

# Sponsorship and marketing opportunities

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with the  
Australian Local Government Superannuation  
Association



# about LGSA

The ALGSA has been established to represent the needs of the Local Government superannuation funds across Australia and to promote the development of new ideas and ideals for the benefit of the funds.

The ALGSA's role in advancing the needs of these funds will result in the emergence of improved effectiveness and efficiency of operations of the funds.

Through a unified approach the ALGSA seeks to create strong links with business and government to provide a voice for Local Government funds within the superannuation industry. An executive will guide the policy and priorities of the ALGSA ensuring representation for every State at the national level.

With a brief of developing ways of sharing resources the ALGSA aims to achieve better outcomes for members and employer sponsors. The ALGSA will also work to improve information exchange and provide a forum for the development of staff and Trustees.

Activities offered to those involved in the ALGSA include:

- Education, training and professional development tailored to Trustee and staff needs.
- Information services and access to information databases.
- An integrated approach to addressing legislative changes and guidance on legal compliance issues.
- Access to service providers on a national basis.
- Sharing of resources and ideas.

# algsa events

A range of ALGSA events are held throughout the year and bring together Trustees and fund executives from all States. The events will provide ideal sponsorship and marketing opportunities for companies seeking access to Local Government superannuation fund professionals and key decision makers.

Through seminars and interactive workshops, our representatives engage in an examination of 'hot button' issues in the superannuation environment.

Our events are the focal point for the dissemination of your promotional material and best practices from your industry (whether it be investment, legal, marketing, administration, etc).

## ALGSA Annual Conference

The ALGSA Annual Conference is a forum where Trustees and fund executives come together for a 'live-in' style practicum and they focus on a number of topical business issues. The group joins together for plenary sessions and breaks into groups to workshop more detailed issues. This session runs over two/three days, is generally held in May and is rotated through different states.

## Pre-ASFA Executive and Trustee Forum

This half-day forum brings together around 30 Trustees and fund executives from each state to discuss a variety of general business issues. The session is held prior to the ASFA conference in November.

## Pre-CMSF Executive and Trustee Forum

This half-day forum brings together around 20 Trustees and executives from each state to discuss a variety of general business issues. The session is held prior to the CMSF conference in March.

## General ALGSA Meetings

The ALGSA executive meets as required to cover a range of specific business issues. Typically it would hold its annual General Meeting as part of the Pre\_ASFA Executive and Trustee Forum.

# algsa partners

Corporate sponsors have traditionally supported the forums held by the funds. Sponsors have included a host of specialist investment managers who have benefited from marketing and networking opportunities associated with each event and the ability to access fund executives and Trustees collectively.

We are delighted that AMP and QIQ were joint sponsors for our 2009 Annual Conference.

Sponsors of past events have included:

- Alliance Capital
- AMP
- AXA
- Challenger
- Colonial First State
- Hawkesbridge
- PIMPCO
- QIC

The ALGSA welcomes sponsorship support from a range of industries and is not limited to investment companies.

# sponsor recognition

There are many ways to profile your company's involvement in our activities. Our sponsorship program offers many different levels of recognition and provides a variety of ways for businesses to join us in making our events a success.

## **Increase your company profile**

Take the opportunity to gain direct access to ALGSA representatives and key decision makers at exclusive events during the year.

## **Targeted Marketing**

Targeted marketing is essential in order to be successful in today's competitive marketplace. Direct contact with representatives of the ALGSA can assist you to promote your company's products and services and enable you to demonstrate your high quality solutions to a captured audience.

## **Networking**

By taking part in ALGSA activities you can gain access to the Trustees and executives who make the decisions. You can utilise both the formal and social aspect of events to get to know them and talk to them about your products and services.

## **Suggestions for other opportunities**

Perhaps you have suggestions for additional opportunities to present your products and services to ALGSA representatives. We are more than happy to discuss how you can maximise your exposure at any of our current events.

# Principal Sponsor

**\$15,000 inclusive of GST**

**The ALGSA will invite one company to provide support at this level**

- Invitation for 2 representatives to present on an agreed topic at the ALGSA Annual Conference
- Opportunity for 2 representatives to attend two ALGSA Annual Conference dinners
- Opportunity for 2 representatives to attend plenary and workshop sessions at the ALGSA Annual Conference
- Acknowledgement on ALGSA website
- Distribution of information at all ALGSA events
- The opportunity to host unique social events
- Invitation to speak at an individual board meeting in each state (at the discretion of each fund)

# Supporting Sponsors

**\$5,000 inclusive of GST**

**The ALGSA will invite a maximum of three companies to provide support at this level**

- Invitation to present on an agreed topic at the ALGA Annual Conference
- Opportunity for 1 representative to attend one ALGSA Annual Conference dinner
- Acknowledgement on ALGSA website
- Distribution of information at all ALGSA events
- Invitation to speak at an individual board meeting in each state (at the discretion of each fund)