



Australian Learning Impact Awards  
SHOWCASING LEARNING EXCELLENCE  
Sponsorship Packages





INSTITUTE  
FOR LEARNING  
PROFESSIONALS  
A U S T R A L A S I A

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## About the Australian Learning Impact Awards

The Institute for Learning Professionals (ILP) is a leading member-based industry body for learning and development (L&D) professionals across Australasia, representing over 4,300 professionals and the wider L&D community across Australia, New Zealand and globally.

Individual and organisation learning excellence is celebrated each year through the Australian Learning Impact Awards (ALIAs).

The ALIAs recognises learning and development professionals across Australasia for their excellence to the learning industry.

In addition to Award specific criteria, submissions are assessed against their ability to demonstrate the core value of ILP, being **Collaboration, Innovation, Learning Impact, and Sustainability.**



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## Sponsorship packages & benefits

Event sponsorship has proven to be one of the most effective ways to increase your brand awareness, generate and influence customer interest and foster brand loyalty.

ALIA Sponsorship, offers you the opportunity to **showcase your brand, message and products** to over **4000+ dedicated learning professionals, corporate partners and key decision makers** through the ILP extended network.

Our Sponsorship packages offer:

- Naming rights on your selected award
- Media exposure through EDMs, social media and ILP publications
- The opportunity to feature your articles in ILP Award publications pre and post event.
- Lead generation and networking directly in your market
- Access to the Awards database to market directly to attendees

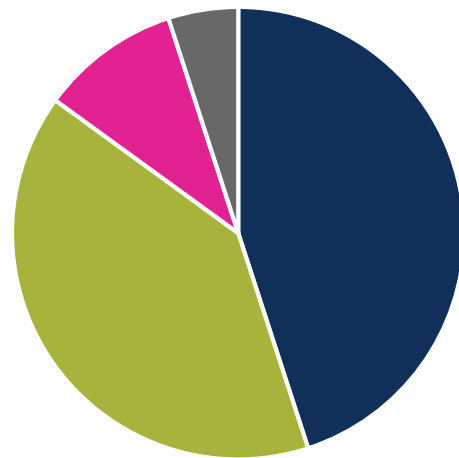
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## We know your market

ILP members, award nominees and guests are well educated, experienced, learning and development professionals, RTO trainers, assessors and coaches from small business, corporate and the public sector.

They are brand conscious, technology savvy and looking for tools and systems to grow their skill and business.

With around 50% of the attendees independent contractors and consultants, the Awards provides you the opportunity to connect directly with your market.



- 45% L&D Consultants
- 40% Corporate L&D Managers & Trainers
- 10% Coaches
- 5% RTO Trainers & Assessors

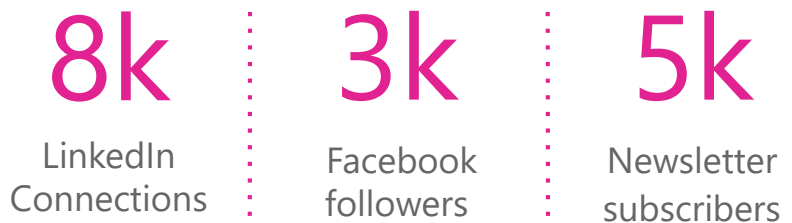
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## How we can build your brand

The Australian Learning Impact Awards will be launched on 2 April 2019, with 7 awards available for nomination in 2019. The Awards will be promoted across all ILP channels including monthly events, blogs, articles and our regular member EDMs.

Scheduled promotions include:

- 4 targeted newsletters
- 2 event articles
- Regular LinkedIn Posts – including ILP Partner specific promotions
- Regular Facebook promotions







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## ILP National Partner

As a National Partner, you are afforded the benefits of a **Premium Sponsor at the Australian Learning Impact Awards**, in addition to the following benefits, which we believe will support your mission to grow awareness of your locations and services

As a National Partner, you have the opportunity to:

- promote your brand to ILP members through EDM, website, event marketing, social media and ILP publications for 12-months, AND
- share your message directly to our members through co-hosted ILP events in your Brisbane, Sydney and Melbourne locations.

In addition, as a Premium Sponsor at the Australian Learning Impact Awards, we offer you:

- Award Naming Rights
- Presentation of Award at Gala Dinner
- Company Profile in Awards booklet
- Promotion material for attendees
- Electronic logo displayed
- Logo & company name in all marketing promotions
- Feature in ILP Award publications post event
- 1 x Table (8 tickets) Gala Dinner Tickets (additional tickets at discounted price)

**Investment: \$11,000 inc GST**

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## Premium Award Partner

With Premium Award Sponsorship packages, you can showcase your brand by Sponsoring the Awards Gala Dinner. In addition to media exposure through EDMs, social media and ILP publications, as a Premium Award Partner we offer you:

- Award Naming Rights
- Presentation of Award at Gala Dinner
- Company Profile in Awards booklet
- Feature your brand through articles in ILP Award promotions
- Lead generation and networking directly in your market prior to the event
- Company branding on Awards publications
- Promotion material to be displayed at the Awards dinner
- Electronic logo displayed at the Event
- 4 x Gala Dinner Tickets (additional tickets at discounted price)

**Investment: \$6,600 inc GST**





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## Award Partner

With our Award Sponsorship package, you can showcase your brand by Sponsoring the Awards Gala Dinner. In addition to media exposure through EDMs, social media and ILP publications, as an Award Partner we offer the opportunity to:

- Feature your brand through articles in ILP Award promotions.
- Lead generation and networking directly in your market prior to the event.
- Access to the Awards database to market directly to attendees
- Company branding on Awards publications
- Promotion material to be displayed at the Awards dinner
- Electronic logo displayed at the Event.
- 2 x Gala Dinner Tickets (additional tickets at discounted price)

**Investment: \$3,300 inc GST**

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## Align yourself with Australia's Premier L&D Industry Body

ILP supports individuals and organisations working within the learning industry, from trainers and facilitators, to coaches, business services professionals and L&D teams offering Professional and Fellow Memberships. We are passionate about the learning industry and we exist to help you to thrive.

Our National Partner and ALIA Sponsorship packages enable you to connect directly with our members, sharing offers and increasing your brand awareness.

**Become an ILP Award Partner Today** and start sharing your message with the learning industry is easy with ILP Award Partnerships.

**Contact us today**  
[events@ilpworldwide.org](mailto:events@ilpworldwide.org)  
1300 768 660



Phone 1300 768 660  
Fax 1300 768 756  
17 Gould Rd, Herston, QLD 4006  
PO Box 638 Indooroopilly QLD 4068  
[www.ilpworldwide.org](http://www.ilpworldwide.org)

