



Sponsorship Opportunities 2011



Sponsorship Opportunities Available

SEA-GP (Brisbane) actively seeks sponsorship from businesses to provide support for a range of activities and services.

Sponsorship received allows SEA-GP (Brisbane) to provide an increased level of service to members in the region.

Sponsorship opportunities offered by SEA-GP (Brisbane) are designed to provide the best value for your sponsorship investment. The relationship with sponsors is one of mutual benefit where the sponsoring company is provided with an opportunity to market their product or services in return for their contribution of resources, be they financial or in-kind.

SEA-GP (Brisbane) considers sponsorship packages based on long term commitment and will negotiate specific obligations and commitments based on an overall view of the relationship.

We welcome the opportunity to discuss your marketing objectives and any further ideas you may have.

Regards



John Torpy
Chief Executive Officer

Sponsorship Options Outlined in this Package

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Contact Details for further Information:

SEA-GP (Brisbane)

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SEA-GP Mission Statement

To improve the health and wellbeing of our community through excellence in General Practice and Primary Care

About SEA-GP

The South East Alliance of General Practice (SEA-GP) Brisbane Ltd, is one of approximately 120 Divisions established throughout Australia as part of the Commonwealth Government GP strategy to support General Practice across Australia.

SEA-GP (Brisbane) is a not-for-profit organisation, which supports primary health care through the delivery of a variety of programs and initiatives all designed to improve the health of the community.

Membership Profile

SEA-GP covers an area of approximately 853 square kilometres and includes 26 postcodes (60 suburbs) on the south east of Brisbane.

Located on the SEA-GP Website is a list of Practices and Services within the SEA-GP boundary - http://www.seagp.org.au/page/About_Us/SEA-GP_Google_Maps/.

SEA-GP (Brisbane) provides support and services to approximately:

- 95 General Practices
- 400 GPs
- 136 Practice Nurses
- a large number of Practice Staff
- 52 Associate and Affiliate Members (Allied Health Professionals)

SEA-GP Region

The following is a list of the postcodes and suburbs that make up the membership catchment area of SEA-GP (Brisbane).

Postcode	Suburbs
4101	Highgate Hill, Mater Hill, Mater Hospital, Southbank, South Brisbane, West End
4102	Buranda, Dutton Park, Woolloongabba
4103	Annerley, Fairfield, Fairfield Gardens
4104	Yeronga
4105	Clifton Hill, Moorooka, Tennyson, Yeerongpilly
4120	Greenslopes, Stones Corner
4151	Coorparoo
4152	Camp Hill, Carina, Carina Heights, Carindale, Whites Hill
4153	Belmont
4157	Capalaba
4158	Thorneside
4159	Birkdale
4160	Ormiston, Wellington Point
4161	Alexandra Hills
4163	Cleveland
4164	Thornlands
4165	Mt Cotton, Redland Bay, Victoria Point
4169	East Brisbane, Kangaroo Point
4170	Cannon Hill, Colmslie, Morningside, Norman Park, Seven Hills
4171	Balmoral, Bulimba, Hawthorne
4172	Murarrie
4173	Tingalpa
4178	Lytton, Wynnum, Wynnum North, Wynnum West
4179	Lota, Manly, Manly West
4183	Dunwich, Point Lookout
4184	Macleay Island, Russell Island

Option 1: Newsletter Advertising

A core SEA-GP activity is the production of a bi-monthly newsletter –“SEAbreeze”.

SEAbreeze is unique in informing local Practices of relevant information regarding SEA-GP news, specific program reports, internal and external education events, medical advertisements, resources and services, and other relevant announcements and issues affecting General Practice.

The newsletter is produced in-house and printed professionally. Copies of the newsletter are also included on the SEA-GP website. To view previous editions of SEAbreeze visit our website on www.sea-gp.org.au – Publications – SEAbreeze.



Over 650 copies of the SEA-GP Newsletter are sent bi-monthly to:

- SEA-GP Members (General Practice, Allied Health Professionals)
- plus a number of other affiliated organisations (such as Local Hospitals, Aged Care Facilities, Dept of Health & Ageing, QLD Health, other Divisions, to name a few.)

Newsletter Advertising in 6 Editions

Please note that sponsorship is not exclusive to one company.

Your investment include:

A) One page insert advertisement in 6 consecutive editions of the Newsletter. All inserts to be supplied to SEA-GP prior to newsletter deadline dates for each edition (Valued at \$2,400)	\$1,500+ GST
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One-off Newsletter Advertising

¼ page / ½ column	\$65.00+ GST
½ page / 1 full column	\$130.00+ GST
One page Insert (if supplied by advertiser - 650 copies)	\$400.00+ GST
One page Insert (if prepared & supplied by SEA-GP)	\$500.00+ GST

Option 2: Education Events

Companies are invited to sponsor single educational / professional development, or general meeting sessions.

Education is an important focus for the Alliance, which provides an opportunity for GPs, Practice Staff, Practice Nurses, RACF staff and Associate/Affiliate members to network, share ideas and be updated with new information.

SEA-GP's education program primarily focuses on the whole practice team which has resulted in practices developing and improving systems relevant to their individual needs. Practices have also presented at a number of education forums providing an opportunity to showcase their experiences and knowledge to fellow colleagues and also gain presentation skills.

A small number of clinically focussed education sessions are also run throughout the year that are specifically directed at GPs or Practice Nurses.

The number of attendees at each event varies anywhere between 20 to 100. As a result, sponsorship is based on a per attendee basis and the Sponsoring Company does not pay for registrants who fail to attend.

On average SEA-GP (Brisbane) runs approximately 20 education sessions per year. Not all education is planned for the entire 12 months as we try to respond to emerging needs. Sponsorship for single events maybe negotiated with SEA-GP (Brisbane) regarding proposed topics that may be of interest to the supporting company.

Single Education Event (Up to \$35^{+ GST} per person per event)

Cost will vary from \$10 to \$35 per head depending on the event.

Your investment provides:

- * Company logo on invitations promoting the event which are distributed to all members
- * Up to two representatives attend the event providing an opportunity to network.
- * Trade Display to promote your company products and services (Table provided).
- * Acknowledgement as Sponsor during the opening and closing of event.
- * Five minute presentation before the education event commences.
- * A list of attendees will be provided following the event (Attendee Name and associated Practice Name – subject to member consent).
- * Following each event an article will appear in the next edition of the Newsletter. Sponsors will be acknowledged in the article as a supporter of the event.

Option 3: Practice Staff Networks

Practice Staff Network Meetings

The Practice Staff Network Meetings aim to provide a regular forum for Staff to discuss common practice issues, to share their expertise and network with their peers. The focus of each meeting is decided from topics of interest determined by the Network.

Presently the Practice Staff Network meet on a bi-monthly basis (total of 5 per year), which is attended by up to 20 Practice Managers and Senior Receptionists. Currently these events alternate between day-time and night-time sessions.

Practice Nurse Networks

SEA-GP currently has 136 Practice Nurses (PNs) in our region. The Alliance sees PNs as valuable assets to General Practice. The establishment of a Practice Nurse Network has been identified as a way of increasing the integration of General Practice.

A PN Network is an opportunity to bring together General Practice Nurses, RACF Nurses and Hospital and Community Health Nurses. These meetings provide an opportunity to network with peers and update on relevant clinical topics.

Exclusive Sponsor for 5 Network Events

(\$2,500^{+ GST})

Sponsorship covers 5 Practice Staff Network and/or Practice Nurse Network events per year.

Your investment provides:

- * Company logo on invitations promoting the event which is distributed to all members.
- * Up to two representatives attend the Night / Day event providing an opportunity to network.
- * Acknowledgement as Sponsor during the opening and closing of event.
- * Five minute presentation to promote products and services at the beginning of each event.
- * A list of attendees will be provided following the event (Attendee name and associated Practice Name – subject to member consent)
- * Following each event acknowledgement of your support will appear in the next edition of the Newsletter.

Sponsorship per Network Event

(\$600^{+ GST})

Your investment provides benefits as outlined above for each single Network Event Sponsorship.

Option 4: Member Professional Development Scholarship Fund

SEA-GP has established a fund for members to access financial assistance to attend a conference / seminar / courses within Queensland and interstate. The funding is designed to reimburse members for expenses related to attendance at such events. Members apply to the SEA-GP Board for consideration. Members who accept funding do so on the proviso that they will provide feedback to SEA-GP and their fellow colleagues in the form of a written report to be included in the SEAbreeze Newsletter. The Alliance sees this as a way of providing direct support to Members and their staff.

Further information about the Member Education Fund is available at:

http://www.seagp.org.au/page/Members_Achievements/Members_Professional_Development_Scholarship/

SEA-GP seeks support to raise money for this fund through a yearly donation of funds as outlined below and / or donation of prizes which are raffled at the SEA-GP AGM & Gala Dinner (Further information outlined on page 10).

This fund is promoted at the AGM & Gala Dinner and those present will be given an opportunity to contribute to the fund. Donated prizes will be raffled throughout the night and all money raised will go towards this fund.

Sponsor for 12 Months of Professional Development Scholarship Fund

Level 1

(\$3,000⁺ GST)

Your investment provides:

- * Company Logo on Member Application Form.
- * One free Insert in 6 consecutive editions of the SEA-GP Newsletter. All inserts to be supplied to SEA-GP prior to Newsletter deadline dates for each edition (Valued at \$2,400).
- * Acknowledgement of Sponsorship support at AGM & Gala Dinner.

Level 2

(\$2,000⁺ GST)

Your investment provides:

- * Company Name on Member Application Form.
- * One free ½ page / 1 full column Advertisement in 6 consecutive editions of the SEA-GP Newsletter (Valued at \$780).
- * Acknowledgement of Sponsorship support at AGM & Gala Dinner.

Option 5: AGM & Gala Dinner

The Annual General Meeting (AGM) and Gala Dinner is the social highlight of the year. The event is an opportunity for members and their partners to network in a relaxed, fulfilled environment. The official business of the AGM is brief to ensure the evening provides an opportunity for everyone to meet in an informal environment.

The event is held at the end of the year (generally between October and December) and attracts up to 200 GPs, Practice Staff, Practice Nurses, Allied Health Professionals and Partners.

Guests attend free of charge and are provided with dinner, drinks and entertainment.

Platinum Sponsor

(\$10,000+^{GST})

Exclusive Sponsorship offers you the opportunity to gain Sole Rights to sponsorship at the AGM and Gala Dinner (excluding those that donate prizes to raise funds for the Member Professional Development Scholarship).

Your investment provides:

- * Inclusive of all benefits outlined in Bronze, Silver and Gold levels.
- * Exclusive signage and Trade Display at the Gala Dinner.
- * Five minute presentation at the Gala Dinner.
- * Sole rights to sponsorship. No other companies will be in attendance.

Gold Sponsor

(\$6,000+^{GST})

Your investment provides:

- * Inclusive of all benefits outlined in the Silver and Bronze Sponsorship Packages.
- * Promotional Material on each banquet table (supplied by the company).
- * One free ½ page / 1 full column advertisements in 6 editions of the Newsletter. (Valued at \$780)

Silver Sponsor

(\$4,000+^{GST})

Your investment provides:

- * Inclusive of all benefits outlined in the Bronze Sponsorship Package.
- * Trade Display to promote your company products and services (Table provided).
- * Up to two representatives from your company attend the evening for FREE providing an opportunity to network with guests.
- * List of attendees supplied following the event (Attendee name and associated Practice Name – subject to member consent).
- * One free ½ page / 1 full column advertisements in 3 editions of the Newsletter. (Valued at \$390)

Bronze Sponsor

(\$2,000+ GST)

Your investment provides:

- * Logo on AGM & Gala Dinner Invitations (approximately 1,000 sent to GPs, Practice Staff, Practice Nurses and Allied Health Professionals on the Southside of Brisbane).
- * Acknowledgement as Sponsor during the event.
- * Acknowledgement on "Sponsorship Flyer", displayed on each banquet table at the Dinner. Sponsorship Flyer will include your company logo and contact details. Sponsorship Flyer will also appear in the next edition of the SEA-GP Newsletter following the event.
- * One ½ page / 1 full column advertisement in the SEA-GP Newsletter. (Valued at \$130)

Prize Donation for Member Professional Development Scholarship Fund

SEA-GP has established a fund for members to access financial assistance to attend a conference / seminar / courses within Queensland and interstate. The funding is designed to reimburse members for expenses related to attendance at such events. Members apply to the SEA-GP Board for consideration. Members who accept funding do so on the proviso that they will provide feedback to SEA-GP and their fellow colleagues in the form of a written report to be included in the *SEAbreeze* Newsletter. The Alliance sees this as a way of providing direct support to Members and their staff.

Further information about the Member Professional Development Scholarship Fund is available at:

http://www.seagp.org.au/page/Members_Achievements/Members_Professional_Development_Scholarship/

SEA-GP seeks support to raise money for this fund through a yearly donation of funds as outlined on page 8 and / or donation of prizes which is raffled at the SEA-GP AGM & Gala Dinner.

This fund is promoted at the AGM & Gala Dinner and those present will be given an opportunity for members to contribute to the fund. Donated prizes will be raffled throughout the night and all money raised will go towards this fund.

In the past a number of companies kindly donated prizes such as gift baskets, Dinner for two, Accommodation, Education, just to name a few.

Your investment provides:

- * Acknowledgement of prize donation when prize drawn at the event.
- * Acknowledgement on "Sponsorship Flyer", displayed on each banquet table at the Dinner. Sponsorship Flyer will include your company logo and contact details. Sponsorship Flyer will also appear in the next edition of the SEA-GP Newsletter following the event.



Interest in Sponsorship

Company:	
Address:	
Phone:	
Fax:	
Contact Person:	
Position	
Email:	

Please indicate the level of sponsorship in which you are interested.

<u>Option 1</u> Newsletter Advertising SEAbreeze	<input type="checkbox"/> A) 1 page Insert in 6 Editions (\$1,500) <input type="checkbox"/> ¼ page / ½ column Advertisement in 1 Edition (\$65) <input type="checkbox"/> ½ page / 1 full column Advertisement in 1 Edition (\$130) <input type="checkbox"/> 1 page insert (supplied) in 1 Edition (\$400) <input type="checkbox"/> 1 page insert in 1 Edition (prepared by SEA-GP) (\$500)
<u>Option 2</u> Education Events	<input type="checkbox"/> Per Event (\$35/ person / event)
<u>Option 3</u> Practice Staff Network Meetings	<input type="checkbox"/> Exclusive for 5 Network Events (\$2,500) <input type="checkbox"/> Per Network Event (\$600 / event)
<u>Option 4</u> Member Professional Development Scholarship	<input type="checkbox"/> Level 1 Sponsorship for 12 months (\$3,000) <input type="checkbox"/> Level 2 Sponsorship for 12 months (\$2,000) <input type="checkbox"/> Prize Donation for AGM & Gala Dinner (in-kind)
<u>Option 5</u> AGM & Gala Dinner	<input type="checkbox"/> Platinum Sponsor (exclusivity) (\$10,000) <input type="checkbox"/> Gold (\$6,000) <input type="checkbox"/> Silver (\$4,000) <input type="checkbox"/> Bronze (\$2,000) <input type="checkbox"/> Prize Donation to raise funds for Member Professional Development Scholarship (in-kind)

All Sponsorship Packages are exclusive of GST.

Please fax back your interest to Charlene Van Heerden on 07 3823 1408