

# ARMS

Australasian Research Management Society

## CORPORATE PARTNERSHIP OPPORTUNITIES



# ABOUT ARMS

## "ENABLING GLOBAL RESEARCH EXCELLENCE"

The Australasian Research Management Society (ARMS) is the professional society for research management professionals working throughout Australasia and Singapore.

Since its founding in 1999, the ARMS network has grown to involve more than 3900 members from universities, independent research institutions, government, and health and research organisations from across the Australasian region including Australia, New Zealand and Singapore.

### OUR MISSION

ARMS is dedicated to the development of research management professionals; the promotion of the profession of research management; and the advancement of the research enterprise.

### WE VALUE

- Equity and diversity in the profession of research management
- A strong, vibrant profession
- High standards of research governance including the uncompromising protection of the integrity and the ethics of research; and
- The profession of research management as integral to the research enterprise.

### WE ACHIEVE THIS

- Providing a strong professional training and development framework for our members at all levels of research and administration through targeted events and conferences
- Providing access to an accredited professional development program which recognises research management and administration as a profession
- Encouraging opportunities for knowledge exchange through membership of Chapters and Special Interest Groups, sharing best practice in research management and administration
- Establishing professional networks with other members from the higher education sector, medical research institutes, hospitals, government departments and research organisations, funding agencies, Cooperative Research Centres, and not-for-profit organisations and with other international societies where we exchange knowledge and expertise on global matters of interest; and
- Representing the interest of our members by playing an advocacy role to government and to research organisations on current issues of relevance to research management and administration in Australasia and Singapore.

# PARTNER WITH US

The Australasian Research Management Society offers a range of partnership opportunities to reach sector representatives working in research management and administration roles across universities, Medical Research Institutes, CRCs, government agencies, service providers and consultancies.

## BENEFITS OF AN ARMS CORPORATE PARTNERSHIP

Generate business leads and foster opportunities to make links with key individuals and organisations in research management and administration

Create opportunities to engage with ARMS members and to learn more about current issues of interest in the research management profession

Show your support to the industry by being associated with ARMS events

Make your company name, logo and brand visible to key stakeholders in the research management sector

Promote your relationship with ARMS, raising your profile and credibility amongst members and across the research management community

Inform and update ARMS members and delegates on new initiatives and developments within your organisation

Connect virtually and face to face with the most influential people, bodies and organisations in research and research management

Exposure to our international network of research management professionals

Receive wide branding exposure through electronic promotions and social media campaigns to ARMS members

# CORPORATE PARTNERSHIP PROGRAM

## ABOUT THE PROGRAM

There are many opportunities to engage and connect with ARMS members and establish new networks with professionals working in the research management sector.

We have created tailored packages; Platinum, Gold, Silver and Bronze to meet your marketing and promotional requirements. Elements can be combined to create a tailored package to meet your company's requirements.

One (1) Platinum package will be made available per annum which may combine all offerings in the Gold category package with additional add-ons to be negotiated with ARMS (note \$20K minimum spend). Each package is based on a twelve (12) month arrangement.

Discounts are available for partnership over multiple years.



# ARMS CORPORATE PARTNERSHIP PROGRAM

PLATINUM \$20,000 | GOLD \$14,000 | SILVER \$7,000 | BRONZE \$5,500  
PLEASE NOTE: ALL PRICES ARE \$AUD PER ANNUM AND GST INCLUSIVE

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
• Company logo with hyperlink to website on every edition of the ARMS e-newsletter	✓	✓	✓	✓
• Company logo and URL on ARMS website	✓	✓	✓	
• E-newsletter editorials per annum	3	2	1	1
• Company email to ARMS Members	3	2	1	1
• Recognition as partner on ARMS Corporate Material	✓	✓	✓	✓
• Recognition as a partner of ARMS Report to Members	✓	✓	✓	
• International recognition as ARMS partner	✓	✓	✓	
• Delegates passes to Annual Conference	3	2	1	
• Complimentary Standard Individual ARMS Membership	3	2	1	
• Social Media Post	2	2	1	1
• ARMS Wrap Up e-communication	2	2	1	1
• Sponsored Webinar	1			

Please note Platinum Partnership is not available until July 2023

# ARMS ADVERTISING OPPORTUNITIES

ALL OPPORTUNITIES ARE \$AUD AND GST INCLUSIVE

## ADVERTISING IN THE UP IN ARMS E-NEWSLETTER

GRAPHIC PLUS 300 WORDS	\$990
GRAPHIC PLUS 200 WORDS	\$495
GRAPHIC PLUS 100 WORDS	\$330

NB - Graphic Size - as per specification document

## ADVERTISING ON ARMS SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA POST	\$750
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*Shared to ARMS' Twitter (1000+ followers),  
LinkedIn (950+ members) and Facebook (100+ followers)*

*NB The Society is Hootsuite (Social Media) Accredited*

## OTHER ADVERTISING OPPORTUNITIES

DIRECT COMPANY EMAIL	\$1,400
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*Sent to the ARMS membership base*

*Maximum 500 words*

ARMS WRAP-UP FEATURE	\$500
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*Sent to the ARMS membership base*

*Maximum 150 words*

NON-MEMBER JOB	\$550
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**OPPORTUNITIES POST**

*Listed on ARMS website*

NB - please see specification document for full details

# WEBINAR OPPORTUNITIES



## MONTHLY 1 HOUR WEBINARS

### PD SESSIONS @ ZOOM SPONSOR

**\$1,250**

#### **MULTIPLE OPPORTUNITIES**

##### Inclusions

- Acknowledgment as sponsor of selected 1 hour monthly ARMS PD Sessions @ Zoom
- Acknowledgement of sponsorship at the start and finish of the relevant session, or a 1 minute video to be played at the beginning of the session
- Organisation's name and logo on holding slides during the relevant session
- Organisation logo placement on advertising material for relevant session (website, mailouts etc)
- 1 x Social media post advertising the sponsorship of this session
- Access to recording of relevant session (Subject to speaker approval)
- List of registered attendee's Institutions
- Registered attendee list with name & organisation (if permission given by attendee)

## SPONSORED WEBINAR

**\$2,750**

#### **LIMITED OPPORTUNITIES**

##### Inclusions

- Opportunity to present a 1 hour webinar presented on a topic of relevance to the Research Management Profession (to be approved by ARMS Board)
- Acknowledgment as sponsor of Sponsored Webinar
- Acknowledgement of sponsorship at the start and finish of the webinar, or a 1 minute video to be played at the beginning of the webinar
- Organisation's name and logo on holding slides during the webinar
- Organisation logo placement on advertising material for webinar (website, mailouts etc)
- Opportunity to introduce & facilitate relevant webinar
- 1 x Social media post advertising the sponsorship of this webinar
- Access to recording of webinar (subject to speaker approval)
- List of registered attendee's Institutions
- Registered attendee list with name & organisation (if permission given by attendee)

# TERMS AND CONDITIONS

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### Payment and Cancellation

- Full payment is required upon confirmation of ARMS Partnership Agreement or on agreement of Advertising Opportunities
- ARMS reserves the right to refuse application or prohibit any partners from participation
- All entitlements must be executed within the agreed term, or they will be forfeited

## HOW TO BECOME A PARTNER

- If you would like to become an ARMS Corporate Partner
- Require any further information on the ARMS Corporate Partnership Program
- If you would like to discuss bespoke packages

please contact:

Lisa Beckham

ARMS Conference and Major Events Coordinator



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