



SPONSORSHIP PROSPECTUS

FY 23/24

PROPERTY
INVESTMENT
PROFESSIONALS
OF AUSTRALIA

PIPA

About Us

Established in 2011, the Property Investment Professionals of Australia (PIPA) is a non-profit industry association representing the interests of property investment professionals and consumers across the nation. Our mission is to raise the standards of professionalism within the industry and to promote the benefits of property investment to the wider public.

Our national association brings together professionals from a range of disciplines, including buyers' agents, mortgage brokers, property investment advisors, conveyancers, and financial planners to name but a few. We are committed to advocating for the interests of our members, promoting ethical and responsible investment practices, and providing education and support to property investment professionals across Australia.



Industry Data

Property investment is a significant contributor to the Australian economy, with more than two million Australians owning at least one investment property.

Despite the economic benefits of property investment, the industry is not without its challenges. A lack of regulation and oversight has led to the proliferation of unscrupulous operators, and many Australians are not

aware of the risks sometimes associated with property investment if they work with an inexperienced and unethical person.

This is where PIPA comes in. By promoting best practice and providing education and support to property investment professionals, we are working to ensure that the industry remains ethical, transparent, and accessible to all Australians.

Residential Real Estate Underpins Australia's Wealth



RESIDENTIAL REAL ESTATE

\$9.4 Trillion



AUSTRALIAN SUPERANNUATION

\$3.4 Trillion



AUSTRALIAN LISTED STOCKS

\$2.8 Trillion



COMMERCIAL REAL ESTATE

\$1.3 Trillion

NUMBER OF DWELLINGS

10.9 Million

OUTSTANDING MORTGAGE DEBT

\$2.2 Trillion

HOUSEHOLD WEALTH
HELD IN HOUSING

56.1%

TOTAL SALES P.A.

482,684

GROSS VALUE OF SALES P.A.

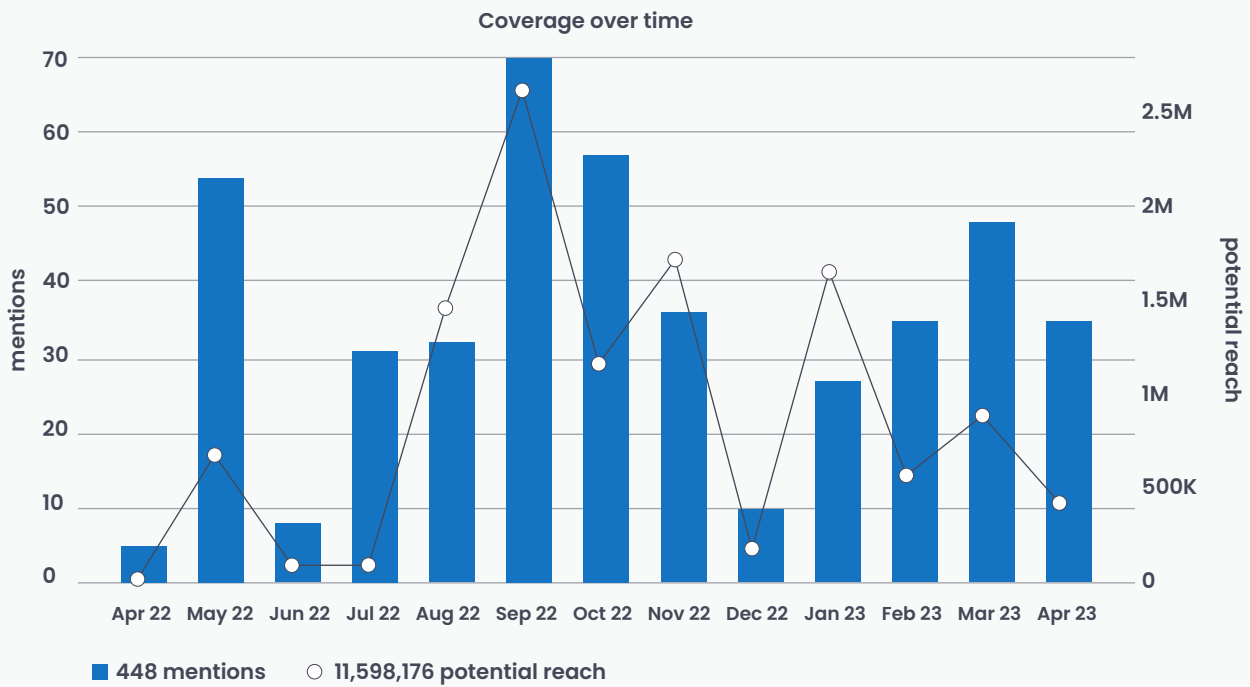
\$427.6 Billion

Source: CoreLogic, RBA, APRA, ASX



Industry Data

PIPA Media Coverage over the last 12 months.

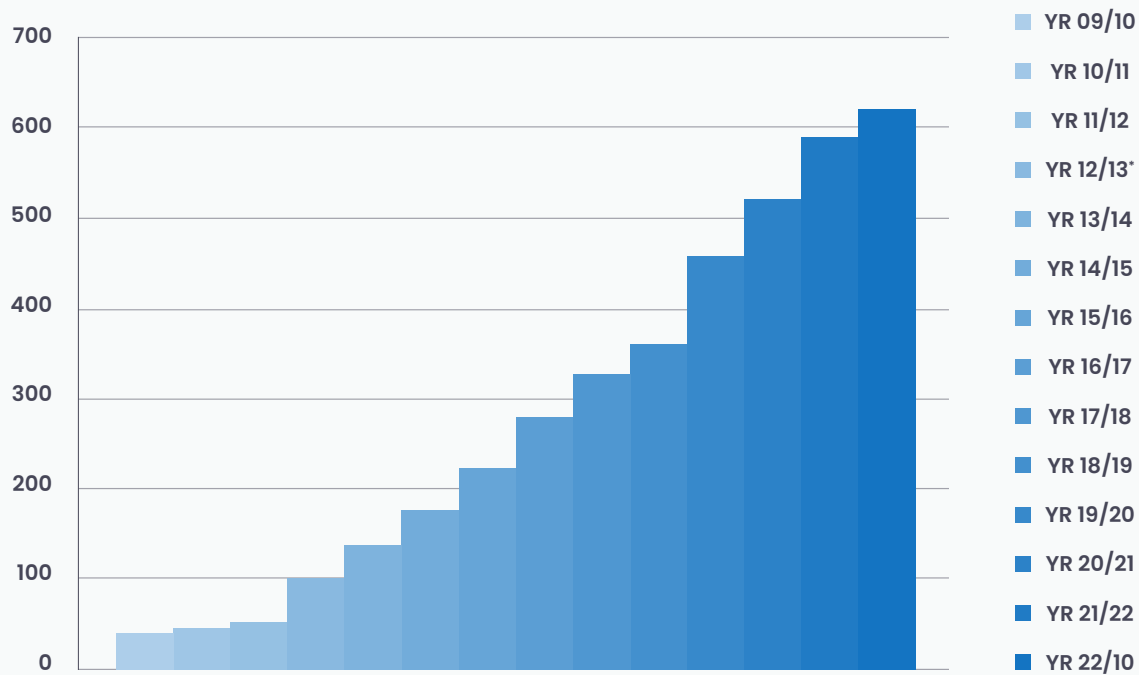


PIPA membership and QPIA



Industry Data

QPIA Student Enrolments



Social Media – likes and followers



1.5K likes & 1.9K followers



2,613 followers

Expand your reach through PIPA corporate sponsorship

Do you want to increase your reach, and generate valuable exposure for your business? Do you want to give your business a competitive edge? We'd like to offer you a unique opportunity to align with PIPA through our exclusive corporate sponsorship program.

By becoming a PIPA sponsor, you will have the ability to connect to thousands of members and consumers, as well as generate important exposure for your business and create an edge over your competition. As a valued sponsor, you will receive a variety of brand exposure and communication opportunities as well as be the only PIPA association sponsor within your sector.

We offer a variety of sponsorship options and know that every business is unique, which is why we are always happy to work with you to discuss your sponsorship needs. We believe having that flexibility can create a partnership that is beneficial for both your business, for PIPA, as well as the wider property investment industry.

2023 PIPA National Conference

The PIPA Annual Conference is the premier event on the PIPA annual calendar. Members from around the country travel to Sydney for the day-long event, attending sessions led by the best in the industry.

2024 PIPA Awards Night

The 2024 PIPA Awards Night will be a black-tie event to showcase the incredible talent we have in our industry and will serve as a platform to honour and recognise the remarkable achievements and contributions of our members.

Breakfasts/Networking evenings

In addition to the PIPA Conference and Awards Night Dinner, the **PIPA Breakfasts and Networking evenings** are also valuable opportunities promote your brand, build partnerships and contacts. These events provide a relaxed and informal atmosphere to connect with other professionals in the industry, exchange ideas and explore potential collaborations.

PIPA Corporate Sponsorship Benefits

With only seven association sponsorship packages available – and sector exclusivity for Diamond and Platinum sponsors – corporate sponsorship for your business represents a rare opportunity you shouldn't miss. Your business will not only receive maximum exposure and stand out amongst your peers, your brand will be seen as a trusted partner of PIPA by the wider property investment sector.

Our corporate sponsorship exclusivity will allow you to create a deeper connection with your audience and have a greater impact. In addition, with fewer sponsors to share the spotlight, you'll have a greater chance of leaving a lasting impression. Don't miss this chance to elevate your business's presence, visibility, and reputation by securing one of the limited sponsorship packages available for the 2024 financial year.

Sponsorship at a glance

OPPORTUNITY	DIAMOND	PLATINUM	GOLD
National Conference 2023 tickets	3	2	1
- Conference information booth	✓	✓	
- Gift bags: supply promotional items	✓	✓	✓
Awards Night dinner tickets	4	3	2
- Award presentation	✓	✓	✓
Exclusive Breakfast Sponsorship	1		
Advertising			
- National Conference	✓	✓	✓
- Awards Night	✓	✓	✓
- PIPA Adviser Editorial	✓		
- PIPA Adviser Advertising	✓	*	*
- PIPA Consumer Newsletter	✓	*	*
- PIPA Member Newsletter	✓	*	*
- PIPA Website	✓	✓	✓
- PIPA Social Media	✓	✓	✓
Right of Refusal for Sponsorship renewal	✓	✓	
Optional Extras			
- Annual Breakfast Seminar (Brisbane, Melbourne & Sydney) \$5,000 per breakfast, ex GST.			
- Annual Networking Evening (Brisbane, Melbourne & Sydney) \$2,000 per networking evening, ex GST.			

DIAMOND PACKAGE

(1 available)



This package has been developed for sponsors to enhance their brand visibility, establish or further increase their presence in the property investment industry, and achieve strong reach and frequency amongst their targeted cohort. Choosing the Diamond Package can ensure that your business has a consistently high and noticeable presence and reach across the wider property investment industry.

2023 PIPA National Conference

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.

Event

- Logo inclusion in the official Conference program.
- Verbal recognition in the opening and closing sessions.
- On-screen recognition during break times.

- Prime location for information booth during break times.
- Three (3) tickets to national conference seated in prime location.

Post-event

- Sponsor recognition in social media wrap-up.

2024 PIPA Awards Night

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.

Event

- Logo inclusion in the official Awards Night program.
- Verbal recognition in the opening and closing sessions.

- Present category winner on stage with photo opportunity.
- On-screen recognition during break times.
- Four (4) tickets to Awards Night dinner seated in prime location.

Post-event

- Sponsor recognition in social media wrap-up.

Brand/Logo Exposure

- One Breakfast sponsorship
- PIPA Adviser e-magazine editorial in every edition (3 times per year)
- PIPA Adviser e-magazine advertising in every edition (3 issues per year)

- PIPA Monthly Consumer newsletter advertising and click through
- PIPA Monthly Member newsletter advertising and click through
- PIPA Website
- Right of refusal for sponsorship renewal.

PLATINUM PACKAGE

(2 available)



This package has been created to cater to businesses with a strong focus on servicing the property investment industry. By opting for the Platinum package, your business can establish a regular presence and reach targeted membership within the property investment industry.

2023 PIPA National Conference

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.

Event

- Logo inclusion in the official Conference program.
- Verbal recognition in the opening and closing sessions.
- On-screen recognition during break times.

- Prime location for information booth during break times.
- Two (2) tickets to national conference seated in prime location.

Post-event

- Sponsor recognition in social media wrap-up.

2024 PIPA Awards Night

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.

Event

- Logo inclusion in the official Awards Night program.
- Verbal recognition in the opening and closing sessions.

- On-screen recognition during break times.
- Three (3) tickets to Awards Night dinner seated in prime location.
- Present category winner on stage with photo opportunity.

Post-event

- Sponsor recognition in social media wrap-up.

Brand/Logo Exposure

- PIPA Adviser e-magazine advertising two issue per year*
- PIPA Monthly Consumer newsletter advertising six times per year*

- PIPA Monthly Member newsletter advertising six times per year*
- PIPA Website
- Right of refusal for sponsorship renewal.

GOLD PACKAGE

(4 available)



This package is designed for businesses looking to enhance their presence in the property investment industry through highlighting their service offerings to the wider sector. Opting for the Gold package can help your business establish a regular presence and increase reach across the property investment industry.

2023 PIPA National Conference

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.
- On-screen recognition during break times.
- One (1) ticket to national conference

Event

- Logo inclusion in the official Conference program.
- Verbal recognition in the opening and closing sessions.

Post-event

- Sponsor recognition in social media wrap-up.

2024 PIPA Awards Night

Pre-event

- Logo inclusion on event promotional material.
- Logo inclusion on event web page.
- On-screen recognition during break times.
- Two (2) tickets to Awards Night dinner.
- Present category winner on stage with photo opportunity.

Event

- Logo inclusion in the official Awards Night program.
- Verbal recognition in the opening and closing sessions.

Post-event

- Sponsor recognition in social media wrap-up.

Brand/Logo Exposure

- PIPA Adviser e-magazine advertising one issue per year*
- PIPA Monthly Consumer newsletter advertising three times per year*
- PIPA Monthly Member newsletter advertising three times per year*
- PIPA Website
- Right of refusal for sponsorship renewal.

Optional extras available

- **Annual Breakfast Seminar** (Brisbane, Melbourne & Sydney) \$5,000 per breakfast, ex GST
- **Annual Networking Evening** (Brisbane, Melbourne & Sydney) \$2,000 per networking evening, ex GST.



We'd love to hear from you!

We encourage you to explore the available sponsorship options and let us know how our team can work closely with you to create a sponsorship relationship that meets your needs. We look forward to hearing from you.



Nicola McDougall

PIPA Chair

For more information, please contact:

Karen Millers

PIPA – Operations Manager

E: corporateaffairs@pipa.asn.au

P: 02 7205 0700 or 0423 547 082