

**2025-26**

# **Sponsorship & Digital Marketing**

Rates & Packages

**The leading voice in compliance,  
where integrity meets opportunity.**

Partner with ACI to shape the future of compliance,  
connect with key decision-makers, and drive real  
impact across Australia's regulatory landscape.

**For nearly 30 years, the Australian Compliance Institute (ACI) has proudly served as a not-for-profit membership organisation, setting the benchmark for compliance professionals and championing those who uphold integrity and accountability within their organisations.**

Through thought leadership, advocacy, and nationally recognised training via our RTO, the ACI delivers critical support to a profession navigating ever-changing regulatory landscapes.

Guided by an accomplished and respected board, we remain focused on strengthening organisational integrity and ensuring ACI continues to lead industry thinking. Our members count on us for tailored education, regulatory insights, and practical resources, whether they're just beginning their careers or are seasoned professionals with decades of experience.

The ACI offers both individual and corporate memberships, alongside meaningful sponsorship opportunities that support a vibrant and connected compliance community. As outlined in the pages ahead, we invite organisations to engage with our flagship conferences, targeted roundtables, prestigious award ceremonies, digital campaigns, and content marketing initiatives.

Each touchpoint is designed to amplify your message, connect you with key decision-makers, and demonstrate your commitment to strengthening Australia's compliance sector.

We look forward to discussing how we can align your goals with the right opportunities. To our valued returning sponsors, and those joining us for the first time, thank you for helping us build a stronger, more resilient compliance culture across Australia.

A handwritten signature in black ink, appearing to read 'Joanne', written in a cursive style.

**Joanne Phillips, CAE**  
Chief Executive Officer

# Make an Impact

## Why partner with ACI



### **Partnering with the Australian Compliance Institute (ACI) offers sponsors a unique opportunity to connect with a highly engaged network of compliance, risk and governance professionals across Australia.**

As the leading member-based organisation in the sector, ACI delivers industry-leading events, training, and thought leadership that shape the future of compliance. Sponsorship provides valuable brand visibility, trusted alignment with professional excellence, and direct access to key decision-makers.

Whether through national conferences, webinars or digital campaigns, ACI creates meaningful engagement opportunities that deliver measurable value and long-term impact. Join us in supporting the integrity of Australian business through smarter compliance.



#### **Boost Your Brand**

Reach a highly engaged audience of compliance and risk professionals across industries and career stages through targeted, high-visibility platforms.



#### **Connect and Grow**

Gain access to exclusive networking and business development opportunities at ACI events, connecting with potential clients, partners, and industry leaders.



#### **Demonstrate Leadership**

Show your commitment to integrity and ethical standards by aligning with Australia's leading compliance body, strengthening stakeholder trust.



#### **Showcase Your Expertise**

Position your organisation as a thought leader and share your insights with a community that values knowledge, professionalism, and innovation.



#### **Attract Top Talent**

Engage with skilled compliance professionals seeking career growth and demonstrate your commitment to professional development, helping attract and retain top-tier talent.

# Conference

## Package & Inclusions



### Specifics

**ATTENDEES:** 150  
**DURATION:** 1-day / 8hrs  
**LOCATION:** Capital cities on rotation  
**TIMING:** Annual / Q1

*Note: Corporate members who are entitled to access speaking opportunities, please contact our team to discuss this further. Sponsorship of the ACI Annual Conference will also include a reduced ticket price for any staff that would like to attend the gala dinner.*

### ACI AML & Financial Crimes Congress

The ACI AML & Financial Crimes Congress is Australia's premier event for professionals working to combat money laundering, financial crime, and terrorism financing.

Hosted by the ACI, the Congress brings together leading experts, regulators, law enforcement, and industry practitioners for a full day of high-impact insights, practical strategies, and networking. With a strong focus on regulatory updates, risk mitigation, and emerging threats, from digital currencies to global sanctions, the Congress equips attendees with the tools to stay ahead in an increasingly complex landscape. This event is a must-attend event for anyone serious about protecting their organisation and enhancing financial crime compliance.

Inclusions	Naming Partner	Platinum	Diamond	Networking Drinks	Sponsored Speaker	Exhibitors
<b>Limit</b> <i>The number of packs available.</i>	1	2	4	1	<b>Thought leadership</b> <i>(topic pre-approved by ACI)</i>	
<b>Naming Rights</b> <i>Exclusive conference naming rights.</i>	✓	X	X	X	X	X
<b>Delegate Tickets</b> <i>Number of complimentary tickets included.</i>	20	12	6	4	2	2
<b>Delegate Data</b> <i>(e.g. job title, industry, contact) subject to opt-in.</i>	✓	X	X	X	X	X
<b>Attribution</b> <i>Opening/closing remarks.</i>	✓	✓	X	X	X	X
<b>Cross Promotion</b> <i>via ACI channels (web, socials, eDMs, etc).</i>	✓	✓	✓	✓	✓	✓
<b>Ad placement</b> <i>in conference programme.</i>	✓	✓	✓	✓	✓	X
<b>Brand Displayed</b> <i>in event space (e.g roller banners supplied by sponsor)</i>	✓	✓	✓	✓	✓	✓
<b>\$ Investment</b>	\$30,000 + gst	\$10,000 + gst	\$5,000 + gst	\$5,000 + gst	\$5,000 + gst	\$3,000 + gst

# Conference

## Package & Inclusions



### Specifics

**ATTENDEES:** 150  
**DURATION:** 1.5-day / 12hrs  
**LOCATION:** Capital cities on rotation  
**TIMING:** Annual / Q4

*Note: Corporate members who are entitled to access speaking opportunities, please contact our team to discuss this further. Sponsorship of the ACI Annual Conference will also include a reduced ticket price for any staff that would like to attend the gala dinner.*

### ACI National Conference

The ACI National Conference is our flagship event, uniting members, regulators, thought leaders, and industry stakeholders from across the country.

This full-day event provides a powerful platform for the compliance and risk community to exchange ideas, explore challenges, and share best practices across a broad range of sectors. With a program featuring expert speakers and timely topics, the conference delivers deep insights into regulatory developments, practical strategies, and emerging risks. Ample networking opportunities are built into the day, allowing professionals to connect, collaborate, and strengthen industry relationships in a dynamic, face-to-face environment.

Inclusions	Naming Partner	Platinum	Diamond	Networking Drinks	Sponsored Speaker	Exhibitors
<b>Limit</b> <i>The number of packs available.</i>	1	2	4	1	Thought leadership <i>(topic pre-approved by ACI)</i>	
<b>Naming Rights</b> <i>Exclusive conference naming rights.</i>	✓	X	X	X	X	X
<b>Delegate Tickets</b> <i>Number of complimentary tickets included.</i>	20	12	6	4	2	2
<b>Delegate Data</b> <i>(e.g. job title, industry, contact) subject to opt-in.</i>	✓	X	X	X	X	X
<b>Attribution</b> <i>Opening/closing remarks.</i>	✓	✓	X	X	X	X
<b>Cross Promotion</b> <i>via ACI channels (web, socials, eDMs, etc).</i>	✓	✓	✓	✓	✓	✓
<b>Ad placement</b> <i>in conference programme.</i>	✓	✓	✓	✓	✓	X
<b>Brand Displayed</b> <i>in event space (e.g roller banners supplied by sponsor)</i>	✓	✓	✓	✓	✓	✓
<b>\$ Investment</b>	\$30,000 + gst	\$10,000 + gst	\$5,000 + gst	\$5,000 + gst	\$5,000 + gst	\$3,000 + gst

# Events

## Package & Inclusions



### Specifics

<b>ATTENDANCE:</b>	Varies
<b>DURATION:</b>	Evening / 4hrs
<b>LOCATION:</b>	Capital cities on rotation
<b>TIMING:</b>	Annual / Q4

### ACI National Awards & Gala Dinner

As part of the ACI Annual Conference, the ACI National Awards & Gala Dinner is a prestigious evening that celebrates excellence in compliance and risk management.

This elegant event brings together industry leaders and peers for a night of fine dining, entertainment, and recognition of outstanding achievements across the sector. With opportunities to connect in a relaxed and celebratory setting, the Gala Dinner is a highlight of the ACI calendar, honouring the individuals and organisations making a lasting impact in our field.

Inclusions	Naming Partner	Gold	Silver	Entertainment	Award Category
<b>Limit</b> <i>The number of packs available.</i>	1	2	4	1	
<b>Naming Rights</b> <i>Exclusive conference naming rights.</i>	✓	X	X	X	X
<b>Delegate Tickets</b> <i>Number of complimentary tickets included.</i>	12	10	6	4	2
<b>VIP Table</b> <i>Guest table with premium placement</i>	✓	X	X	X	X
<b>Attribution</b> <i>Opening/closing remarks.</i>	✓	✓	X	X	X
<b>Cross Promotion</b> <i>via ACI channels (web, socials, eDMs, etc).</i>	✓	✓	✓	X	X
<b>Ad placement</b> <i>in conference programme.</i>	✓	✓	✓	X	X
<b>Branding</b> <i>in event space (event materials, digital, etc)</i>	✓	✓	✓	✓	✓
<b>Presentation</b>	<i>Opportunity to deliver a 5-minute address during dinner</i>	X	X	X	<i>Opportunity to present the award on stage</i>
<b>\$ Investment</b>	<b>\$20,000 + gst</b>	<b>\$12,000 + gst</b>	<b>\$8,000 + gst</b>	<b>\$6,000 + gst</b>	<b>\$3,000 + gst</b>

# Seminars

## Package & Inclusions



### Specifics

**ATTENDEES:** 20 -100 per event

**DURATION:** As agreed

**LOCATION:** In-person, capital cities or regional.

**TIMING:** As agreed

**INVESTMENT:**  
\$3000 + GST  
(minimum, variable per event)

Please note: a fully supported event would typically be around \$6,000 + GST

### Roundtables & Networking

Co-sponsored bespoke events tailored to your interests and industry. Preference is given to thought leadership exclusive events that progress the ACI's objectives and provide professional development to members. In-person events are available in Sydney, Melbourne, Brisbane, Perth and Adelaide.

#### ACI TO PROVIDE

- Support regarding content and structure
- Social media and eDM promotions
- Direct communications to attendees

#### PARTNER TO PROVIDE

- Speaker/s suggestions and value-add content
- Copy for the event invite and eDMs
- Social media imagery and caption

### Specifics

**ATTENDEES:** 2,500+ members

**DURATION:** As agreed

**LOCATION:** Online or in-person, capital cities or regional.

**TIMING:** As agreed

**INVESTMENT:**  
\$2,500 + GST

### Thought Leadership Seminars

Opportunity to partner with the ACI to develop and deliver online or in-person seminars, covering topics of interest and relevance to our community. Webinars have proven to be a popular source of sharing current, trending topics and industry developments with a captive audience of compliance and risk professionals across multiple industries. Typically, over 2,500 members attend, view or review our webinars across the year.

#### ACI TO PROVIDE

- Marketing support to promote your event, including preparation of key documents, writing and promotion via eDMs and social media posts
- Event registration management
- Member support via email and online
- Cross-promotional opportunities via our website (your logo and link to your website)
- Post-event marketing to leverage key content
- Session hosted by Teams or Zoom via ACI

#### PARTNER TO PROVIDE

- Structure, idea generation and value-add content
- Imagery to elevate promotions
- Copy to include in the event invite and eDMs
- Social media imagery and caption

# Rate Card

## Digital Marketing Packs



### Our Digital Marketing Rate Card is your guide to the promotional opportunities available across ACI's digital platforms.

Whether you're looking to increase brand visibility, drive engagement, or connect with a targeted audience, we offer a range of advertising solutions tailored to meet your goals.

Below, you'll find detailed information on our digital ad formats, pricing, and specifications, including options for social media, dedicated email campaigns, website banners, and more. With flexible packages and strategic placement options, we're here to help you maximise your reach and impact. Let's work together to bring your brand to the forefront.

#### Core Exposure

Ideal for partners seeking to enhance visibility through ACI's professional network.

**\$1,200** + GST / per month

##### Includes:

- 1 x branded post on LinkedIn and Facebook
- 1 x banner ad (800 x 100 px) in our fortnightly Regulatory Update and a hyperlink (2 per month)

#### Premium Reach

Designed for partners seeking sustained visibility across multiple ACI platforms.

**\$1,800** + GST / per month

##### Includes everything in Core Exposure, plus:

- 1 x banner ad on the ACI homepage (linked to your site or offer)
- 1 x feature placement in the fortnightly CEO Update (includes 1 x image, 120 words max, and a hyperlink)

#### Full Impact

Our most comprehensive package for maximum exposure & direct audience engagement.

**\$2,200** + GST / per month

##### Includes everything in Core Exposure and Premium Reach, plus:

- 1 x Dedicated EDM to our member and subscriber database; custom-branded and sent by ACI to maintain trust and open rates.
- Inclusion in ACI's digital Partner Directory (logo, blurb, services and contact info)

#### Dedicated EDM Only

Want to boost your campaign further? Use our dedicated eDM.

**\$POA** + GST / per email

##### 1 x Dedicated eDM sent to our database (members and subscribers) on behalf of the partner.

- 0.65c per member / subscriber
- Date availability: Every second Wednesday each month
- Custom partner branding
- Partner supplied content
- Limited to 3 eDMs per partner, per financial year.



# Rate Card

## Inclusions at a Glance



**This comparison chart outlines the benefits, exposure opportunities, and value inclusions across our sponsorship tiers.**

Whether you're looking to boost brand visibility, engage directly with our professional community, or align your organisation with industry leadership, our tiered packages are designed to suit a range of objectives and budgets. Use this chart to quickly compare features and choose the package that best aligns with your goals.

Inclusions	Core Exposure	Premium Reach	Full Impact	Dedicated EDM
<b>Social Post</b> <i>LinkedIn &amp; Facebook</i>	✓	✓	✓	X
<b>Content Ad</b> <i>CEO Update eDM Sent Monday fortnight</i>	X	✓	✓	X
<b>Banner Ad</b> <i>Regulatory Update eDM Sent Friday fortnight</i>	✓	✓	✓	X
<b>Banner Ad</b> <i>ACI Website Homepage</i>	X	✓	✓	X
<b>Partner Directory Listing</b>	X	X	✓	X
<b>Dedicated eDM</b> <i>Custom eDM Sent Wednesday fortnight</i>	X	X	✓	✓
<b>Price</b>	\$1,200 + gst / per month	\$1,800 + gst / per month	\$2,200 + gst / per month	POA + gst / per mailing

ACI's digital marketing packs are designed to deliver stronger results through a multi-channel strategy that goes well beyond a single eDM. Research shows that most audiences need 4 to 7 touchpoints before taking meaningful action. Trust and engagement aren't built overnight; they grow through consistent, reinforced messaging.

By promoting your brand across multiple platforms, including social media, e-communications, and the ACI website, your message is more likely to be seen, remembered, and acted upon. This integrated approach offers a more impactful and cost-effective way to engage with Australia's compliance, risk, and governance community.

# Rate Card

## eDM Booking Dates 25/26



**To ensure your message reaches our audience at the right time, please refer to our eDM booking schedule.**

Slots are limited and often booked in advance, so we recommend securing your preferred date early. This schedule outlines available send dates, booking deadlines, and content submission cut-offs to help you plan and maximise your campaign's impact. **Sending dates outside the dates listed below are not permitted for Dedicated eDMs.**

### eDM Calendar 2025

Month	Content Due	Send Date
July	02 July	09 July
	16 July	23 July
	30 July	06 August
August	13 August	20 August
	27 August	03 September
September	10 September	17 September
	24 September	01 October

Month	Content Due	Send Date
October	08 October	15 October
	22 October	29 October
November	05 November	12 November
	19 November	26 November
December	03 December	10 December

### eDM Calendar 2026

Month	Content Due	Send Date
January	31 December	07 January
	14 January	21 January
February	28 January	04 February
	11 February	18 February
March	25 February	04 March
	11 March	18 March
April	25 March	01 April
	08 April	15 April
	22 April	29 April
May	06 May	13 May
	20 May	27 May
June	27 May	03 June
	10 June	17 June

Month	Content Due	Send Date
July	24 June	01 July
	08 July	15 July
	22 July	29 July
August	05 August	12 August
	19 August	26 August
September	26 August	02 September
	09 September	16 September
	23 September	30 September
October	30 September	07 October
	14 October	21 October
November	23 October <small>Due to Melb Cup</small>	04 November
	11 November	18 November
December	25 November	02 December
	09 December	16 December

## **Thank you for considering a partnership with the ACI.**

We value collaborations that advance our profession, support member development, and contribute meaningfully to the compliance and risk community.

If you'd like something tailored for a specific proposal or audience, please let us know via email to:  
[joanne.phillips@compliance.org.au](mailto:joanne.phillips@compliance.org.au)