



**SMSF Association
Sponsorship Opportunities**

We are here to improve
the quality of advisors,
the knowledge of
trustees and the
credibility and health
of a vibrant
SMSF community.



Message from John Maroney, CEO, SMSF Association

The SMSF Association is pleased to present its Association Partnership Opportunities, which deliver valuable and exciting opportunities to organisations wishing to raise their profile, demonstrate their commitment to, and engage further with the SMSF sector.

Partnership with the SMSF Association gives access to our professional members working in the SMSF space across the country as well as trustees managing or looking to manage their own superannuation.

Our professional members reach across all facets of the SMSF sector including accounting, audit, administration, legal advice and financial advice.

Our trustee members have access to our Trustee Knowledge Centre, an online platform serving as a touch point for those trustees to become better empowered throughout their SMSF journey.

Partnership with the SMSF Association can also provide you with access to a range of key decision makers involved in the SMSF and superannuation sector such as senior executives, regulators and Government.

There are numerous benefits of partnership with the SMSF Association which are detailed in the following pages.

Our team looks forward to discussing these and many more opportunities with you.

Best regards,

John Maroney
Chief Executive Officer
SMSF Association

Partnership Opportunities

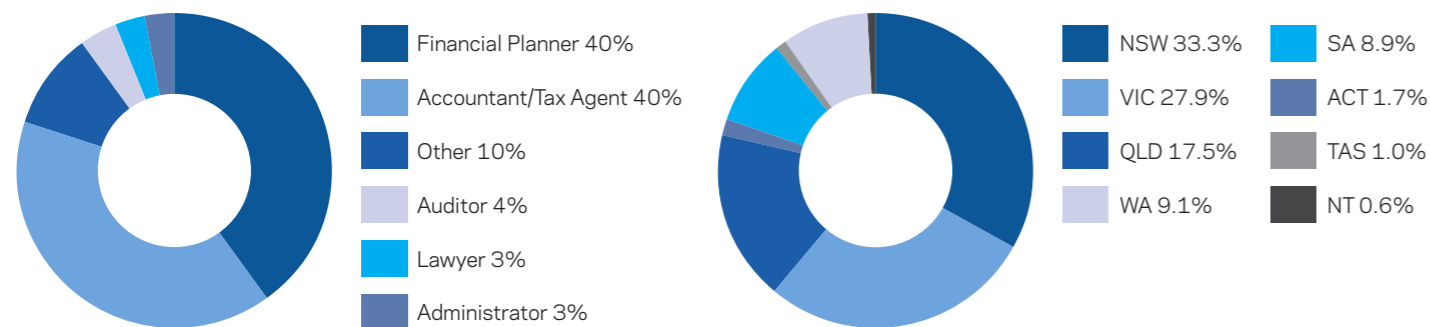
There are a wide range of partnership opportunities with the SMSF Association that can be tailored to your individual organisation's needs. Partnering with the SMSF Association can:

- Increase your understanding of the SMSF sector.
- Support you in refining your SMSF strategy.
- Raise the awareness of your brand in the SMSF market amongst SMSF professionals and those managing their own superannuation.
- Assist you in being seen as a thought leader in the SMSF space.

Discover the wide range of opportunities including events, research, communications, thought leadership and overall brand exposure that can be entered into with the SMSF Association.

Professional Members

The SMSF Association's professional membership base is made up of multi-disciplinary professionals from a range of occupation groups. One of our main objectives is to support professionals working in the SMSF industry to enhance and maintain their skills to remain at the forefront of the industry.



Trustee Members

Over 7,500 engaged Australians managing their own super have elected to be part of our Trustee Knowledge Centre community.

The Trustee Knowledge Centre website has reached over 95,000 total unique web users.

Our research and feedback continues to indicate that our trustees are interested in information on:

- Investment options – SMSF asset classes and products
- SMSF management tips and strategies
- Investment performance monitoring, tips and strategies

The SMSF Association invests in advertising annually with the objective of growing the Trustee Knowledge Centre community and driving traffic to the website, therefore promoting your brand. Content on the website is also regularly promoted via our Facebook channel to an engaged social community.

Professional	Trustee	Thought Leadership
National Conference	Events	Research
Technical Day Series	Trustee Knowledge Centre	Media
Local Communities	E Communications	Thought Leadership
E Communications	Webinars	
Webinars		

Professional



National Conference

A two and a half day conference, held in a major Australian capital city and attracting over 1,600 SMSF professionals, Exhibitors and thought leaders in the SMSF and superannuation sector. The annual conference allows professionals to extend their technical SMSF knowledge through an extensive program and connect with like-minded colleagues at a series of networking functions.

This conference features a wide range and tiers of sponsorships from naming rights and speaking opportunities to branding product opportunities. All sponsors are entitled to a booth within the expansive Exhibition Hall to generate leads with engaged SMSF professionals. Continual brand awareness through logo placement on the National Conference website including click through to your own website and branding on all National Conference e-communications.

Technical Day Series

A one day technical conference held in mainland capital cities around Australia targeting professionals in the SMSF sector. The conference includes a wide range of topical and technical presentations allowing professionals to take a deeper dive into relevant SMSF issues in an engaging workshop-style manner.

Sponsorship can be tailored to your organisation's needs including single or multiple location sponsorship featuring exhibitor stand, branding products used during the conference, networking event naming rights and associated speaking opportunities to a captivated audience of SMSF professionals.

Local Communities

Local SMSF Community events occur around the country numerous times through the year and are run by our Local Community Committee members. It provides a local and personal forum for highly engaged SMSF professionals to discuss and share the latest SMSF information and best practice methods.

These events are a great opportunity to make local business connections and showcase the latest SMSF products and services in an informal and personalised environment.

E Communications

The SMSF Association regularly communicates with its member base using e communications including a daily electronic newsletter with the top news stories from the last 24 hours, promoting upcoming events, distributing relevant technical documents and updates as well as highlighting the many benefits of SMSF Association membership. Stay top of mind with logo presence, click through links and opportunities to provide technical articles and updates to our members through our communications.

Webinars

There are quarterly Legislation and Regulation Update Webinars delivered by our Technical and Policy team each calendar year, covering the latest changes in the SMSF and superannuation sectors.

Stay top of mind with logo presence and naming rights of the webinar series to be seen as a leader in the SMSF sector.

Trustee



Events

Trustee events of varying sizes occur across the country providing an opportunity for trustees to educate and empower themselves with latest topics and information from the SMSF and superannuation sectors.

Partnership with trustee events can provide the opportunity to present a session to an engaged audience, exhibit to produce solid lead opportunities or brand awareness through logo placement on collateral, products or stands.

Trustee Knowledge Centre

The Trustee Knowledge Centre is an online platform to help engage and better educate Australians who are managing or looking to manage their own superannuation. Engage and connect directly with our trustee community, raising your brand profile and further educating trustees on your products and services showcasing your SMSF capabilities.

Being a sponsor of the Trustee Knowledge Centre allows you to provide educational content through technical articles and webinars to promote your organisation's products and services.

You will reach our community of trustees with logo recognition on email communications, website and social media amplification as well as access to complimentary memberships to extend to your clients.

E Communications

The SMSF Association regularly communicates with our highly engaged trustee community. Stay top of mind with logo presence, click through links and opportunities to provide educational SMSF resources to the community.

Webinars

Stay top of mind with logo presence and naming rights of a webinar series on a relevant SMSF topic. Be seen as a leader in the SMSF sector to a highly engaged audience of trustees.

Thought Leadership



Research

Co-branded research reports are a credible tool for development of the SMSF and superannuation industries. It is capable of bringing new customers to products, refreshing brand image, increasing market share or developing the technologies in companies through knowledge exchange.

It is the ultimate vehicle for your organisation to complement its existing brand image with the SMSF Association providing greater credibility and increasing total audience reach and commercial value.

Media

Being a Media Partner of the SMSF Association enables you to be the first to know about upcoming and significant developments within the SMSF sector through the advocacy efforts of the Association. It includes unprecedented access to the SMSF Association's key policy stakeholders including Chief Executive Officer, John Maroney and Head of Policy, Jordan George throughout the year for comments and interviews.

You are also entitled to complimentary media passes to SMSF Association events to capture breaking news, emerging opinions and news worthy topics and publish them in the market first.

Thought Leadership

Thought Leadership events allows thought leaders in the SMSF and broader financial services sector to engage with key influencers in a 'Chatham House Rules' environment

These opportunities are rare and attract many high profile individuals from Government, Regulators and the SMSF sector for discussions on major SMSF topics and issues. Align your organisation with the upper echelon of the SMSF and superannuation industries and have the chance to network with the most dynamic, thought leaders in the industry.



E: sponsorship@smsfassociation.com
T: (08) 8205 1900
W: smsfassociation.com

 [SMSFassoc](#)

 [smsf-association](#)

 [SMSFassoc](#)