



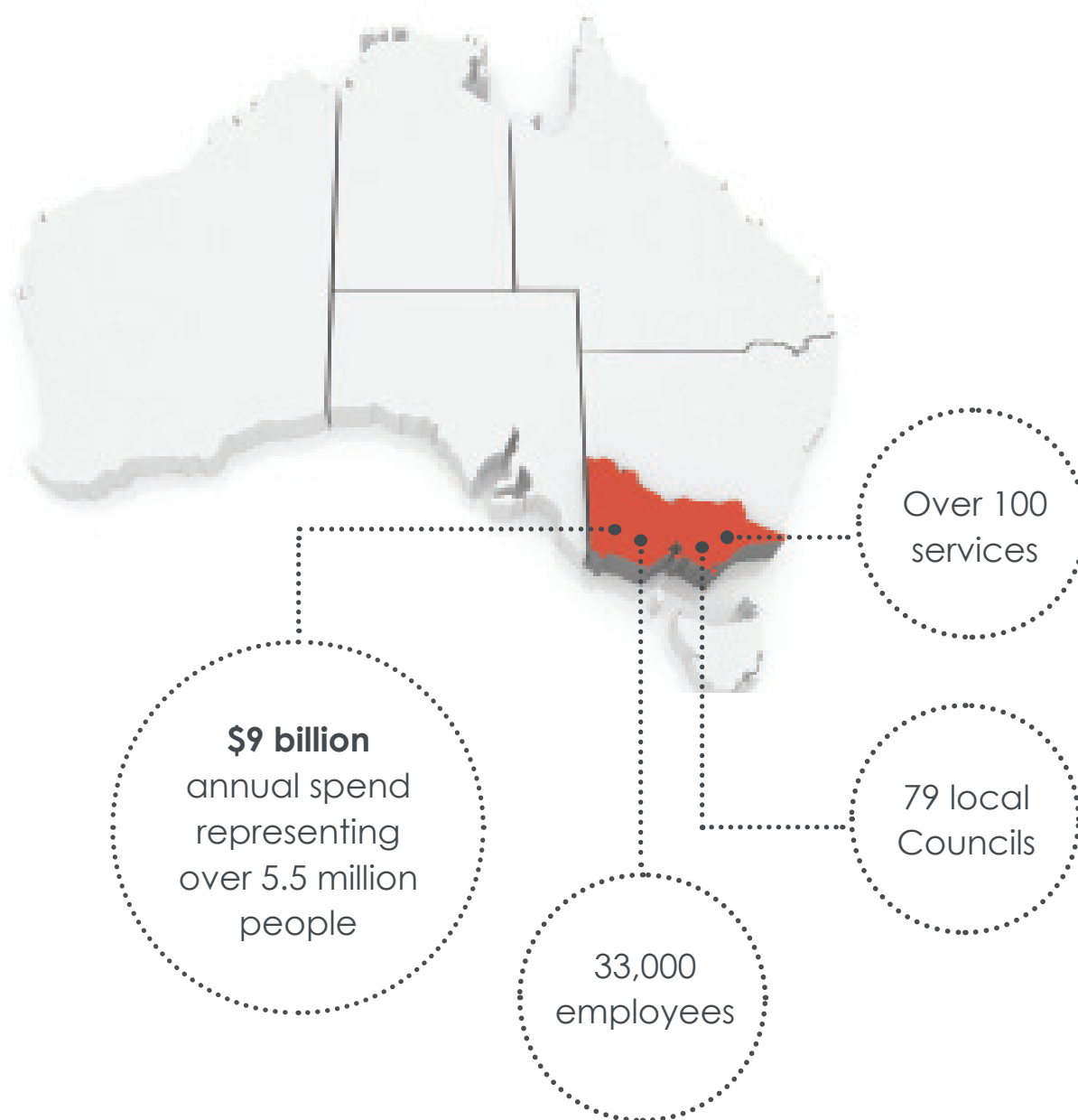
BENEFITS OF LGPRO CORPORATE PARTNERSHIP

CONNECTING WITH
LOCAL GOVERNMENT
IN VICTORIA

ABOUT LOCAL GOVERNMENT IN VICTORIA

LGPro can help you get your **foot in the door** of the Victorian Local Government sector which has more than 33,000 employees across 79 Councils that have a combined annual spend of \$7.2 billion on service delivery and \$2 billion on infrastructure (www.knowyourcouncil.vic.gov.au).

Councils deliver more than 100 services to communities across Victoria. For organisations wishing to work with Local Government, having a **positive reputation** and **visible brand** is highly valuable in this sector.



GETTING THE MOST OUT OF YOUR CORPORATE PARTNERSHIP WITH LGPRO

LGPro **highly values** the commitment our Corporate Partners show to the Local Government sector.

As a Corporate Partner you receive a significant amount of free advertising in our communications and on our website. Our website receives **165,000 page hits per year** and our fortnightly email newsletter, Your Sector Your News has a distribution of **around 7000**. You also receive reduced rates to attend nominated programs and events that put you face-to-face with decision makers in Local Government in Victoria.

This document outlines your benefits, plus what we need from you to ensure you get the most out of your Corporate Partnership.

WHAT WE GIVE YOU...

Networking

- Complimentary tickets to the LGPro Annual Conference Dinner (500+ guests) in February each year (two tickets for a Corporate Partner and one ticket for a Small Business Corporate Partner)
- Complimentary attendance at the Corporate Partner Speed Networking Event in October each year (two representatives for a Corporate Partner and one representative for a Small Business Corporate Partner)
- Complimentary attendance for one representative to attend a specialised Introduction to Local Government for Corporate Partners session to assist you to understand how to work with Councils
- Partner rates for exhibiting at nominated events and conferences
- Local Government Member rates to attend nominated LGPro events putting you face-to-face with key personnel
- Introductory meeting with LGPro's CEO and Sponsorship Manager to discuss how to get the most from your investment
- Introduction to LGPro Special Interest Groups (SIGs) of your choice (subject to the terms of reference of each SIG)

Promotion

- Exclusive access to sponsor LGPro activities
- Two complimentary quarter page advertisements in the 'Corporate Partner Directory' in our Profile magazine. One will appear in the December edition and the other in the March edition
- A case study on the 'Corporate Partners working with Local Government' page of our website
- An advertisement on the 'Learn more about our Corporate Partners' page of our website
- Complimentary banner advertisement in our fortnightly Your Sector Your News email newsletter (artwork to be provided by the Corporate Partner)
- Minimum of two listings each year highlighting Corporate Partner news and events in the Corporate Partner Offerings section of Your Sector Your News
- Introduction of new Corporate Partners in Your Sector Your News
- Significantly discounted rates for advertising in LGPro's Profile magazine (**50% less than Non-Corporate Partner rate**) plus a 50% discount on a full page advertisement in one edition of Profile each year
- Opportunity to advertise on the app we have for some events
- Quick link from the LGPro website to Corporate Partner website
- Official LGPro Corporate Partner logo to use on company digital and print communications
- Certificate of Recognition as an LGPro Corporate Partner

WHAT WE NEED FROM YOU...

Company contact information

- Contact details for two representatives of your company who will be the key contacts to receive information about LGPro activities. We require their names, titles, phone number and email address
- The contact details (same as above) of a marketing representative from your company (if applicable)

Advertising artwork to be provided by Corporate Partner

See specifications for this artwork on the next page

- Advertisement to be displayed on the Learn More About our Corporate Partners page of our website
- Case study to be displayed on the 'How our Corporate Partners are working with Local Government' page of our website
- Quarter page advertisement to be included in the Corporate Partner Directory in the December and March editions of our Profile magazine
- Banner advertisement to be included in Your Sector Your News

Optional additional free advertising

- Minimum of two free listings of Corporate Partner news and events under the Corporate Partner Offerings section of Your Sector Your News (100 words plus a link to where people can get more information). Send your copy and link to vickia@lgpro.com by noon on Monday to have the item included in the Wednesday Your Sector Your News.

All of the benefits above are designed to promote your brand to our extensive networks in Local Government.

If you have any questions please contact Vicki Amiguet, Manager Communications & Sponsorship on (03) 9268 6400.

Connect with us at [LGProVIC](#)



FREE ADVERTISING SPECIFICATIONS

Digital Advertising

Ad type	Specifications	Submission details
Advertisement displayed on LGPro website linked to partner website (LGPro will update this advertisement as and when you require it)	240px wide x 400px high Acceptable formats JPG, GIF, PNG. All colours saved in RGB for web	Email your finished artwork to: vickia@lgpro.com or jodiez@lgpro.com
Case study giving an example of how you are working with Councils	Save your case study as a PDF	Email your case study to vickia@lgpro.com or jodiez@lgpro.com
Quarter page advertisement in the Corporate Partner Directory in the December and March editions of our Profile Magazine	90mm wide x 125mm high Finished artwork as PDF file	Artwork due by the first week of November and the first week of February. Email your finished artwork to: vickia@lgpro.com or jodiez@lgpro.com

Your Sector Your News (e-Newsletter)

Ad type	Specifications	Submission details
Footer Banner Advertisement	520px wide x 120px high. Acceptable formats JPG, GIF, PNG. All colours saved in RGB for web	Email your finished artwork to: vickia@lgpro.com or jodiez@lgpro.com
Corporate Partner Offerings available to Corporate Partners twice a year and can used to promote new or special offerings for Local	100 words maximum and a forwarding link	Send your copy and link to: vickia@lgpro.com
A welcome to new Corporate Partners including company name a 75 word company profile and a link to company website	75 words maximum	Send your copy to: vickia@lgpro.com