



APPE

**2025
NEW SOUTH WALES**

**AWARDS FOR
PLANNING
EXCELLENCE**

**19 November 2025
ILUMINA, Sydney**

Sponsorship Prospectus

About us

The Planning Institute of Australia (PIA) is the professional body representing planners and the value of Planning.

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.





NSW State Awards 2025

For ten years, PIA has hosted the NSW Awards for Planning Excellence, with last year's event attracting over 300 attendees. The annual PIA NSW Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors. Leadership in planning, particularly in the face of adversity, is acknowledged and applauded. In all, the Awards are a chance to celebrate, recognise and reward outstanding planning and planners.

Collaboration is a key aspect of our role as a professional body. As the voice of the profession, we take pride in bringing like-minded people together, and this is where our sponsors and supporters have become an invaluable part of the Institute.



Who will attend:

- Minister Paul Scully and other distinguish guests
- State and Local Government agencies
- Allied professionals in the property and BE sectors
- Planners in the public and private sectors
- Major employers of planners
- Academic institutions
- Planning lawyers
- Emerging Planners
- Students & graduates

The 2025 PIA NSW Awards will be hosted at Ilumina, a new state-of-the-art event venue located in the heart of Sydney's historical and cultural civic centre of Martin Place



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

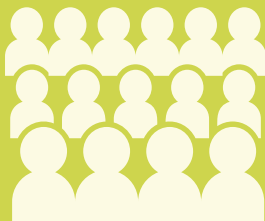
Build valuable connections with PIA members in a relaxed and social environment.

Media exposure

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



Snapshot of benefits and reach



**Access to
Our Audience**



**Engagement
Overview**

9,280+

**Contacts
on database**

Planning Institute Australia

4,350+

**E-news / Events
Subscribers**



27,200+



4,350+
E-News Sub



7,400+



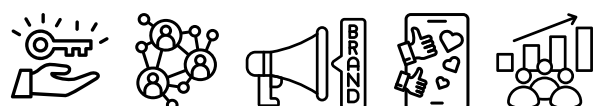
4,650+



115K+
Hits 24.25



8,000+



Awards Categories for Alignment

- **Climate Change & Resilience**
- **Community Wellbeing & Diversity**
- Great Place (allocated)
- Improving Planning Processes (allocated)
- **Planning Research**
- **Planning with Country**
- **Performance and Innovation in Development**
- **Stakeholder Engagement**
- Strategic Planning Project (allocated)
- **Technology & Digital Innovation**
- Tertiary Student Project (allocated)
- Emerging Planner of the Year (allocated)

GOLD SPONSOR

- **3 x complimentary tickets** to attend the PIA NSW State Awards
- **Discounted rates (10%)** for additional delegates
- **Recognition and acknowledgement** on all **event related marketing material** included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the **PIA website event page**
- **Speaking opportunities at the PIA NSW State Awards**
- Presentation of **1 Category Awards** of your choice (pending availability) + Exclusive brand display for category
- **Verbal acknowledgement** of sponsorship at the PIA NSW Awards
- Your company logo in the **Awards booklet**
- **Prominent digital wall display of logo** at the event
- Exclusive **opportunity to showcase a 45 sec video**
- Provided with a **list of delegates** attending the PIA NSW State Awards
- A full page **advertisement** in one issue of PIA's 'New Planner' magazine (valued at \$1.5K)

NB: Exclusive Sponsor: maximum of one Gold Sponsor



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



SILVER SPONSOR

- **2 x complimentary tickets** to attend the PIA NSW State Awards
- **Discounted rates (5%)** for additional delegates
- **Presentation of 1 Category Awards** of your choice (pending availability) at the 2025 NSW Awards for Planning Excellence + Exclusive brand display for category
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgement** of sponsorship at the PIA NSW State Awards
- Your company logo in the **Awards booklet**
- **Prominent digital display** of logo at the event and 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
\$6,000 (incl. GST)

BRONZE SPONSOR

- **1 x complimentary ticket** to attend the PIA NSW State Awards
- Discounted rates (5%) for additional delegates
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- Your company logo in the **Awards booklet**
- **Verbal acknowledgement** of sponsorship at the PIA NSW State Awards
- **Prominent digital display of logo** at the event
- **Presentation of one Category Awards of your choice (pending availability)** at the 2025 NSW Awards for Planning Excellence

NB: Maximum of four Bronze Sponsors

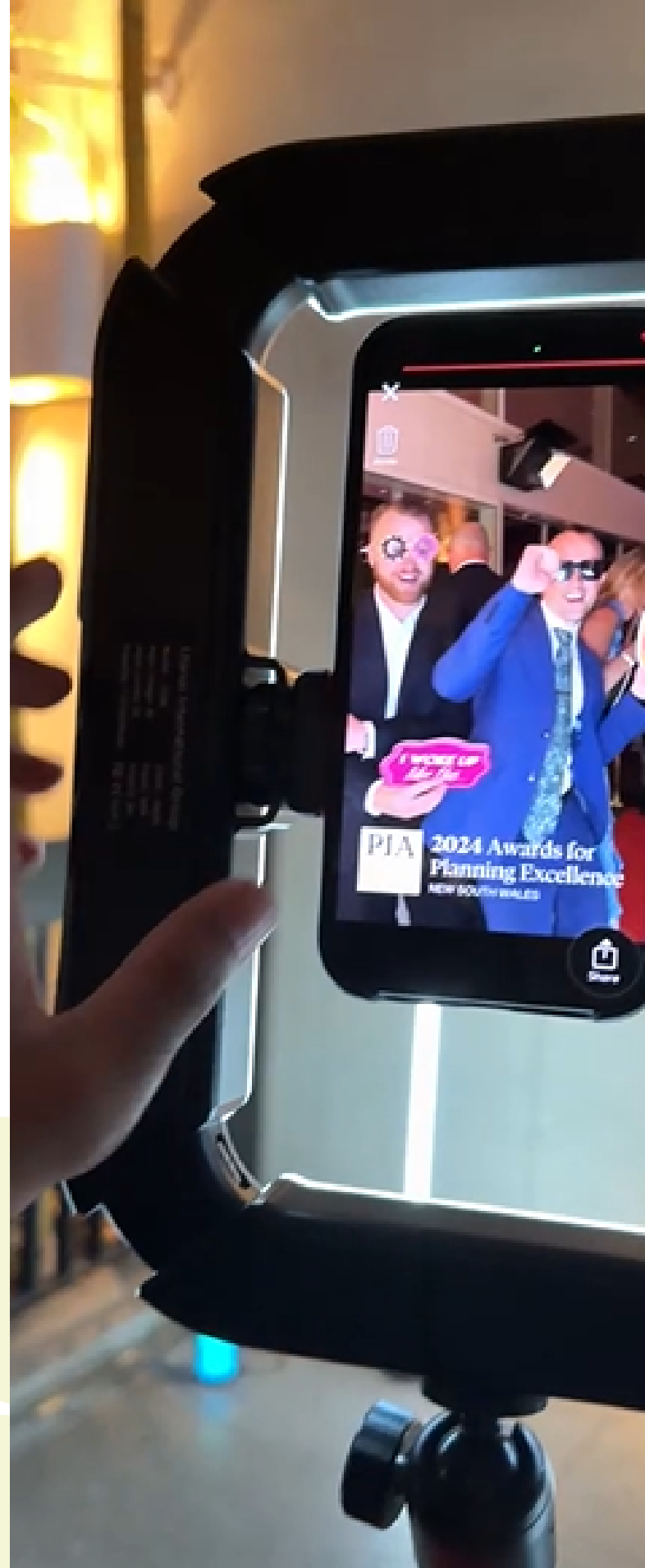


Your Investment
\$3,000 (incl. GST)

SPOTLIGHT SPONSOR

- **1 x complimentary ticket** to attend the PIA NSW State Awards
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event and post event posts
- **Acknowledgement on PIA Flickr photos albums** (on going)
- Inclusion of your brand on the PIA **website event page** and your level of sponsorship acknowledged verbally at the event
- **Verbal acknowledgement** of sponsorship at the PIA NSW State Awards
- Your company logo in the **Awards booklet**

NB: Exclusive Sponsor - max of one Spotlight Sponsor



**Your Investment
\$2,500 (incl. GST)**

CATEGORY SPONSOR

- **Discount of 10% on tickets** to attend the PIA NSW State Awards
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event and post event posts
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgement** of sponsorship at the PIA NSW State Awards
- Your company logo in the **Awards booklet**
- **Presentation of 1 Category Awards of your choice (pending availability)**

NB: Exclusive Category Sponsor - max of one sponsor per category



**Your Investment
\$2,000 (incl. GST)**

PIA NSW State Awards



Additional NSW 2025/26 sponsorship opportunities

Event	Date	Sponsorship starting from
PIA NSW International Women's Day - Dr Helen Proudfoot, Women in Planning Awards	March 2026	\$1,000
PIA NSW Transport Symposium	June 2026	\$1,000
PIA NSW State Conference	September 2026	\$1,100



Additional NSW 2025/26 Sponsorship opportunities



To learn more about this event or other sponsorship opportunities, including tailoring a package for your organisation needs please do get in touch.



Contact

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