**Half page** 186 x 125mm (W x H)

**1/4 page** 186 x 60mm (W x H)

Issue	Ad Artwork / Article Deadline	Publication	Feature Topic
March	10 Jan	1 March	Turning the Tide: A New Perspective for Records, Information and Data Managers
June	22 April	1 June	Value of Information
September	17 Jul	1 September	New Developments and Innovations: Predictions for 2022
December	17 Oct	1 December	Recognise, Reflect & Reset

## ART WORK & LOGO

All graphic artwork (e.g. logos) for the RIMPA promotional material must be submitted to the marketing and event manager [jo.kane@rimpa.com.au](mailto:jo.kane@rimpa.com.au)

All art work must be submitted in the following format:

- Full colour, or black and white;
- High Resolution 300 dpi; and
- Format .PNG or .JPG or .EPS

## RIMPA WEEK IN REVIEW

Each week RIMPA publishes the RIMPA Week in Review which is distributed to all subscribers. Please provide any artwork, promotional collateral one week prior to the date you wish to advertise.

Please send to [jo.kane@rimpa.com.au](mailto:jo.kane@rimpa.com.au)



# 2021 RIMPA INDUSTRY PARTNER CONTRACT

## SOCIAL MEDIA PLATFORMS

Social Media Posts: If you choose to promote opportunities via this platform a minimum of 2 weeks' notice must be given in order for the item to be included in the scheduled posts for that chosen platform

## ONLINE BUSINESS DIRECTORY

Please choose (tick) 4 x categories for your business to be featured in

Bureau Services	Monitoring And Auditing
Classification	Other Services
Consultants	Outsourcing
Document Scanning	Personnel Services
Education And Training	Policy And Governance
Employment	Publications
Filing Systems	Retention And Destruction
Imaging	RM Process And Requirements
Information Management	Storage
Job Vacancies	Systems, Design And Implementation
Management Systems	

## PLEASE INCLUDE IN YOUR RETURN EMAIL WITH THIS CONTRACT

- Current logo in eps, Jpg and png format
- Hyperlink
- Logo and hyperlink for addition to RIMPA website