

# Sponsorship & Advertising Guide

2024



AUSTRALIAN  
PASSIVHAUS  
ASSOCIATION

# Who Are We?

APA is Australia's leading source of advocacy, news, training, and professional membership for Passivhaus.

Our members are first movers, ranging from asset owners and contractors to consultants and financiers who share our vision that **all Australians live and work in healthy, comfortable, low-energy, resilient buildings.**

As such, if you have a product or service that can help our members achieve their goals, there's no better place to advertise it than APA's communication channels.

Leverage our audience to get your products in front of key decision-makers across the sustainable building industry from residential to commercial construction today.

Learn how you can get involved in the following pages.





# Our Audience



900

Active Members



3500

Engaged Email Subscribers



18000

Collective Social Media Followers



10000000

Yearly Impressions Across All Channels

# Passivhaus Incubator

The Passivhaus Incubator is a newly developed initiative that builds on the **resounding success of our Comprehensive Introduction to Passivhaus course**.



Participation in this program will be by invitation or application only.

This ensures that participants are committed to becoming part of a cohort of client ambassadors who agree to work with the Association after their course finishes to support their business and organisation during the integration of Passivhaus.

# Passivhaus Incubator

The result of changing to invite-only acceptance means that we can ensure participants become true leaders and advocates for APA and Passivhaus through long-term commitments.

For you, sponsoring the Passivhaus Incubator **positions your brand directly in the path of these dedicated professionals**, keeping your brand front of mind as they continue their Passivhaus journey.

Additionally, the Passivhaus Incubator will be hosted in each Australian state, ensuring your brand enjoys wide exposure for your investment.



## What's In It For You

- 25 - 35 Highly engaged participants per year.
- Repeated brand exposure across 8 different sessions.
- Engagement with professionals who are dedicated to growing Passivhaus in Australia.
- Brand mentions across our newsletter and social media channels.

# Project Register

Our Project Register functions as a culmination of both Passivhaus-certified and non-certified sustainable buildings in Australia.

Its purpose is to **promote Passivhaus projects** by showing high-quality images, sharing building data and demonstrating user outcomes.



Certified, SECTOR: Residential - Single Dwelling, STATE: Victoria  
OWL WOODS PASSIVE HOUSE



Certified, SECTOR: Residential - Single Dwelling, STATE: Western Australia  
BEACH HAUS



Certified, SECTOR: Residential - Single Dwelling, STATE: Victoria  
CASACURVATURA



Certified, SECTOR: Residential - Single Dwelling, STATE: Victoria  
YARRAMEAD

# Project Register

Currently, the Project Register receives between **400-500 visitors per month** from engaged users who wish to learn more about Passivhaus and see the results of the building standard in the nation.

As a sponsor of our Project Register, your brand will be visible whenever users navigate through our database, giving you **access to thousands of visitors each year** who are thinking about their own Passivhaus projects in Australia.

Not to mention the fact that your sponsorship will go towards further development of our Project Register so that we can increase its user value. This means you could be receiving **significantly more traffic** from our Project Register as we increase its benefits.



## What's In It For You

- Exposure to roughly 5,000 users each year.
- Passive traffic from Australians working in the sustainable building industry.
- Brand mentions across our newsletter and social media channels.
- Increased reach as we dedicate marketing resources to the Project Register.

# International Passivhaus Open Days

IPODs happen twice per year and are an incredible opportunity for the general public and the wider construction industry to tour completed projects (both in person and virtually) and learn more about Passivhaus principles and what they can do for Australian buildings.

The event attracts roughly **1,500 Australians across 40-odd building sites** each time it is run, giving participants plenty of opportunity to recognise and remember your brand.





# International Passivhaus Open Days

As a sponsor, you get **logo placement on all graphics to promote the event**. Once attendees experience the benefits and outcomes of Passive Homes for themselves, you'll be top of mind when they decide to implement the principles in their own companies or buildings.

Not to mention the fact that these marketing materials will be distributed across our member base by email as well as across all our social media and digital channels, **resulting in thousands of impressions from highly engaged Passivhaus professionals** as well as those who are just beginning to adopt Passivhaus.



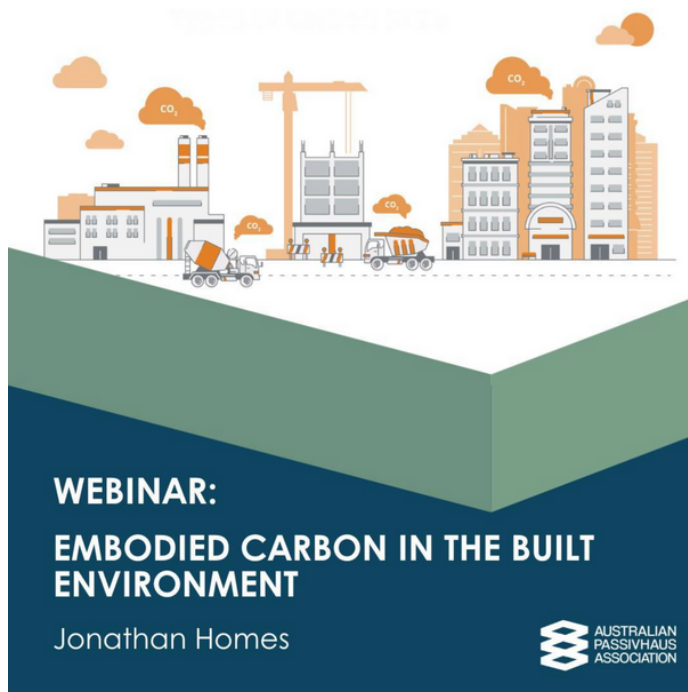
## What's In It For You

- Logo placement on all graphics to promote the event, resulting in tens of thousands of impressions.
- Ability to reach a wide audience due to participation from the general public.
- Sponsorship of a significant event can help your brand stand out.

# Webinar Series

Each year we host an annual webinar series which is comprised of regular monthly webinars.

In 2023, **we covered a range of highly valuable and engaging topics** such as Embodied Carbon in the Built Environment, High-Performance Passivhaus Ventilation strategies and Understanding the Impact of Mould in the Built Environment.



Collectively, these webinars bring in almost **1,000 highly targeted engagements each year**. With an annual Webinar Series sponsorship, you can get your brand in front of Passivhaus professionals who are actively involved in furthering sustainable building in Australia.

## What's In It For You

- Access to hundreds of high-quality impressions per year.
- Repeated brand exposure across 12 different webinars.
- Engagement with professionals who value continuous learning and growing the sustainable building industry in Australia.

# Newsletters

Our newsletters receive industry-leading engagement and, as such, we want to give **high-quality brands** the opportunity to become annual sponsors or casual advertisers.

At APA we have two newsletters, one that covers a wide range of topics with a focus on advocacy, membership updates, news, events, webinars and more, while the other focuses on major events and education. Each newsletter is sent once per fortnight on alternating weeks.



Annual sponsorship gets you a banner in your newsletter of choice for all **26 fortnightly editions** while casual advertising gets you a once-off exposure boost.

## What's In It For You

- 40,000+ impressions per newsletter per year.
- Repeated brand exposure across 26 different newsletters to improve reach.
- Industry-leading newsletter engagement: 47% open rate and 10% click throughs.
- Access to a growing subscriber base of 3,500 professionals.

# State Chapters

State Chapters are the interface between APA, the marketplace and the rest of our membership.

Currently, the State Chapters host regular meetings where projects are discussed in addition to **helping each other solve problems, linking each other to contacts and facilitating collaboration with one another.**



Due to APA's growth, we plan to establish a Nationalised Advocacy and Promotional plan. So not only will your brand be positioned in front of a range of **active State Chapter participants**, but also the individuals and companies they interact with as well as potential **word-of-mouth exposure** through their own personal networks.

## What's In It For You

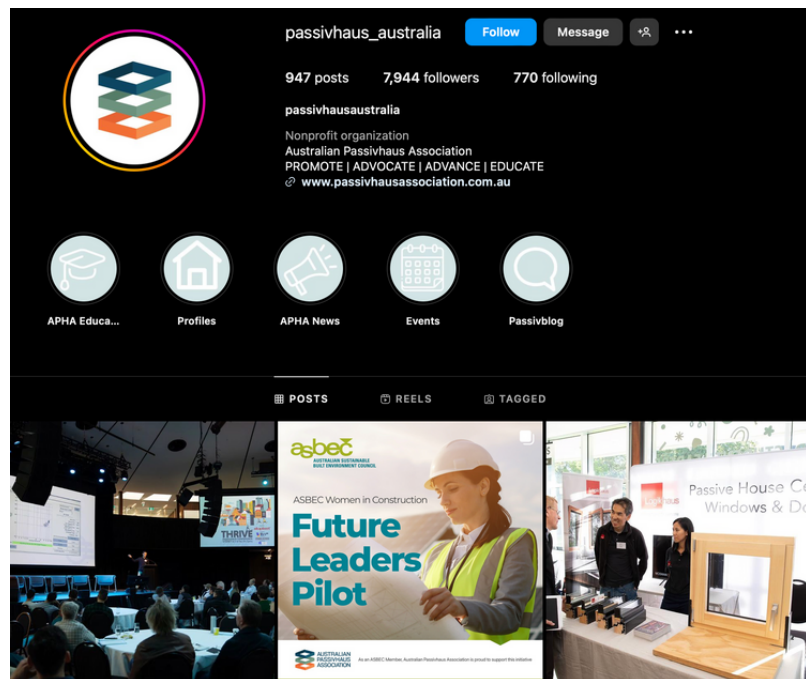
- Targeted brand exposure in the state(s) of your choice.
- Ongoing brand exposure across all regular meetings and events.
- Exposure to a wide range of individuals as we rollout our Nationalised Advocacy and Promotional Plan.
- Exposure to key decision-makers who are driving the growth of Passivhaus in Australia.

# Instagram Stories

Instagram is one of our key communication platforms for generating continued interest in all things Passivhaus.

Due to consistent growth (**14% so far in 2023**), we believe industry brands can benefit from exposure to our audience through Instagram Stories.

As of writing, we have **8,000 followers which generate 38,000 monthly impressions** with our average Instagram Story receiving **227 impressions**. As we continue refining our social strategies and building on our current momentum, these numbers are sure to grow in a positive direction.



## What's In It For You

- Access to 8,000 followers who are interested in sustainable building in Australia.
- Simple one-off advertising opportunities with no long-term commitments.
- Exposure to roughly 200+ individuals every time you advertise.
- Access to an outside-of-the-box advertising strategy in the building industry.

# Investment Snapshot

Avenue	What	Duration	Cost
Passivhaus Incubator	Get your brand in front of highly targeted cohorts of professionals who are joining the Passivhaus movement.	One Year (multiple cohorts)	\$25,000
Project Register	Advertise your brand in our Project Register which receives roughly 500 visits from engaged professionals each month.	One Year	\$10,000 and up
Intl. Passivhaus Open Day	Increase your reach with one of Passivhaus' most anticipated events of the year. Includes logo placement on all graphics to promote the event.	One Event	\$10,000 and up
Webinar Series	Get your brand logo on each monthly webinar and gain exposure to Passivhaus professionals who are dedicated to furthering the industry.	One Year (12 monthly webinars)	\$7,000
Newsletter Sponsorship	Secure a brand banner in either of our popular fortnightly newsletters and gain exposure to 40,000+ impressions each year	One Year (26 editions per newsletter)	\$7,000

# Investment Snapshot

Avenue	What	Duration	Cost
Newsletter Advertising	Secure a one-off brand banner in either of our popular fortnightly newsletters and gain exposure 3,500 engaged subscribers.	Once-off (26 slots per year per newsletter)	\$450
State Chapter Sponsorships	Position your brand in the eyes of professionals who are actively responsible for the growth of Passivhaus in Australia. includes logo placement on meeting invites and recognition and events.	One Year	VIC - \$6,000 NSW - \$5,000 TAS - \$2,000 SA - \$2,000 QLD - \$2,000 WA - \$2,000
Instagram Story Advertising	Get in front of our 8,000 engaged Instagram followers with a once-off story post.	Once-off (1 slot available per week)	\$300

# Next Steps

Thank you for your interest in growing your reach with the help of the Australian Passivhaus Association. Together, we can drive the growth of Australia's sustainable building industry one step at a time.

Do you have any questions about sponsorship or advertising? Want to secure your spot before they run out?

Click the button below to send us an email.

[Increase Your Reach With APA](#)

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