



Sponsorship Prospectus

JULY 2025

Organisational Overview

The Sustainable Builders Alliance gives builders and designers the confidence to build healthy and sustainable, zero carbon and high performing homes.

We are a group of industry professionals seeking to create positive change for future generations of Australians.

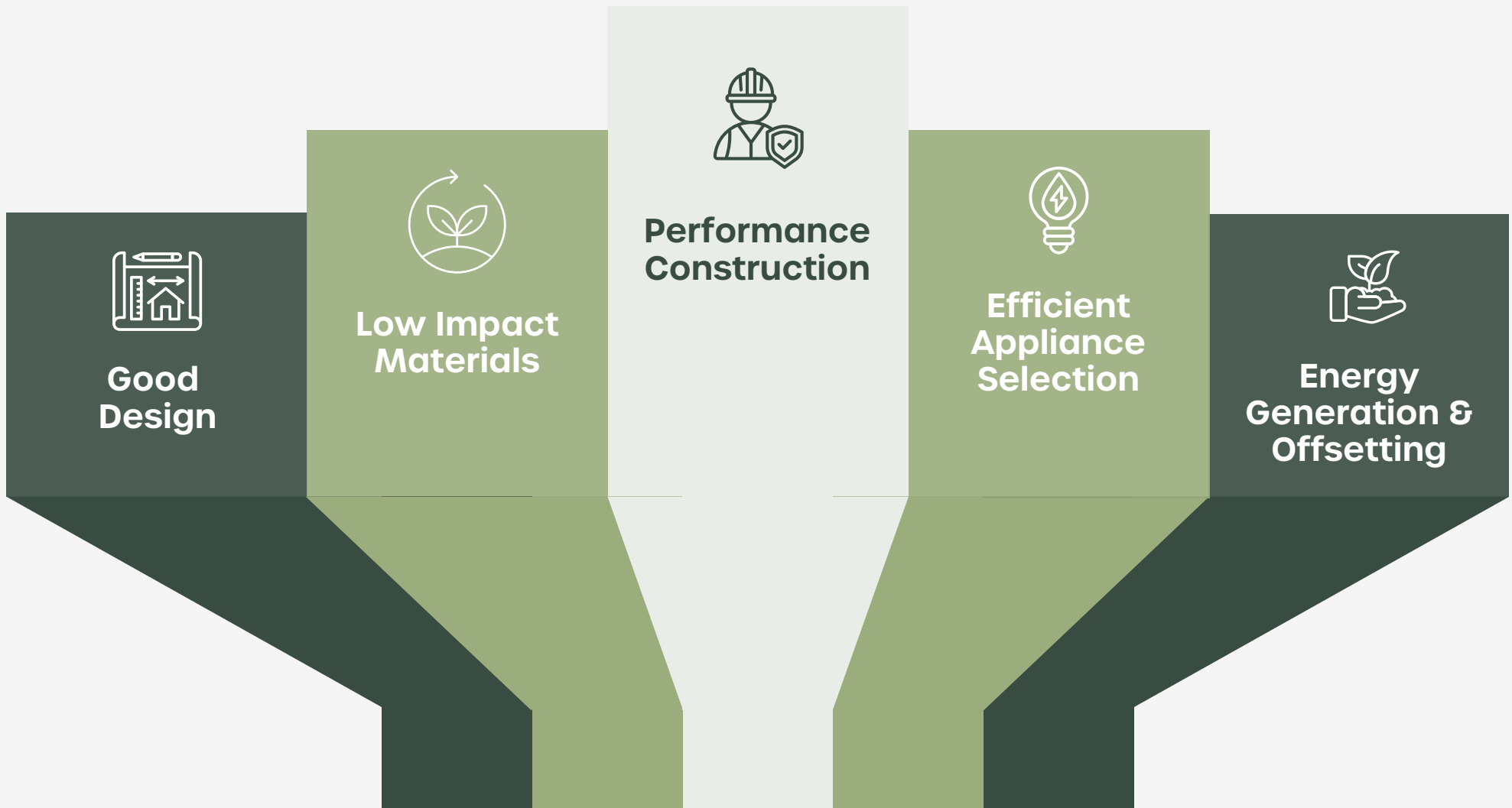
Arising from the Builders Declare movement, The SBA was founded in 2021 with the mission to spread knowledge of practical, low carbon, sustainable practices within the residential construction industry.

Partnering with sponsors, like your brand, enables us to do this.



Our Core Focus

We believe the key to creating comfortable, energy efficient homes without the carbon footprint, is understanding the following five areas:



Our Approach

We pride ourselves on providing practical knowledge to make designing and constructing a sustainable home easy. We deliver this to our Australian wide community in a number of ways.

- Monthly event & webinar series featuring topics from 'Weather resistant barriers' and 'What makes & breaks a high performance home' to 'Electric homes: What builders & designers need to know'
- SBA Roadmap to Net Zero Homes comprehensive online resource to assist in meeting the NatHERS 7 Star Whole-of-Home requirement
- Downloadable guides & templates such as the Achieving NatHERS 7 Stars Cheat Sheet through to Hot Water Assessor templates
- Sustainable Builders Yak monthly podcast featuring interviews with leaders of industry associations, innovative suppliers and builders breaking new frontiers



Our Network

The SBA has significant influence and engagement across Instagram, Facebook, and LinkedIn. Joining our network includes unparalleled access to sustainability focused Australian building and design professionals.

600+ signatories, 50+ members, 40+ sponsors and counting

74,000+ SBA Instagram views in the past 90 days

2,500+ new website users in the past 90 days

1,950+ subscribers to our email communications

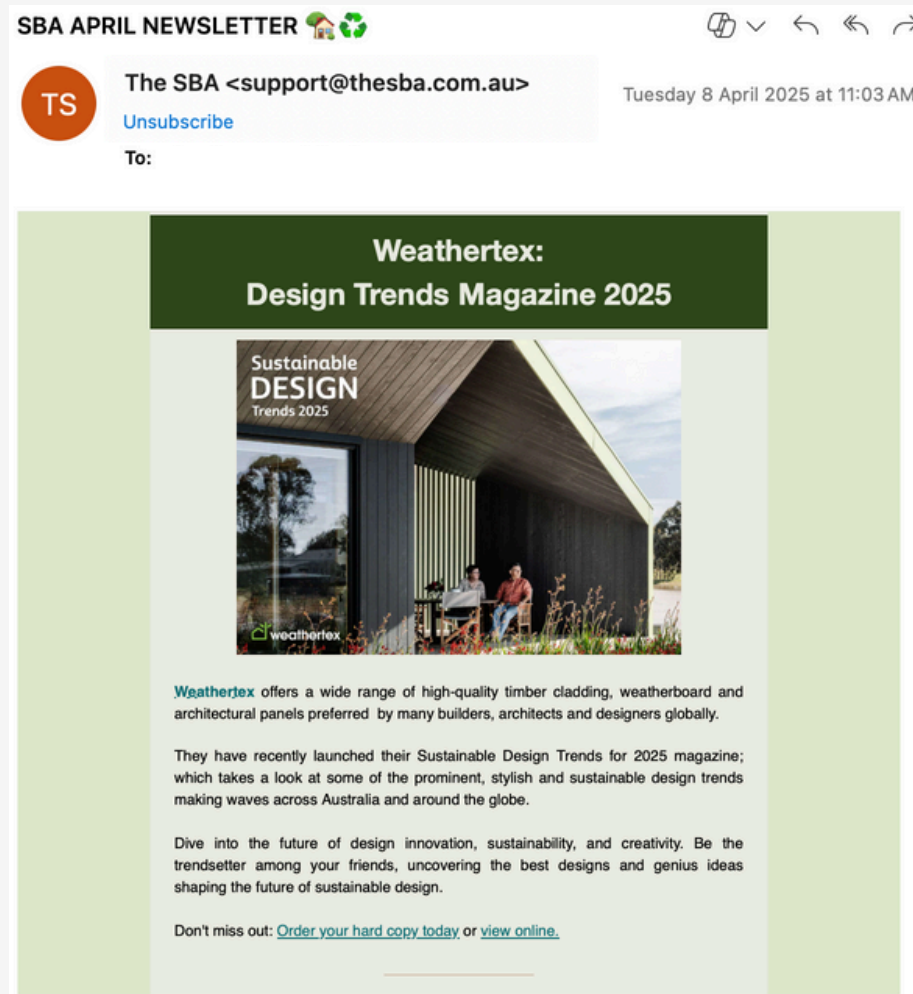
44,600+ collective Instagram followers across our Directors & SBA

4,000+ podcast downloads in the past 90 days



Sponsorship Tiers	Platinum (\$6000 +GST)	Gold (\$3000+GST)	Silver (\$1500+GST)
Maximum exposure - available to 10 sponsors only	✓		
Promotion as an event or webinar sponsor	✓		
Feature promotion in 1 x monthly newsletter edition	✓		
Welcome acknowledgement in 1 x monthly newsletter		✓	✓
Shoutout / promotion in 1 x episode Sustainable Builders Yak podcast	✓	✓	✓
Onboarding call with your Marketing Team to customise content	✓	✓	
Instagram post / reel content x 3	✓		
Instagram post / reel content x 1		✓	
Invitation to make Exclusive Offers available to SBA Members	✓	✓	
Access to use SBA sponsor logos	✓	✓	✓
Pride and goodwill in aligning your company with SBA	✓	✓	✓

Collaboration in Action



Next Steps

If your brand aligns with our values and you want to connect with a growing Australian network of builders, designers and industry professionals leading the way in constructing sustainable homes, then become a sponsor today.

Email: partnerships@thesba.com.au

Visit:

