



PARTNERSHIP OPPORTUNITIES

WITH MPA SKILLS

S P O N S O R S H I P K I T 2 0 2 2



Plumbing
TRAINING AND APPRENTICE EMPLOYMENT



FREE/IN-KIND OPPORTUNITIES

DISPLAY BOARDS

Display your products on boards in our classrooms.

SURVEY SPONSORSHIP

Participate in online surveys.

MERCHANDISING/ PRODUCT PLACEMENT

MPA Skills will provide and display your products and marketing material around our campuses and workshops.

NEW COURSE DEVELOPMENT

Work together with our trainers to upskill apprentices and tradespeople and/or tackle industry issues.

CASE STUDIES

MPA Skills will provide the opportunity to publish case studies to apprentices, host employers and others.

INDUSTRY BREAKFASTS/ LUNCHES (TRAIN THE TRAINER)

Tell trainers and apprentices about your latest products / news by holding a BBQ breakfast or lunch at MPA Skills.

MEDIA INCLUSIONS

MPA Skills will include any relevant news about industry, campaigns your business produces on our media platforms:

- Plumbing eNewsletter (Monthly)
- Social Media (Facebook, LinkedIn, Instagram)

PODCAST (CONTENT ONLY)

Engage in a monthly Podcast about industry issues and have an opportunity to speak about your brand.

SUNDOWNER SUPPORT

Join our sundowners (North/South) for our valued host employers for networking opportunities.

MICRO MEETINGS

Reach out to MPA Skills apprentices to promote your business (2 minutes max.).

PRODUCT DISPLAY/DEMOS

Display or demonstrate your products to apprentices in class.



PAID OPPORTUNITIES




- SIGNAGE**
Display your brand through the many signage options we have available, ranging from exterior, interior and digital at all three campuses.
- BOOTH SPONSORSHIP**
Sponsor a plumbing booth/area in our workshops across our three campuses.
- CLASSROOM SPONSORSHIP**
Sponsor one or more of our many classrooms at our Maylands and Jandakot campuses.
- VIRTUAL REALITY**
MPA Skills is bringing a VR experience of plumbing in 2022! Be the first to display your brand logos and products within the reality!
- INDUSTRY REPORT**
A yearly report will be made available from MPA Skills revealing the latest trends taking place in the industry. Become featured in the report with an advertisement or sponsored content.
- ONLINE LEARNING CONTENT**
Advertise your business on our online platform (Canvas) for different courses!
- GOLF DAY (HOLE SPONSOR)**
Our golf day is a great opportunity to network with MPA Skills staff, Host Employers and industry guests.
- PRODUCT TRAINING**
Recognise areas of the curriculum where product training is necessary for future industry requirements.
- E-NEWSLETTER (PRODUCT PROMO)**
Advertise in our monthly plumbing newsletter promoting your business/service!
 -  800+ distribution: Host Employers, Apprentices, Students, Industry Partners
 -  40%+ average opening rate

**SOCIAL MEDIA
(INDIVIDUAL POST)**

Use our social media platforms to advertise your business!

 **2.1k+ Followers**
2021 Facebook Reach: 90,000+

 **230+ Followers**
2021 Instagram Reach: 4,000+


 **460+ Followers**
2021 LinkedIn Reach: 39,000+

PODCAST (SPONSOR)

Sponsor a monthly podcast with a shoutout and exclusive spot to talk about your business!

WEBSITE

Display your digital banners (different sizes available) on our website!

 Avg Time spent on page: 100+ seconds

 14,300+ Pageviews in 2021

 11,000+ Unique Pageviews in 2021

**APPLICATION -
TAKE 5 SPONSORSHIP**

Advertise in our Take 5 app. This will be viewed by hundreds of apprentices every month. Will be available in March/April 2022.



APPRENTICE OF THE YEAR COMPETITION & AWARDS NIGHT

The MPA Skills Plumbing Apprentice of the Year recognises excellence in Western Australia's plumbing and gasfitting apprentices. Get involved in our biggest competition event of the year.

■ **NAMING RIGHTS**

Own the naming rights to the awards night categories!

■ **FINALIST
SPONSORSHIP**

Have the opportunity to sponsor a finalist! Your brand will also be featured in the marketing material leading up to the event and awards.

■ **PRODUCT
PLACEMENT
& EVENT
SPONSORSHIP**

Be involved in the competition day and on the awards night!



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