

SPONSORSHIP PACKAGE

Australian Hotels Association (SA)
2011 / 2012



AHA|SA

Australian Hotels Association (SA)

Lucy Randall

Manager – Events and Sponsorship

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Management

Ian Horne	General Manager
Trevor Evans	Industrial Relations and Human Resources
Brian Smith	Membership and Business Services
Lucy Randall	Events and Sponsorship
Bronte McCarthy	Finance and Administration
Katherine Taylor	Government and Public Relations
Chris Thomson	Licensing and Gaming
Wally Woehlert	General Manager - Gaming Care
Rhonda Turley	Executive Officer - Gaming Care





Established in 1871, the Australian Hotels Association (SA) is the peak body for the South Australian Hotel Industry. The AHAISA is a member of the National AHA Federation. We currently enjoy record levels of membership with in excess of 500 (80%) of the State's 627 hotels as members, ranging from small country pubs to international hotels and resorts.

SA HOTEL INDUSTRY PROFILE

Employment: in excess of 25,000
 Payroll: over \$500 million
 Jobs created since gaming: approximately 4,500
 Capital and commercial value: in excess of \$3.5 billion
 Annual support to charities, sport/community groups: \$12 million
 Annual live band performances: 20,000
 Expenditure on redevelopments since gaming: in excess of \$800 million
 Retail sales from the public: over \$1.6 billion.

The AHAISA enjoys one of the highest profiles of any professional body in South Australia, and is nationally regarded for our political and industrial lobbying.

The AHAISA's objectives are to protect and promote the rights and interests of licensed industry businesses, and to maintain and promote high standards of service. These objectives are achieved through the provision of a comprehensive array of services to members, including:

INDUSTRIAL RELATIONS ADVICE

Members are able to obtain up-to-date information on all employment related matters, such as award coverage and interpretation, staff training, employment contracts, performance and termination advice and workplace agreements. Assistance is also provided in the areas of occupational health and safety, equal opportunity and WorkCover.

Our advisors are qualified to assist with all Australian Industrial Relations laws.

BUSINESS ADVICE, INFORMATION AND ADVOCACY

Setting up superannuation schemes and assistance with licensing disputes and applications are examples of the types of services available to AHAISA members. The AHAISA Business Services Manager is dedicated to ensuring the best rates are available to members across banking, energy and from other hotel suppliers.

PUBLIC AFFAIRS & COMMUNITY SUPPORT

It's no secret that the Hotel Industry is one of South Australia's most philanthropic industries. Each year, hotels donate millions of dollars to local community and sporting groups. In addition, the AHAISA administers the Hotel Care Community Projects which, through the Independent Gaming Corporation, donates to a wide variety of charity and community groups.

INDUSTRY VOICE TO GOVERNMENT

The AHAISA is one of the State's most prominent employer lobby groups, maintaining close working relationships with Members of Parliament and government departments. The AHAISA is a strong advocate for the industry, speaking on behalf of members on the many important issues affecting hotels. The Association's long-term objective is to ensure a viable hotel industry in South Australia by establishing stability, certainty and quality leadership.

GAMING SERVICES

Since the introduction of gaming, there has been a rapid expansion of facilities and services available in hotels, increasing the opportunities for suppliers and the availability of career options for hotel employees. The quality of SA hotels and the services they offer are without peer in Australia. The AHAISA provides comprehensive advice on gaming issues and is proud to have established the Hotels Responsible Gambling Early Intervention Agency, otherwise known as 'Gaming Care', with its growing support network for all South Australian hotels.

TOURISM ACCOMMODATION AUSTRALIA (SA)

TAA (SA) is a vibrant division of the AHAISA, which is specifically for member hotels whose primary form of business is the provision of accommodation. Many of the biggest and best-known hotel chains are members of TAA (SA). TAA (SA) holds regular meetings and events, and is vital in promoting the role of hotels within the tourism industry.

WHY BECOME A SPONSOR OF THE AHA|SA?

Sponsorship of the AHAISA is an exclusive opportunity providing companies with many benefits. The AHAISA places great importance on recognising our sponsors and is pleased to give these sponsors support in return. Likewise, our members are enthusiastic in their approach in giving preference to AHAISA sponsors when searching for the right supplier to suit the needs of their business - a fact that is often commented upon by sponsors and non-sponsors alike.

Sponsorship of the AHAISA provides businesses with outstanding opportunities to meet and network with key decision-makers in the hotel industry, and develop new business through the showcasing of products and services and increasing business profile.

The Regional Meeting luncheons are traditionally well attended and many current sponsors would agree that they have immense value. Visiting country and metropolitan areas enables AHAISA sponsors to connect with the hoteliers in familiar surroundings. This is a valuable tool for any company to embrace, particularly those with links to the hospitality industry. There are approximately sixteen Regional Meetings per year occurring at least once a month.

There are many AHAISA events during the year of which attendance is limited to only AHAISA members and sponsors. These events are a wonderful opportunity to mingle with industry leaders and to showcase your products and services. We are working hard to ensure that we are aligning the events more efficiently around hotel activities in 2012.

In a highly competitive market, why not ensure that your company's services or products have the best opportunity available.

"The partnership that Schweppes Australia have with the AHA brings many benefits to our business. The AHA provides fantastic networking opportunities with current and prospective industry figures through both informal and formal functions. Our AHA sponsorship also provides us with all key issues that challenge our industry. Schweppes Australia have a long standing partnership with the AHA and look forward to continuing this very beneficial sponsorship for years to come."

Darren White, Schweppes Australia.

"Being a Silver Sponsor of the AHAISA gets us directly involved in valuable networking opportunities and provides effective direct marketing to the hotel industry. In a competitive arena, this gives our company an advantage, as many decisions in business services are based not only on having a sound product, but also a very solid relationship. The fantastic communication from the association also keeps us abreast to the changes occurring in the industry in terms of regulations and legislation. Our sponsorship has definitely been one of the most important investments our company has made in the hospitality sector. A must for any company wishing to establish and maintain a successful partnership with the hotel industry."

John Bakker – Customers ATM

GOLD SPONSORSHIP

2011 / 2012



GOLD SPONSOR BENEFITS 2011/2012

Gold Sponsors enjoy recognition as a major supporter of the hospitality and tourism industry. The benefits for sponsors committing to this level include significant networking and promotional opportunities, and being kept up-to-date with industry issues via a number of publications and presentations. Benefits also include:

FRAMED CERTIFICATE

Gold Sponsors will receive a sponsorship plaque acknowledging their generous support of the AHAISA.

HOSPITALITY & EVENTS

- Two complimentary invitations to attend each Regional Meeting Lunch
- Two complimentary invitations to the President's Christmas Luncheon
- Two complimentary invitations to the Annual General Meeting Function
- Two complimentary invitations to attend an exclusive Major Sponsor Reception exclusive to Platinum, Gold and Silver Sponsors
- Three complimentary invitations to attend regular Women in Hotels networking events
- Complimentary invitations to other key AHAISA Hotel Industry Events

Gold Sponsors will receive naming and preference rights to one Award category at the AHAISA Hotel Industry Awards for Excellence Gala Dinner. This also includes the following:

- Ticketing for one complimentary table of ten
- Presentation of an Award by a nominated company representative
- Recognition on the framed Award presented to the category winner
- On-screen sponsorship recognition
- Sponsorship acknowledgment by the Master of Ceremonies
- Logo recognition in the Hotel Industry Awards for Excellence Program
- Recognition in the pre and post event public and media relations program
- Product placement opportunities where appropriate

MARKETING & PROMOTION

AHA|SA Executive Planner

Gold Sponsors will receive five complimentary 2012 AHAISA Industry Executive Planners. The planner notes all key AHAISA events and meetings in order to plan your year. Gold Sponsors will have their company logo and contact telephone number displayed on the 2012 AHAISA Industry Executive Planner which is sent to all AHAISA Hotel Members.

Presentation to the AHA|SA Council

All Platinum and Gold Sponsors will be given the opportunity to make a brief presentation followed by a light lunch at an AHAISA Council Meeting. This is a unique opportunity to speak directly to hotel industry leaders. This benefit is optional and should be arranged by contacting the Manager – Events & Sponsorship.

AHA|SA General Manager Briefing

All Platinum and Gold Sponsors have the opportunity to attend a comprehensive hotel industry overview presented by the AHAISA General Manager twice a year.





GOLD SPONSOR BENEFITS 2011/2012

Mailing Lists

Gold Sponsors will receive a list of all AHAISA financial members and also a comprehensive group owner listing (in accordance with the Privacy Legislation guidelines) and are encouraged to use the AHAISA network for the mutual benefit of the sponsors and AHAISA members.

Gold Sponsors will automatically be placed on the AHAISA mailing lists and will receive regular updates on industry related matters.

Company Promotion

Gold Sponsors are encouraged to provide members with marketing opportunities and promotions distributed through regular AHAISA mail-outs.

Sponsor Directory

A comprehensive and updated directory featuring all sponsors will be issued to AHAISA members twice a year included in the Licensees Liquor Guide. The AHAISA will proactively encourage the members to utilise the services of sponsors where and when opportunities arise.

ADVERTISING

Gold Sponsors are entitled to:

- Complimentary one year subscription to Hotel SA magazine
- Complimentary full page colour advertisement in Hotel SA magazine
- Two complimentary articles in Hotel SA relating to products and services available to the hotel industry
- Logo featured on the AHAISA sponsors page and service listing in every issue of Hotel SA magazine
- Full details and logo featured in the Licensees Liquor Guide to be distributed to all AHAISA members twice a year
- Directory listing and colour logo featured on the 2012 AHAISA Industry Executive Planner which is distributed to all AHAISA members
- Exclusive sponsor discount rates on advertising in Hotel SA magazine

WEBSITE

Gold Sponsors are entitled to:

- A password to the MEMBERS ONLY section of the AHAISA website www.ahasa.asn.au for accessing information on-line
- Gold Sponsors will be acknowledged on the AHAISA website with a company logo, including a hyperlink to your company's website

SILVER SPONSORSHIP

2011 / 2012



SILVER SPONSOR BENEFITS 2011/2012

This high level sponsorship brings considerable benefits in promoting your business to the hotel industry. These include:

HOSPITALITY & EVENTS

- Two complimentary invitations to attend each Regional Meeting Lunch
- Two complimentary tickets to attend the Hotel Industry Awards for Excellence Gala Dinner
- One complimentary invitation to the Annual General Meeting Function
- One complimentary invitation to the President's Christmas Luncheon
- One complimentary invitation to attend an exclusive Major Sponsor Reception only available to Platinum, Gold and Silver Sponsors
- Two complimentary invitations to attend regular Women in Hotels networking events
- Invitation to other key AHAISA Hotel Industry Events - available at the rate offered to AHAISA members.

MARKETING & PROMOTION

AHA|SA Executive Planner

Silver Sponsors will receive two complimentary 2012 AHAISA Industry Executive Planners. The planner notes all key AHAISA events and meetings in order to plan your year. Silver Sponsors will have their company contact telephone number displayed on the 2012 AHAISA Industry Executive Planner which is distributed to each AHAISA hotel member.

Mailing Lists

Silver Sponsors will receive a list of all AHAISA financial members and also a comprehensive group owner listing (in accordance with the Privacy Legislation guidelines) and are encouraged to use the AHAISA network for the mutual benefit of the sponsors and AHAISA members.

Silver Sponsors will automatically be placed on the AHAISA mailing lists and will receive regular updates on industry related matters.

Company Promotion

Silver Sponsors are encouraged to provide members with marketing opportunities and promotions distributed through regular AHAISA mail-outs.

Sponsor Directory

A comprehensive and updated directory featuring all sponsors will be issued to AHAISA members twice a year included in the Licensees Liquor Guide. The AHAISA will proactively encourage the members to utilise the services of sponsors where and when opportunities arise.

ADVERTISING

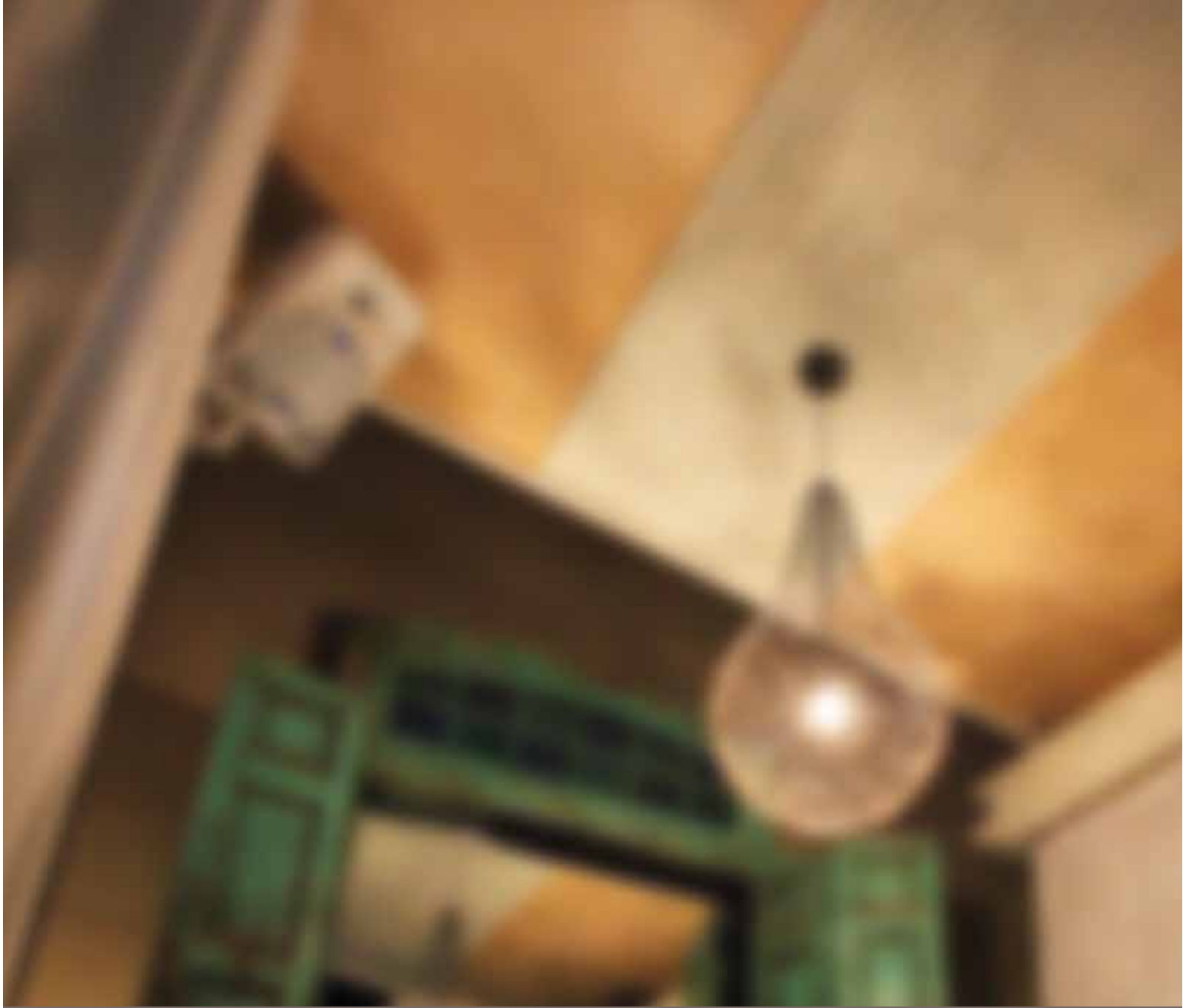
Silver Sponsors are entitled to:

- Complimentary one year subscription to Hotel SA magazine
- One complimentary quarter page colour advertisement in Hotel SA magazine
- One complimentary article in Hotel SA relating to products and services available to the hotel industry. Full details featured in the AHAISA Liquor Guide Suppliers Directory, to be distributed to all AHAISA members twice a year
- Directory listing on the 2012 AHAISA Executive Planner which is distributed to all AHAISA members
- Acknowledgment of AHAISA Sponsorship on the sponsors' page of Hotel SA magazine.
- Exclusive sponsor discount rates on advertising in Hotel SA magazine.

WEBSITE

Silver Sponsors are entitled to:

- A password to the MEMBERS ONLY section of the AHAISA website www.ahasa.asn.au for accessing information on-line
- Silver Sponsors will be acknowledged on the AHAISA website, including a hyperlink to your company's website



NAMING RIGHTS TO ONE AWARD FOR EXCELLENCE AT THE HOTEL INDUSTRY AWARDS

In the event that we do not reach capacity in the Gold sponsorship level, a limited number of Awards will be available for allocation to Silver Sponsors. Those interested in this benefit can be wait-listed to receive naming rights to one Award for Excellence, simply by indicating their interest on the enclosed application form. This benefit comes at an additional cost of \$2,500 plus GST (to be separately invoiced), and includes:

- Four complimentary tickets
- Presentation of an Award by a nominated company representative
- Recognition on the framed Award presented to the category winner
- On-screen sponsorship recognition
- Sponsorship acknowledgment by the Master of Ceremonies
- Company logo recognition in the Hotel Industry Awards Program.

**2011 AHA|SA
HOTEL INDUSTRY**



BRONZE SPONSORSHIP

2011 / 2012



BRONZE SPONSOR BENEFITS 2011/2012

This important level of sponsorship allows you to network with members of the AHAlSA and keep them briefed on your products and services. The Bronze benefits include:

HOSPITALITY & EVENTS

- One complimentary invitation to attend each Regional Meeting Lunch
- One complimentary invitation to attend regular Women in Hotels networking events
- Invitation to other key AHAlSA Hotel Industry Events - available at the rate offered to AHAlSA members.

MARKETING & PROMOTION

AHAlSA Executive Planner

Bronze Sponsors will receive two complimentary 2012 AHAlSA Industry Executive Planners. The planner notes all key AHAlSA events and meetings in order to plan your year. Bronze Sponsors will have their company contact telephone number displayed on the 2012 AHAlSA Industry Executive Planner which is distributed to each Hotel Member.

Mailing Lists

Bronze Sponsors will receive a list of all AHAlSA financial members and also a comprehensive group owner listing (in accordance with the Privacy Legislation guidelines) and are encouraged to use the AHAlSA network for the mutual benefit of the sponsors and AHAlSA members.

Bronze Sponsors will automatically be placed on the AHAlSA mailing lists and will receive regular updates on industry related matters.

Company Promotion

Bronze Sponsors are encouraged to provide members with marketing opportunities and promotions distributed through regular AHAlSA mail-outs.

Sponsor Directory

A comprehensive and updated directory featuring all sponsors will be issued to AHAlSA members twice a year included in the Licensees Liquor Guide. The AHAlSA will proactively encourage the members to utilise the services of sponsors where and when opportunities arise.

ADVERTISING

Bronze Sponsors are entitled to:

- Complimentary one year subscription to Hotel SA magazine
- Full details featured in the AHAlSA Liquor Guide Suppliers Directory, to be distributed to all AHAlSA members twice a year
- Directory listing on the 2012 AHAlSA Industry Executive Planner which is distributed to all AHAlSA member hotels
- Acknowledgment of AHAlSA Sponsorship on the sponsors' page of Hotel SA magazine
- Exclusive sponsor discount rates on advertising in Hotel SA magazine.

WEBSITE

Bronze Sponsors will be acknowledged on the AHAlSA website www.ahasa.asn.au including a hyperlink to your company's website.



This level of sponsorship provides an excellent introduction to the AHAlSA for suppliers wishing to establish and enhance their relationship with the hotel industry. The sponsorship benefits include:

MARKETING & PROMOTION

AHA|SA Executive Planner

Hotel Industry Supporters will receive a complimentary 2012 AHAlSA Industry Executive Planner.

ADVERTISING

Hotel Industry Supporters are entitled to:

- Complimentary one year subscription to Hotel SA magazine
- Directory listing on the 2012 AHAlSA Executive Planner which is distributed to all AHAlSA member hotels

WEBSITE

Hotel Industry Supporters will be acknowledged on the AHAlSA website www.ahasa.asn.au including a hyperlink to your company's website.



APPLICATION FOR SPONSORSHIP 2011/2012



To apply for Corporate Sponsorship, please complete this form and return to the AHAlSA.

POSTAL Lucy Randall
Manager - Events & Sponsorship
AHAlSA
PO Box 3092
RUNDLE MALL SA 5000

EMAIL lrandall@ahasa.asn.au

FAX 08 8232 4979

Company:

Nominated contact:

Business Address:

Postal Address:

Office telephone:

Mobile telephone:

Facsimile:

E-mail:

Website:

Signature:

GOLD SILVER BRONZE HOTEL INDUSTRY SUPPORTER

The Australian Hotels Association (SA) reserves the right to alter this package at any time.

AHA Sponsors

Platinum

10/11



Gold

10/11



Silver

10/11

- Amtek
- Angelakis Bros
- Aristocrat Technologies Australia
- Austar for Business/Foxsports
- Australian Liquor Marketers Pty Ltd
- BOC Limited
- Boylen Media
- Bytecraft Systems
- Cashcard Australia Limited
- Commonwealth Bank
- Customers ATM
- Employers Mutual
- First Degree Commercial Refrigeration
- HT Construction Services
- IGT
- James Richardson Corporation
- Jasol Australia
- Kelly & Co. Lawyers
- Konami Australia Pty Ltd
- Liquor Marketing Group (Sip'n Save)
- Moore Stephens Adelaide
- My ATM
- NAI Harcourts Brock Commercial
- PFD Foodservice
- SA Liquor Distributors
- SA Lotteries
- SA TAB
- Samuel Smith & Son
- Sky Racing
- Solstice Media
- Steele & Associates Hotel Brokers
- Structural Group Australia
- Talbot Olivier
- TheBestPub
- Vectron Systems
- Wallmans Lawyers

Bronze

10/11

- Ainsworth Game Technology
- ALSCO
- Andale Hotel Services
- Angove Family Winemakers
- BankSA
- Birnie Sanders Hotel Brokers
- Brown-Forman Australia
- Donaldson Walsh Lawyers
- Duncan Basheer Hannon
- E-Lite Australasia
- Energy Action
- Hill Equipment
- Hospitality Group Training inc.
- Hospitality Industry Training
- Independent Distillers
- Island 2 Island Beverage Company
- Jaquillard Minns
- Knight Frank
- Lancer Beverage Systems
- Macmont Gaming Supplies
- Meat & Livestock Australia
- Nestle Professional
- Options Wine Merchants
- Shuffle Master
- Support Staff
- TJ Board & Sons Pty Ltd
- TJ's Cleaning Services
- Total Control Security Services
- Trans Tasman Energy Group
- Trusonic

AHA CORPORATE SUPPORTERS

- British American Tobacco Australia (Gold)
- Imperial Tobacco Australia Ltd (Silver)

INDUSTRY SUPPORTERS

- ABnote
- Clelands Lawyers
- Goodalls Refrigeration
- John Reuther Cabinet Makers
- Nightlife Music Video
- Novatech Creative Energy Technology
- Perks Integrated Business Services
- Vintek

