



The background of the page is an aerial photograph of a golf course at sunrise. The sky is a mix of light blue and orange, with several hot air balloons floating in the air. The golf course below is green with various paths and a large body of water in the foreground. The overall mood is serene and scenic.



The logo is a stylized line drawing. It features a mountain range on the left, a hot air balloon in the center, and a silhouette of a person on the right. The person appears to be holding a golf club or a similar object. The text 'NSW State Conference' is written in a large, bold, serif font below the logo, and '2026' is written in a smaller, similar font below that, flanked by horizontal lines.

NSW State Conference

— 2026 —

PIA

Sponsorship Prospectus

23 - 25 September 2026

Rydges Resort, Hunter Valley

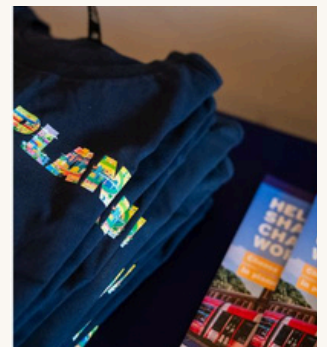
About PIA

The Planning Institute of Australia (PIA) is the professional association for planning and planners.

Through advocacy, communication and professional development, PIA is the trusted voice on planning, serving and guiding thousands of planning professionals in their roles to create better communities.

PIA represents almost 6,000 planners nationally and connects with more than 11,000 planners annually through events and advocacy.

Our mission is to inspire planners and elevate their role in shaping Australia's future. We do this through championing the values of planners, leading the profession, strong advocacy and contemporary education.



Benefits of collaborating with PIA

Brand exposure to industry leaders

Our Conference is a one-stop shop for the profession including planners, policymakers, industry leaders and researchers from across Australian. You'll build a direct line to your target audience.

Attract and retain talent

Position your company as an employer of choice for planners by aligning with PIA, their professional body.

Showcase your products

Demonstrate how your products/services align with the needs of the planning and development community.

Access to key decision makers

Network with influential figures in urban planning, government policy, and infrastructure development.



Positive brand association

Enhance your company's reputation by showing your support for the development and future of planning in New South Wales.

Targeted Marketing

Utilise the extensive marketing campaign used to promote the event to assist in reaching your company's marketing goals within budget.

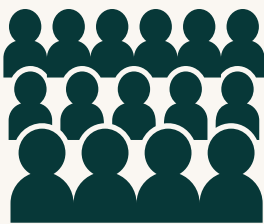
Networking opportunities

Build valuable connections with PIA members in a relaxed and social environment.

Media exposure

Leverage the media coverage and publicity generated by the conference to further amplify your company's message.

Benefits of collaborating with PIA



Access to
Our Audience



Engagement
Overview

9,280+

Contacts
on database

Planning
Institute
Australia



27,200+



4,650+

4,350+

E-news / Events
Subscribers



4,350+
E-News Sub



115K+
Hits 24.25



7,400+



8,000+

NSW State Conference 2026

The NSW Conferences date back to 2009 and average attendees are between 180 - 220 planners and associates. Conference themes are determined by our members for our members and focus on the current interests of the planning profession at the time, featuring topical issues that affect the industry as a whole. Themes and subsequent topics are also determined by the location that the conference is being held.

As the National body representing planning and the planning profession, our primary purpose is to champion the role of planning and provide the sought after training that the industry needs now and, in the years, to come.

Who will attend:

- State and Local Government agencies
- Allied professionals in the property and built environment sectors
- Planners in the public and private sectors
- Major employers of planners
- Academic institutions
- Planning lawyers
- Emerging Planners
- Students





GOLD SPONSOR

- 3 x complimentary tickets to attend the PIA NSW State Conference
- Discounted rates (10%) for additional delegates
- Prominent recognition and acknowledgment at all event related marketing material included prominent display of your brand in email marketing
- Acknowledgment on PIA's social media as part of promoting the event
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Speaking opportunities at the PIA NSW State Conference
- Verbal acknowledgment of sponsorship at the PIA NSW State Conference
- Your company logo in printed and online program booklet
- Display of 2 x pull up banners at the event or other agreed collateral / marketing at the events (sponsor to provide)
- Provided with a list of delegates attending the PIA NSW State Conference
- A full advertisement in one issue of PIA's 'New Planner' publication (valued at \$1,500). Sponsor to provide artwork

NB: Exclusive Sponsor: maximum of one Gold Sponsor

**Your Investment
\$12,000 (incl. GST)**





SILVER SPONSOR

- 2 x complimentary tickets to attend the PIA NSW State Conference
- Discounted rates (5%) for additional delegates
- Recognition and acknowledgment at all event related marketing material included prominent display of your brand in email marketing
- Acknowledgment on PIA's social media as part of promoting the event
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Verbal acknowledgment of sponsorship at the PIA NSW State Conference
- Your company logo in printed and online program booklet
- Display of 1 x pull up banner at the event or other agreed collateral / marketing at the events (sponsor to provide)
- A half page advertisement in one issue of PIA's 'New Planner' publication (valued at \$875). Sponsor to provide artwork

NB: Maximum of two Silver Sponsors

**Your Investment
\$9,000 (incl. GST)**



BRONZE SPONSOR

- 1 x complimentary ticket to attend the PIA NSW State Conference
- Discounted rates (5%) for additional delegates
- Recognition and acknowledgment at all events related marketing material included prominent display of your brand in email marketing
- Acknowledgment on PIA's social media as part of promoting the event
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Verbal acknowledgment of sponsorship at the PIA NSW State Conference
- Your company logo in printed and online program booklet
- Display of 1 x pull up banner at the event or other agreed collateral / marketing at the events (sponsor to provide)

NB: Maximum of four Bronze Sponsors

2 Bronze packs
SOLD
2 still available

**Your Investment
\$7,000 (incl. GST)**





MORNING TEA



EXPOSURE

LANYARDS



LUNCH

BARISTA



TOURS

NETWORKING



DINNER

WELCOME



PHOTOGRAPHY

Additional sponsorship tier summary

Sponsorship	Exclusive naming rights	Recognition on all event marketing & verbal acknowledgment at event	Discount for groups of 10+	Your investment (incl. GST)
Welcome reception	Yes	Yes	No	\$4,500
Conference dinner	Yes	Yes	Yes	\$5,750
SOLD Barista	Logo on cups (co-branded with PIA)	Yes	No	\$4,750
Lunch (both days)	Yes	Yes	No	\$3,250
SOLD Morning & afternoon Tea	Yes	Yes	No	\$2,750
SOLD Lanyard	Yes (co branded with PIA)	Yes	No	\$3,000
Photography	Yes	Yes	No	\$2,750
Emerging Planner activation	Yes	Yes	No	\$1,850
Study tour (3 available)	Per tour	Yes	No	\$1,150 (per tour)



Additional upcoming NSW sponsorship opportunities

Event	Date	Sponsorship starting from
PIA NSW Transport Symposium	June 2026	\$750
PIA NSW Awards for Planning Excellence 2026	Thursday 19 November 2026	\$1,250



NSW State Conference
2026



PIA

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