



Sponsorship Prospectus 2025

VESP//A

Veterans, Emergency Services,
and Police Industry Institute Australia

ABOUT THE INSTITUTE

VESPIIA is Australia's first full-service professional-body for the organisations and professionals supporting our Veterans, Emergency Services, Police and their families, continuing the cycle of service. We work to arm them with the resources, training, support and representation they need to do their best possible work.



VESPIIA was proudly founded on Wadjuk Noongar land, and we pay our respects to the Traditional Owners of this land, recognising their enduring connection to country, culture, and community. Our mission is to serve and support all members across Defence, fire, ambulance, and police services. We are committed to fostering a culture of inclusivity, respect, and equity, ensuring that every individual, regardless of their background or identity, has access to the support, recognition, and opportunities they deserve.



VISION

VESPIIA aims to be a leader in supporting the organisations, staff and volunteers delivering support and programs to our Veterans, Emergency Services, Police and their families. We work to arm them with the resources, training, support and representation they need to their best possible work.

MISSION

The mission of The Veterans, Emergency Services & Police Industry Institute of Australia (VESPIIA) is to support our membership through high-quality events, training, advocacy and representation to the public and government, provide opportunities for connection, inclusion for staff and volunteers.



WHAT WE DO

TRAINING AND DEVELOPMENT

Equipping professionals and organisations with the skills, knowledge, and tools needed to enhance their impact and support service communities effectively.

NETWORKING AND COMMUNITY

Fostering meaningful connections and collaboration among professionals, organisations, and stakeholders within the veteran, emergency services, and police sectors.

RESOURCES

Providing accessible, high-quality research, templates, and tools to inform evidence-based practices and support impactful program delivery.

RECOGNITION

Celebrating excellence and acknowledging the outstanding contributions of individuals, organisations, and programs within the service community.

ADVOCACY AND REPRESENTATION

Amplifying the voice of the sector, influencing policy change, and ensuring the needs of veterans, first responders, and their families are heard at all levels.



WHO WE DO IT FOR

- // Ex- Service Organisations
- // Government
- // Industry
- // Academia
- // Staff
- // Volunteers

WHY WE DO IT

The organisations and professionals who deliver programs and services to veterans, first responders, and their families are the backbone of support for those who serve our nation.

These individuals and groups work tirelessly to address complex challenges, often with limited resources, while striving to create meaningful change in their communities.

At VESPIIA, we believe that by empowering these organisations and professionals with resources, recognition, and advocacy, we can amplify their impact.

Supporting those who support others ensures that veterans, first responders, and their families receive the highest quality programs and services, creating a ripple effect of positive change throughout the community.

A photograph showing a soldier in full camouflage gear on the left and a New South Wales Police officer in uniform on the right, both seen from behind. They are standing in a crowd of people. The text 'SPONSORSHIP OPPORTUNITIES' is overlaid in white on a yellow rectangular background.

SPONSORSHIP OPPORTUNITIES

NEW SOUTH WALES
POLICE

NETWORKING & COMMUNITY

// Halloween			
Gold	\$3,000		
Silver	\$2,000	3 available	
Bronze	\$500	10 available	
// Christmas			
Gold	\$3,000		
Silver	\$2,000	3 available	
Bronze	\$500	10 available	

ADVOCACY & REPRESENTATION

Round Table Discussions

// International Women's Day	\$4,500*
// Cadre of Padres	\$500
// Future Frontlines	\$500 per issue

TRAINING & DEVELOPMENT - \$2,500ea*

Face-to-face

- // Lego Serious Play
- // Habit Forming
- // All things Grants

Online

- // After the Fires Research Briefing
- // Mental Health First Aid
- // Accidental Councillor

**total sponsorship available - this can be split into smaller contributions.*

VESPA
AWARDS
FOR
EXCELLENCE

2025

AWARDS FOR EXCELLENCE

The VESPIIA Awards for Excellence are key component of VESPIIA's commitment to champion best practice service delivery to Veterans, Emergency Services, Police and their Families. The awards recognise the outstanding initiatives and innovative efforts of staff, volunteers, organisations, suppliers, allied and researchers. They celebrate the hard work and successes across the year, provide an opportunity for acknowledgement by peers, and promote the diverse and important work done for our communities.

CATEGORIES

// Individual

Volunteer of the year
Staffer of the year
Academic of the year
Student of the year

// Organisation & Team

Best strategic partnership
Supplier Team
Allied Team
Organisation
New kid on the block

// Program

Transition Program
Social Program
Volunteer program
Diversity and Inclusion Program
Impact on a shoestring
Impact through events
Impact through creativity

AWARDS FOR EXCELLENCE

// **Platinum - \$8,000**

- Acknowledgement as Platinum Sponsor
- Platinum status on promotional marketing materials
- Opportunity to speak at the awards ceremony
- Opportunity to present an award of your choosing
- Display of company logos throughout event
- Eight (8) tickets to the event
- AV presentation displayed during the event
- Acknowledged as sponsor in media release and socials
- Professional photography of your VIP guests and staff

// **Gold (2 available) - \$6,000**

- Acknowledgement as Gold Sponsor
- Gold status on promotional marketing materials
- Opportunity to present an award of your choosing
- Display of company logos throughout event
- Six (6) tickets to the event
- AV presentation displayed during the event
- Acknowledged as sponsor in media release and socials
- Professional photography of your VIP guests and staff

// **Silver (4 available) - \$4,000**

- Acknowledgement as Silver Sponsor
- Silver status on promotional marketing materials
- Opportunity to present an award of your choosing
- Display of company logos throughout event
- Four (4) tickets to the event
- AV presentation displayed during the event
- Acknowledged as sponsor in media release and socials
- Professional photography of your VIP guests and staff

// **Award (10 available) - \$2,500**

- Acknowledgement as Award Sponsor
- Award status on promotional marketing materials
- Opportunity to present an award of your choosing
- Display of company logos throughout event
- Two (2) tickets to the event
- AV presentation displayed during the event
- Acknowledged as sponsor on socials
- Professional photography of your VIP guests and staff

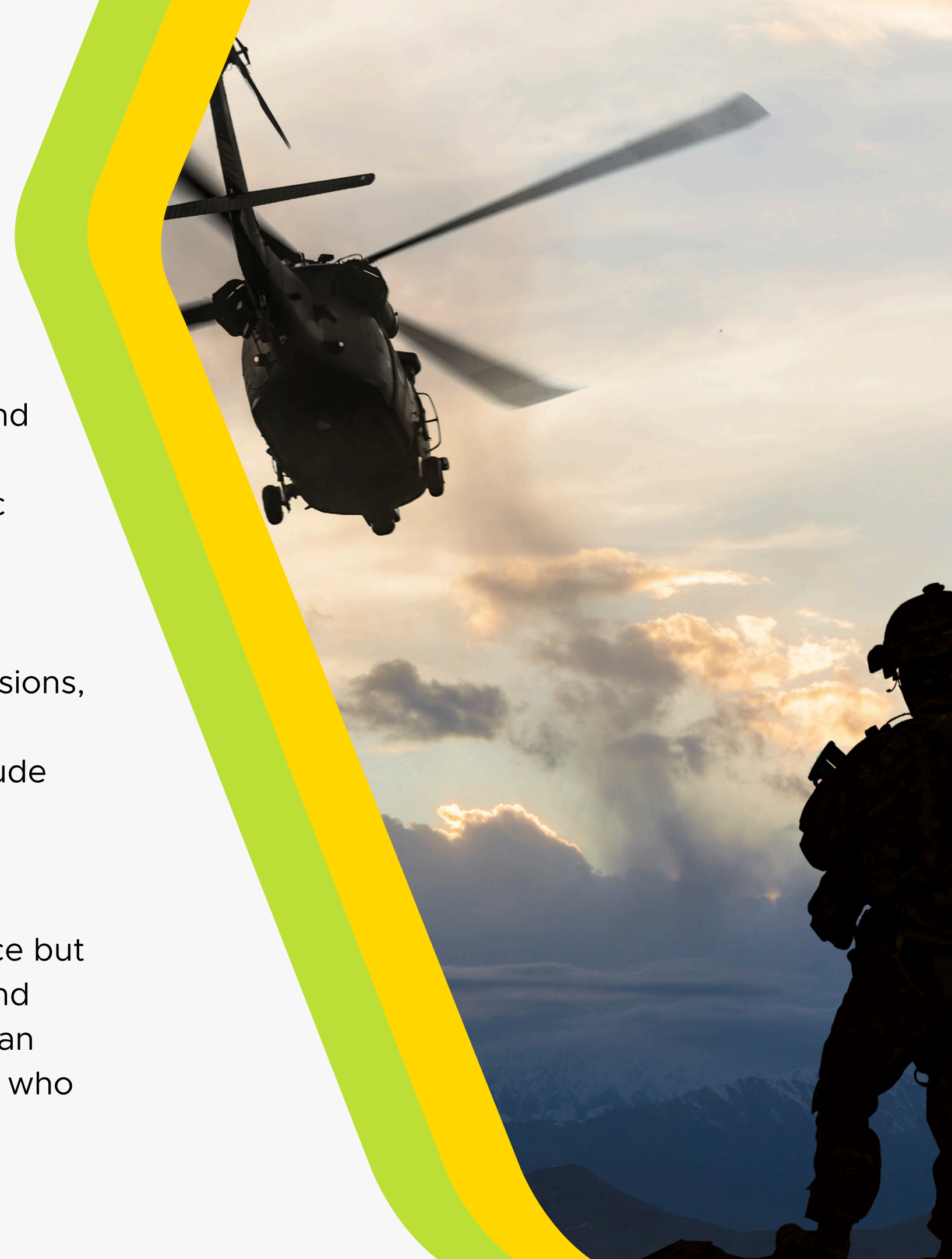
VESPIIA CONFERENCE 2025

INTRODUCING THE VESPIIA CONFERENCE

The VESPIIA Conference is a flagship event bringing together leaders, professionals, and organisations from the veterans, emergency services, and police sectors to connect, collaborate, and drive meaningful change. This conference provides a unique platform for attendees to engage in dynamic discussions, share best practices, and explore innovative solutions to the challenges facing service communities today.

With a carefully curated program featuring keynote speakers, panel discussions, workshops, and networking opportunities, the VESPIIA Conference fosters knowledge exchange and inspires action across the sector. Attendees include program managers, service providers, policymakers, and thought leaders, offering sponsors unparalleled access to a diverse and engaged audience.

As a sponsor, your support will not only enhance the conference experience but also position your brand as a leader in promoting excellence, innovation, and collaboration within this vital sector. The VESPIIA Conference is more than an event—it's a movement to strengthen the foundations of support for those who serve.



CONFERENCE

// Platinum - \$20,000

- Acknowledgement as Platinum Sponsor
- Platinum status on promotional marketing materials
- Opportunity to speak at the conference
- Display of company logos throughout event
- Eight (8) tickets to the event
- AV presentation displayed during the event

// Gold (2 available) - \$15,000

- Acknowledgement as Gold Sponsor
- Gold status on promotional marketing materials
- Display of company logos throughout event
- Six (6) tickets to the event
- AV presentation displayed during the event

// Silver (4 available) - \$10,000

- Acknowledgement as Silver Sponsor
- Silver status on promotional marketing materials
- Display of company logos throughout event
- Four (4) tickets to the event
- AV presentation displayed during the event

// Workshop (4 available) - \$2,500

- Acknowledgement as Award Sponsor
- Award status on promotional marketing materials
- Display of company logos throughout event
- Two (2) tickets to the event
- AV presentation displayed during the event

// Lanyard (1 available) - \$1,500

- Acknowledgement as Award Sponsor
- Award status on promotional marketing materials
- Display of company logos throughout event
- Two (2) tickets to the event
- AV presentation displayed during the event

// Smokos (2 available) - \$2,000

- Acknowledgement as Award Sponsor
- Award status on promotional marketing materials
- Display of company logos throughout event
- Two (2) tickets to the event
- AV presentation displayed during the event

*Sponsorship offerings will be tailored to the need of each sponsor type and may vary from the lists above. Lists above are an indication of the minimum value for sponsorship.



PROJECTS

THE LANDING ZONE

'The Landing Zone' will be a vibrant co-working and creative space designed to meet the unique needs of those supporting the Veterans, Emergency Services, and Police community, as well as members of the community themselves. Featuring versatile multiuse creative spaces and essential amenities like a mailroom, writing space, and podcast studio, it will offer users the flexibility to engage in new and innovative projects without the commitment of maintaining a dedicated space—perfect for one-off or irregular needs.

This inclusive and collaborative environment will foster creativity, innovation, and productivity, providing optimal conditions for individuals and organisations to produce their best work. 'The Landing Zone' will act as a catalyst for connection and success, enhancing the ability of its users to thrive and contribute meaningfully within a shared workspace tailored to their needs.



Research & Resource Library

The VESPIIA Research and Resource Library will be a cornerstone of support for organisations and professionals delivering services to defence members, veterans, emergency services personnel, police, and their families. By providing access to evidence-based research, reports, templates, and practical tools, the library will empower members to implement programs and strategies grounded in the latest data and best practices.

Designed to eliminate barriers to information, the library will promote high-quality, informed support that addresses the unique challenges faced by service members and their families. With flagship publications like the "Industry Bible" and "Families Bible," it will deliver targeted insights and guidance to strengthen resilience, mental health, and community well-being. Through this initiative, VESPIIA will foster continuous learning, professional development, and innovation, building a stronger, more resilient support network for those who serve.



We believe that VESPIIA has the potential to make a significant impact in the lives of veterans, emergency service personnel, and police workers in across Australia, and the organisations and staff who support them.

However, we cannot do this alone.

We are seeking supporters who share our vision and are committed to supporting this vital work. Your support will enable us to build our capacity, expand our services, and make a meaningful difference in the lives of those we serve.

Our partners can expect to contribute not only the development of Australia's first professional-body for Veterans, Emergency Services and Police support organisations, but to be at the forefront of development for the sector overall. Creating a better future for the organisations, staff and volunteers who work tirelessly to support our service personnel and their families.

We would be honoured to discuss this opportunity with you further and explore ways in which you can support VESPIIA.



VESPIIA Board of Directors: Ruben Proud, Greg Whitehouse (Chair), Hon. Dan Caddy MLC, Shannon Hennessy (CEO), Rachel Falzon (Vice Chair), Carlos Fortuna, Lara Chambers (not pictured)



THANK YOU

VESP//A