

# DMN

designmatters.org.au

# Sponsor Kit.

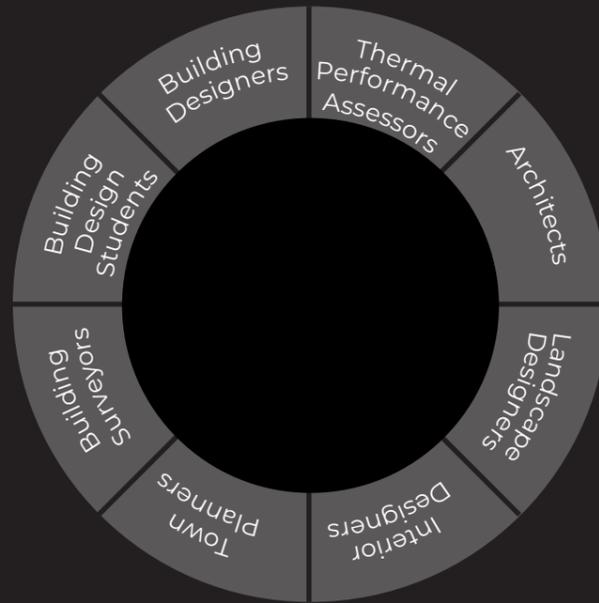
**CONNECT YOUR BUSINESS TO AUSTRALIA'S  
LARGEST COMMUNITY OF BUILDING DESIGNERS  
AND BUILT ENVIRONMENT PROFESSIONALS.**

Design Matters National

2022 / 2023

DMN is Australia's largest and most influential industry body for building designers and built environment professionals. Our members specify hundreds of millions of dollars in building materials for residential, commercial and industrial projects every year.

### OUR MEMBERS



DMN hosts between 3 and 4 events every week across Australia to connect members and sponsors through networking, seminars, workshops, immersive experiences, site tours, social days and a range of other activities.

Headquartered in Melbourne, DMN's members are supported by local State Managers in NSW and WA with a Senior Sustainability Manager based in Queensland. In 2020 DMN amalgamated with the Building Designers Association of Western Australia and the Building Designers Association of the Northern Territory in 2020 expanding our reach and support for building designers nationally.

DMN sponsors range from multi-national, national and state only companies that enjoy access to our membership to build long-term professional relationships, increase brand awareness and drive sales. There are many options for sponsorship, partnership and advertising to choose and all offer excellent ROI.

## ABOUT US

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# 01.

## EXPLORE THE OPTIONS.

### Education

Enhance Members knowledge by delivering your latest innovations and technical detail. Relevant, current and practical professional development (CPD) conducted in-person or in a hybrid environment by national and international industry experts covering realistic issues.

### Annual Building Design Awards

The Awards culminate with ceremonies in Perth (West coast Awards) and Victoria (East Coast Awards) usually in October. Attended by over 500 guests nationally, the Annual Building Design Awards are gala evenings where sponsors and members share in celebration. Media walls, promotional gift bags and so much more offer our sponsors the opportunity to advertise their products and services.

### InspoExpo

DMN's annual online tradeshow INSPOEXPO is launched every November to provide our sponsors an opportunity to showcase their latest innovations including new products and services due for release in the coming New Year. A week-long expo of people, products and services designed to inspire us, free to all Members and widely attended event.

### Immersive Experiences

Opportunities for Members to tour showrooms, facilities and factories of sponsors to learn first-hand about products they specify when designing. Tours of architectural places of interest followed by refreshments are popular events where members and sponsors can connect. Networking

DMN hosts a range of social and networking events across Australia including golf days, design pin-ups and annual sundowner get togethers for our Members. These events are a wonderful opportunity for sponsors to not only present, showcase their products and services but also to join in the fun to mingle with members in a relaxed and fun environment making for long-lasting relationships.

### Advertise

Our clean, crisp communications are the lifeline Members need to keep abreast of an ever-changing industry. Engaging, informative targeted communications, including the fortnightly e:news, quarterly INTERSECT, and annual AWARDED magazines, draw above average click-rates from industry professionals and followers in every state of Australia and around the world.

# 02.

## NATIONAL SPONSORSHIP PACKAGES.

### SPONSOR KIT

Inclusives	Bronze \$7500	Silver \$15000	Gold \$25000	Platinum \$40000
Webinar presentations	1	2	3	4
Advertisement in DMN fortnightly e:news	5	8	10	Every Issue
Advertisement/Advertorial in INTERSECT quarterly magazine	0	1	2	Every Issue
AWARDED advertising magazine (\$3000*)	*	*	✓	✓
Attendance at in-person events	0	1	1	2
Immersive experience/Tour of Sponsor facility (if applicable)	1	1	1	2
Logo on the media wall at the DMN Annual Building Design Awards	✓	✓	✓	✓
Promotional items included in DMN event show bags		✓	✓	✓
Logo on all DMN marketing for sponsored events	✓	✓	✓	✓
Complimentary tickets to Annual Building Design Awards			✓ x 2	✓ x 4
Presentation at the Annual DMN Inspo-Expo online product showcase	✓	✓	✓	✓
Special Sponsor Award (i.e. Building Design Awards, True Zero Carbon Challenge) (\$6000*)	*	*	*	✓

\*Social media posts, educational CPD topics, advertorial material, workshop presenters, tours, etc., should be relevant to DMN Members. DMN retains the right to decline suggestions if it thinks they are not appropriate for DMN members.

# 03.01

## PUBLICATIONS.



### INTERSECT

A quarterly , full - colour printed and digital publication of 80 pages featuring industry and product news , CPD and event galleries, feature stories, profiles, opinion pieces technical and career advice .

**Printrun : 2,500 +**

**Audience : National**

**Ad. Rates : Inside front/ backcover : \$ 900**

**Half - page : \$ 1,500**

**Full - page : \$ 2,250**

**INTERSECT advertising material deadlines :**

**Q 1 – 10th February**

**Q 2 – 10th May**

**Q 3 - 10th August**

**Q 4 - 10th November**

# 03.02

## PUBLICATIONS.



### AWARDED

“AWARDED” is our annual digital and printed publication of 100+ pages featuring the winners of the Design Matters National Building Design Awards and Student Design Awards in all states and territories of Australia, as well as the National Award winners.

**Printrun : 2,500 +**  
**Audience : National**  
**Ad. Rates : Inside front/ backcover : \$ 900**  
**Half - page : \$ 1,500**  
**Full - page : \$ 2,250**

**AWARDED advertising material deadline is 10th August.**

# 04.

## DESIGN MATTERS NATIONAL STATS.

### SPONSOR KIT



#### FACEBOOK

4000+ Followers  
3500+ Page Likes  
2500+ Post Reach



#### INSTAGRAM

4500+ Followers  
68000+ Reach  
1000+ Engagement  
800+ Clicks



#### LINKEDIN

1000+ Followers  
2200+ Page visits  
800+ Unique visitors

Social Media Stats.



#### INTERSECT

2200+ Print  
2000+ Reads



#### AWARDED

2200+ Print  
2000+ Reads

Printed and Digital  
Magazine Stats.



#### ENEWS

6500+ Audience  
40% Open Rate  
300+ Clicks



#### CPD & EVENTS

5000+ Audience  
38% Open Rate  
200+ Clicks

Weekly Communication  
Stats.



05.

GLIMPSE OF OUR EVENTS.



