FLEXIBLE WORKSPACE
AUSTRALIA

SPONSORSHIP 2027

Partner with Australia's flexible workspace industry

Flexible options. Targeted exposure. Real connection.

flex.org.au



WHO WE ARE

The peak body for flexible workspace

Flexible Workspace Australia is the national peak body for coworking and flexible workspace operators. We connect, support and advocate for the sector through events, resources and industry insights.

Australia now has about **1,200 coworking and flexible workspaces**, according to FWA's Flex Futures Industry Report.

Research

The annual Flex Futures Industry Report, used to benchmark the market.

Advocacy

One voice for the sector with government and policymakers.

Events

The national conference, the awards and gala dinner, and member events all year.

Directory

A national directory of member workspaces, searchable by city and state.

OUR REACH

The audience your sponsorship reaches

100+

member operators

450+

members

300+

workspace sites, nationally and internationally

2,250+

marketing contacts, nationally and internationally



WHY SPONSOR

What sponsors gain

Access

Time in the room with operators and decision-makers at the conference, the gala and member events.

Credibility

Your brand alongside the national peak body, in front of the whole sector.

Visibility

Your brand across FWA's EDMs, website, social and virtual events, month after month.

Introductions

Facilitated introductions to FWA members, for Principal, Gold and Silver partners.

EVERY TIER INCLUDES ALL FOUR

Four programs, one partnership

Launch: May 2027

Flex Futures Industry Report

Sent to 2,250+ contacts in print and digital, and downloaded all year.

February 2027

Awards and Gala Dinner

Award category naming rights and podium presentations, in a room of operators and leaders.

August 2027

National Conference

The flagship event: speaking slots, exhibitor space and session naming rights.

All year

Year-Round Program

Always-on visibility across EDMs, the website, social and virtual events.

Dates to be confirmed

2027 EVENTS

13 events across the year

Feb	Awards and Gala Dinner	In person
Feb	Small and regional operators	Virtual
18 Mar	Community managers	Virtual
15 Apr	Small and regional operators	Virtual
May	Industry Report launch	In person
17 Jun	Roundtable, NSW	In person
15 Jul	Community managers	Virtual
Aug	National Conference	In person
16 Sep	Small and regional operators	Virtual
Sep	Sponsors thank-you event	Sponsors
14 Oct	Community managers	Virtual
11 Nov	AGM	Members
18 Nov	Roundtable, VIC (proposed)	In person

Principal and Gold partners sponsor the virtual events, up to two per event. Every partner gets free tickets to all virtual events.

Proposed 2027 calendar. Dates marked by month only are to be confirmed.

ANNUAL PARTNERSHIPS

Sponsorship tiers

Principal

$25,000

a year, or $2,250 a month

Exclusive to one partner

- Naming rights and logo lock-up
- Lead sponsor of all flagship events
- Speaking at conference and gala
- Full-page report advertisement

Gold

$12,000

a year, or $1,100 a month

$16,000 total value

- Speaking slot at the conference
- Virtual event sponsorship
- Half-page report advertisement
- Quarterly member introductions

Silver

$7,500

a year, or $675 a month

$10,000 total value

- Breakout sessions sponsor
- Quarter-page report advertisement
- Naming rights to an award
- Facilitated member introductions

Bronze

$3,000

a year, or $275 a month

$5,000 total value

- Conference exhibitor space
- Eighth-page report advertisement
- Naming rights to an award
- Free tickets to virtual events

All pricing excludes GST. Full inclusions are in the detail section.

VALUE

A package costs less than the parts

Gold package

$12,000

vs $16,000 for the four programs bought separately

Silver package

$7,500

vs $10,000 for the four programs bought separately

Bronze package

$3,000

vs $5,000 for the four programs bought separately

All pricing excludes GST

NO ANNUAL COMMITMENT

Sponsor a single program

Program	Gold level	Silver level	Bronze level
National Conference	$5,000	$3,500	$2,000
Awards and Gala Dinner	$5,000	$3,500	$2,000
Flex Futures Industry Report	$3,000	$1,500	$500
Year-Round Program	$3,000	$1,500	$500

Each program at a given level carries that tier's inclusions for the program. Sponsor lanyards are also available to all partners, price on confirmation.

IN GOOD COMPANY

Our current partners

officernd

Gold

essensys

Gold

salto
INSPIRED ACCESS

Gold

hamlet

Gold

Collective Maintenance Services

Gold

NESPRESSO
PROFESSIONAL

Gold

work. place. media.

Silver

NEXT STEPS

Let’s partner for impact

1 Choose your level
An annual tier, or a single program.

2 Talk to us
We’ll shape the year around your goals.

3 Lock in before February
2027 opens with the Awards and Gala Dinner.









Sheree McIntyre sheree@coworkingcounsel.com.au · flex.org.au

DETAIL · AUGUST 2027

National Conference

Inclusion	Principal	Gold	Silver	Bronze
Principal event sponsor	Yes	—	—	—
Speaking opportunity	Yes	Yes	—	—
Arrival breakfast sponsor	Yes	—	—	—
Keynote session naming rights	Yes	—	—	—
Networking drinks sponsor	Yes	—	—	—
Breakout sessions sponsor	Yes	Yes	Yes	—
Lunch sponsor	Yes	—	—	—
Morning or afternoon tea sponsor	Yes	Yes	—	—
Exhibitor opportunity	Yes	Yes	Yes	Yes
Bus tour of coworking spaces	Yes	—	—	—
Conference tickets	Yes	Yes	Yes	Yes
Pre- and post-conference promotion	Yes	Yes	Yes	Yes

"—" means not included. Ticket numbers agreed with each partner. Pricing excludes GST.

DETAIL · FEBRUARY 2027

Awards and Gala Dinner

Inclusion	Principal	Gold	Silver	Bronze
Principal event and naming sponsor	Yes	—	—	—
Award category naming rights (one each, chosen in tier order)	Yes	Yes	Yes	Yes
Podium award presentation	Yes	Yes	Yes	Yes
Speaking opportunity	Yes	—	—	—
Door prize sponsor	—	Yes	—	—
Photo booth sponsor	—	Yes	—	—
Entertainment sponsor	Yes	Yes	—	—
Awards ceremony MC acknowledgement	Yes	Yes	Yes	Yes
Gala dinner tickets	Yes	Yes	Yes	Yes
Pre- and post-event promotion	Yes	Yes	Yes	Yes

"—" means not included. Ticket numbers agreed with each partner. Pricing excludes GST.

DETAIL · LAUNCH MAY 2027

Flex Futures Industry Report

Inclusion	Principal	Gold	Silver	Bronze
Principal sponsor of the launch event	Yes	—	—	—
Logo lock-up throughout the report	Yes	—	—	—
Advertising in the report	Full page	Half page	Quarter page	Eighth page
Sponsor acknowledgement in the report	Yes	Yes	Yes	Yes
Hard-copy edition of the report	Yes	Yes	Yes	Yes
Pre- and post-launch promotion	Yes	Yes	Yes	Yes

Distributed to 2,250+ contacts in print and digital, and downloaded throughout the year.

“—” means not included. Pricing excludes GST.

DETAIL · ALL YEAR

Year-Round Program

Inclusion	Principal	Gold	Silver	Bronze
Principal partner rights and logo lock-up on all comms	Yes	—	—	—
Sponsored industry blogs on the FWA website	Yes	—	—	—
Brand profile in the Industry News EDM	Yes	—	—	—
Virtual event sponsorship	Yes	Yes	—	—
Facilitated introductions to FWA members	Yes	Yes	Yes	—
Website sponsor directory with promotional offer	Yes	Yes	Yes	Yes
LinkedIn partnership announcement post	Yes	Yes	Yes	Yes
Featured advertisement in the Industry News EDM	Yes	Yes	Yes	Yes
Complimentary tickets to all virtual events	Yes	Yes	Yes	Yes
Sponsors thank-you event hosted by the FWA board	Yes	Yes	Yes	Yes

“—” means not included. Pricing excludes GST.