



**BusSA**  
*Bus & Coach Association SA*

# Partnership Opportunities 2017

## About BusSA

BusSA is the voice of the South Australian bus and coach industry. Our members are bus and coach operators offering services across the route, school, charter and tour sectors throughout the state. We provide a platform to unite the industry and aim to ensure buses and coaches operate safely and effectively. Our vision is to deliver integrated and world-class passenger transport for all South Australians.

## Why partner with BusSA?

We will ensure that this collaboration benefits the advancement of both the bus industry and your company. Partnering with BusSA will guarantee your name is recognised by bus operators in South Australia and will establish valuable contacts that can lead to profitable business for your company. Your partnership also shows your support for advancing the public transport system in South Australia and our vision of delivering integrated and world-class passenger transport for all South Australians.

## Partnership packages

There are several levels of partnership available (which include different benefits) to suit the size of your business or company and your desired level of investment.

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### Gold Package – \$5,000 (Ex GST)

- 4x full delegate registrations to the 2017 BusSA Conference
- One major partnership item at the 2017 BusSA Conference. Each of the partnerships below include a 5-minute combined speech/video. This is an exclusive opportunity to present on current industry developments/technology. Please nominate your preference from:
  - ◊ Lunch at the 2017 BusSA Conference
  - ◊ Dinner at the 2017 BusSA Conference
- Company logo on conference program
- Invitation to other BusSA events throughout the year for up to 4 company employees
- Opportunity to distribute promotional material at any BusSA event, including the 2017 BusSA Conference
- Banner/sign with company logo at the entrance to the conference (supplied by partner)
- Company banner on front page of BusSA website
- Recognition as a Gold Partner on BusSA partners webpage, including a 100 word profile and link to company website
- Recognition as a Gold Partner in the BusSA Member Alert

### Bus Australia Network



- Editorial features in the BusSA Member Alert (content supplied by the partner, once per quarter)
- Recognition as a Gold Partner in the BusSA Annual Report
- Invitation to attend a BusSA Board Meeting to network and discuss industry issues
- Permission to use the BusSA logo on your website and marketing collateral, referencing you as a BusSA Gold Partner
- Inclusion in distribution of BusSA Member Alert

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### **Silver Package – \$2,500 (Ex GST)**

- 2x full delegate registrations to the 2017 BusSA Conference
- One minor partnership item at the 2017 BusSA Conference. Please nominate your preference from:
  - ◊ Afternoon tea at the 2017 BusSA Conference
  - ◊ Keynote speaker/session at the 2017 BusSA Conference
- Company logo on conference program
- Opportunity to distribute promotional material at any BusSA event, including the 2017 BusSA Conference
- Recognition as a Silver Partner in the BusSA Member Alert
- Recognition as a Silver Partner on BusSA partners webpage, including company logo and link
- Permission to use the Bus SA logo on your website and marketing collateral, referencing you as a BusSA Silver Partner
- Inclusion in distribution of BusSA Member Alert

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### **Bronze Package – \$1,250 (Ex GST)**

- 1x full delegate registration to the 2017 BusSA Conference
- One minor partnership item at the 2017 BusSA Conference:
  - ◊ Keynote speaker/session at the 2017 BusSA Conference (Subject to availability)
- Company logo on conference program
- Recognition as a Bronze Partner in the BusSA Member Alert
- Recognition as Bronze Partner on BusSA partners webpage, including company logo and link
- Permission to use the BusSA logo on your website and marketing collateral, referencing you as a BusSA Bronze Partner
- Inclusion in distribution of BusSA Member Alert

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### **Bus Australia Network**



# Partnership Application Form 2017

We thank you for your interest in supporting BusSA in 2017. Bus SA looks forward to your participation in the conference. Please return the completed form to [admin@bussa.asn.au](mailto:admin@bussa.asn.au). A tax invoice will be issued upon receipt of this application form.

<b>Organisation</b>
<b>ABN</b>
<b>Main Contact Name</b>
<b>Job Title</b>
<b>Postal Address</b>
<b>Telephone</b>
<b>Email</b>

Please nominate the partnership level you wish to apply for below. All prices quoted are exclusive of GST.

Partnership level	Value	Please tick	Please choose partnership item
<b>Gold</b>	\$5 000		Lunch Dinner
<b>Silver</b>	\$2 500		Afternoon tea Keynote speaker/session
<b>Bronze</b>	\$1 250		Keynote speaker/session (subject to availability)

I certify that I am authorised to sign documents on behalf of the company and confirm the company's application for partnership.

Name:

Signature:

Date: