

# CONNECTING OPERATORS AND SUPPLIERS



## Partnership Packages 2024



## Associate Member

(\$1,700 incl GST)

The package comprises:

- Alignment of your business with Victoria's only bus and coach Operator representative body.
- Stay up to date with industry news with 1 x print copy of our monthly Member Bulletin. Extra digital copies distributed to other representatives upon request.
- Business name listed on the BusVic website (viewable by all members as well as the public).
- 1 x BusVic Social Media post promoting our company's support of BusVic (BusVic to prepare).
- Networking opportunities with Bus Operators at most BusVic events. Registration fee payable.
- Opportunity to exhibit at discounted rates at BusVic events.
- 50% discount on advertising in the monthly Member Bulletin.

## Bronze Partnership

(\$6,600 incl GST)

The package comprises:

- 1 x half page advertisement in the BusVic monthly Member Bulletin (content supplied by the Partner). BusVic retains the right to manage the media plan (value \$1,200).
- Recognition as Bronze Partner on the BusVic website, including a link to the Partners' website (value \$1,000).
- 1 x full delegate registration to all Regional Conferences (formerly Branch Meetings) and acknowledgement of Bronze Partnership by BusVic at the Conference, display of your bus, product or services (ZEB or otherwise) at each Regional Conference, Conference meal, and networking time with operators (value \$2,500).\*
- Recognition as Bronze Partner at BusVic's 80th Anniversary Dinner 27th July 2024 (value \$2,000).
- 4 x registrations to BusVic's 80th Anniversary Dinner 27th July 2024 (value \$800).
- Bronze Partners' logo recognition in the BusVic monthly Member Bulletin (value \$200).
- Permission to use the BusVic logo on your website and marketing collateral, referencing you as a Bronze Partner (value \$1,000).
- 1 x print copy of the monthly BusVic Member Bulletin (value \$150). Extra digital copies distributed to other representatives upon request.
- BusVic website account with access to Partner Area and ability to manage company and staff contact details.

## Silver Partnership

(\$9,900 incl GST)

The package comprises:

- 2 x half page advertisements in the BusVic monthly Member Bulletin (content supplied by the Partner). BusVic retains the right to manage the media plan (value \$2,400).
- 1 x full delegate registration to all Regional Conferences (formerly Branch Meetings) and acknowledgement of Silver Partnership by BusVic at the Conference, display of your bus, product or services (ZEB or otherwise) at each Regional Conference, Conference meal, and networking time with operators (value \$2,500).\*
- Recognition as Silver Partner at BusVic's 80th Anniversary Dinner 27th July 2024 (value \$2,000).
- 6 x tickets to BusVic's 80th Anniversary Dinner 27th July 2024 (value \$1,200).
- Recognition as Silver Partner on the BusVic website, including a link to the Partners' website (value \$1,000).
- Silver Partners logo recognition in the BusVic monthly Member Bulletin (value \$200).
- Permission to use the BusVic logo on your website and marketing collateral, referencing you as a Silver BusVic Partner (value \$1,000).
- 1 x print copy of the monthly BusVic Member Bulletin (value \$150). Extra digital copies distributed to other representatives upon request.
- BusVic website account with access to Partner Area and ability to manage company and staff contact details.

## Gold Partnership

(\$17,500 incl GST)

The package comprises:

- 1 x half page and 1 x full page advertisement in the BusVic monthly Member Bulletin (content supplied by the Partner). BusVic retains the right to manage the media plan (value \$2,400).
- 2 x full delegate registrations to all Regional Conferences (formerly Branch Meetings) and acknowledgement of Gold Partnership by BusVic at the Conference, display of your bus, product or services (ZEB or otherwise) at each Regional Conference, Conference meal, and networking time with operators (value \$3,500).\*
- Recognition as Gold Partner at BusVic's 80th Anniversary Dinner 27th July 2024 (value \$2,000).
- 1 x table of 10 at BusVic's 80th Anniversary Dinner 27th July 2024 (value \$2,000).
- 1 x email sent by BusVic to our members showcasing your key products/services or a major announcement e.g. new product release or key appointments. Subject to our approval (value \$4,000).
- 1 x exclusive 45 minute webinar presentation of Zero Emission Bus capability to Busvic membership. Subject to our approval (value \$7,000)
- Recognition as Gold Partner on the BusVic website, including a link to the Partners' website (value \$1,000).
- Gold Partners' logo recognition in the BusVic monthly Member Bulletin (value \$200).
- Permission to use the BusVic logo on your website and marketing collateral, referencing you as a Gold BusVic Partner (value \$1,000).
- 1 x print copy of the monthly BusVic Member Bulletin (value \$150). Extra digital copies distributed to other representatives upon request.
- BusVic website account with access to Partner Area and ability to manage company and staff contact details.

## Platinum Partnership

(\$40,000 incl GST)

The package comprises:

- 2 x full page advertisements in the BusVic monthly Member Bulletin (content supplied by the Partner). BusVic retains the right to manage the media plan (Value: \$4,000).
- 1 x full page editorial the BusVic monthly Member Bulletin (content supplied by the Partner). BusVic retains the right to manage the media plan (Value: \$2,400).
- 1 x Corporate Responsibility/Industry Contribution profile feature to be promoted on the BusVic website and social media channels (Value: \$1,200).
- 1 x email sent by BusVic to our members showcasing your key products/services or a major announcement e.g. new product release or key appointments. Subject to our approval (value \$4,000).
- 3 x full delegate registrations to all Regional Conferences (formerly Branch Meetings) and acknowledgement of Platinum Partnership by BusVic at the Conference, display of your bus, product or services (ZEB or otherwise) at each Regional Conference, and networking time with operators (value \$4,500).\*
- Recognition as Platinum Partner on the BusVic website, a 100-word profile, and link to the Partner's website (value: \$2,000).
- Recognition as a Platinum Partner in the BusVic Monthly Member Bulletin (value \$150).
- Permission to use the BusVic logo on your website and marketing collateral, referencing you as a BusVic Platinum Partner (value \$1,000).
- 2 x print copies of the monthly BusVic Member Bulletin (value \$300). Extra digital copies distributed to other representatives upon request.
- BusVic website account with access to Partner Area and ability to manage company and staff contact details.

### BusVic 80th Anniversary Dinner - 27 July 2024

- Logo representation and acknowledgement as Platinum Partner on all marketing collateral associated with any 80th Anniversary events, including each monthly member bulletin.
- 2 x tables of 10 at the 80th Anniversary Dinner at the Melbourne Convention and Exhibition Centre (Value: \$4,000).
- Digital logo representation projected on screen at all 80th Anniversary events.
- One full page acknowledgement and capability statement in the 80th Anniversary Dinner brochure (to be drafted by you and subject to our approval).
- One minute verbal acknowledgement and expression of thanks at the 80th Anniversary Dinner by your representative.
- One minute capability and industry contribution video included promotions for our Anniversary Dinner. Promoted to members directly and on the BusVic website and social media channels (subject to our approval).

\**Trestle tables will be made available upon request for displays at Regional Conferences.*