



Sponsorship Prospectus

JULY 2026



Business for good

Organisational Overview

The Sustainable Builders Alliance (SBA) gives design and construction professionals the confidence to build healthy and comfortable, low impact 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 on the back of the 2020 bushfires and a wave of industries declaring a climate emergency, pledging to do better.

In 2026 we were formally recognised as a social enterprise through Social Traders Certification, with the mission to make net zero, sustainable homes mainstream.

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



Why the SBA exists



To make
construction of
Net Zero
Sustainable
Homes
mainstream.

Our Vision is that...

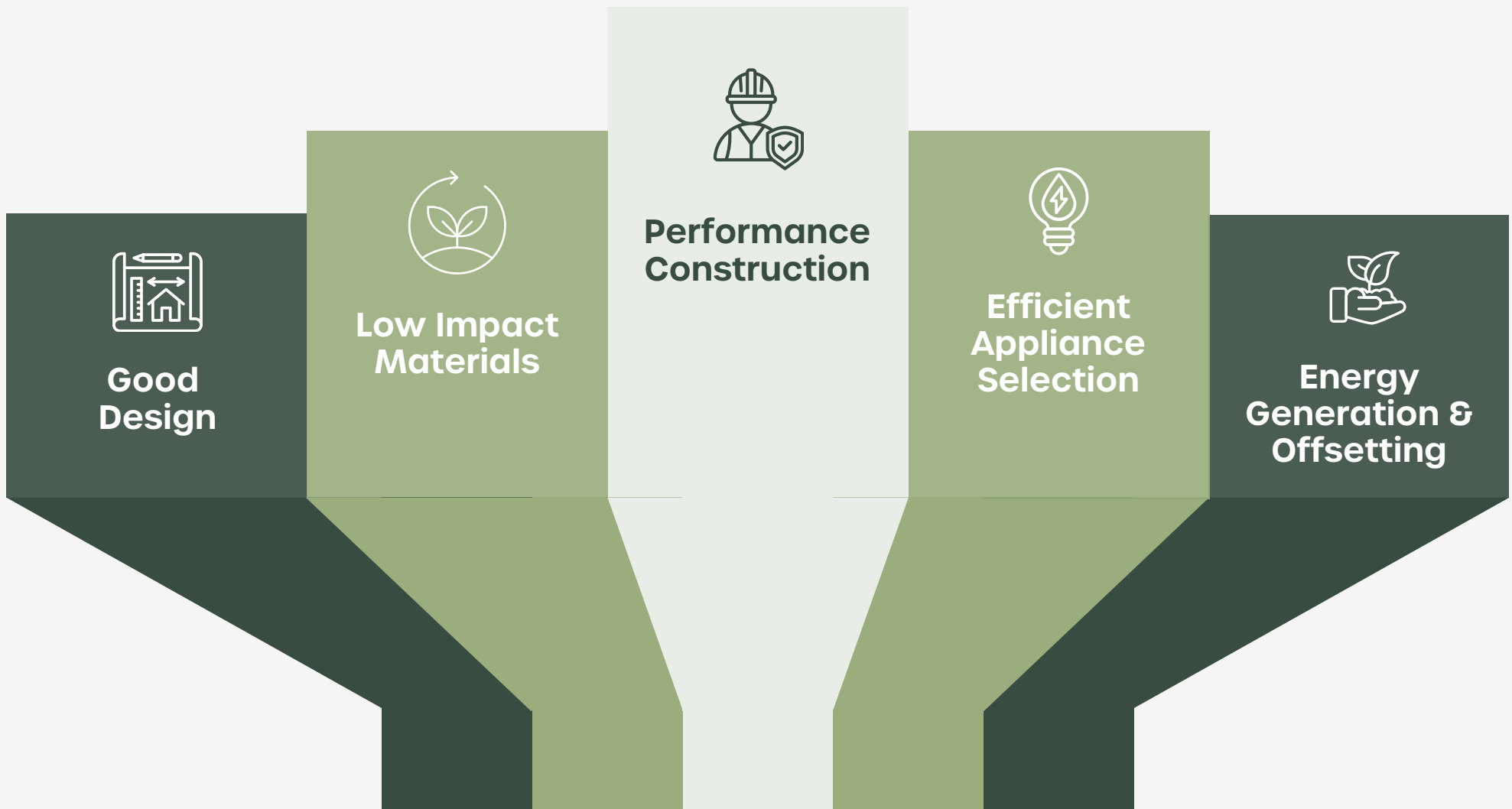
- 1** D&C professionals can create cost effective Net Zero Sustainable Homes
- 2** The Australian public are asking for Net Zero Sustainable Homes
- 3** Net Zero Sustainable Homes are the norm, rather than the exception.

What does SBA do?

- 1** **Provide Industry Guidance**
On the practical steps required to achieve net zero sustainable homes.
- 2** **Develop Education**
That the industry needs to mainstream net zero sustainable homes.
- 3** **Build Workforce Capacity**
To grow the pool of capable professionals so the public can achieve net zero sustainable outcomes.
- 4** **Strengthen industry alignment**
To share knowledge for a low carbon sustainable built environment.
- 5** **Champion Net Zero Sustainable Homes**
To promote, support and advocate better housing outcomes for Australians.

Our Core Focus

We believe the key to creating comfortable, energy efficient homes without the carbon footprint, is understanding the following five areas which make up our Roadmap to Net Zero Sustainable Homes



How we Engage our Community

We pride ourselves on providing practical knowledge to make designing and constructing a sustainable home easy. We can build your brand into this story.

- Monthly Event & Webinar Series: featuring topics from 'Weather resistant barriers' to 'Electric homes: What builders & designers need to know'
- Roadmap to Net Zero Sustainable Homes: comprehensive online resource to assist in meeting the NatHERS 7 Star Whole-of-Home requirement
- Guides & Templates: such as Achieving NatHERS 7 Stars Cheat Sheet through to Hot Water Assessor templates
- Sustainable Builders Yak Podcast: featuring fortnightly interviews with leaders of industry associations, innovative suppliers and builders breaking new frontiers



Our Momentum

Growing our membership is a core focus for FY27. We can include your organisation in the message as we scale.

+100

**Members recruited in our first year
of membership**

150

**New members targeted for
recruitment in FY27**

Our members skew heavily toward builders and architects delivering high-end custom homes and high-end project homes.

**40+ sponsors
and counting**

**140,000+ SBA
Instagram views
in the past 90 days**

**4,300+ website
visitors
in the past 90 days**

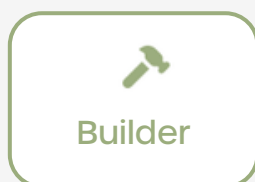
**2,200+ subscribers
to our email
communications**

**47,300+ collective
Instagram followers
across our Directors & SBA**

**6,000+ podcast
downloads
in the past 90 days**

Our Membership Program

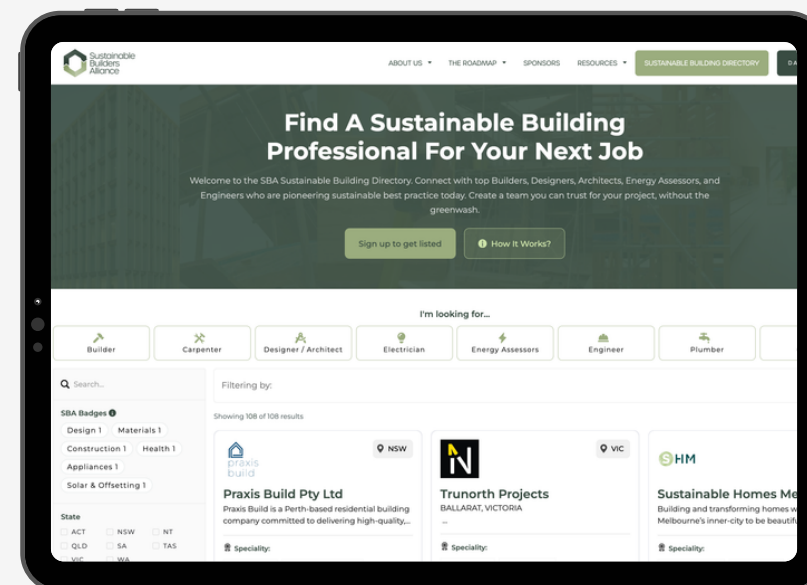
Our members are a potential specifier, recommender or installer of your brand.



Working on Class 1 & 2 dwellings across Australia. New build and retrofit.

SBA Membership includes:

- Verified listing in the SBA Sustainable Building Directory
- Full access to SBA Badges & micro-credentials, earning CPD points
- Discounted event tickets
- Exclusive member-only events & factory tours
- Member Perks from SBA sponsor partners
- Recognition as a verified SBA member
- Support in running open site tours





Sponsorship Tiers	Platinum (\$6000 +GST)	Gold (\$3000+GST)	Start-up* (\$1500+GST)
Maximum exposure - available to limited number of sponsors	✓		
Promotion as an event or webinar sponsor	✓		
Feature promotion in 1 x monthly newsletter edition	✓		
Welcome acknowledgement in 1 x monthly newsletter		✓	✓
Promotion in Sustainable Builders Yak podcast	25 sec ad Up to 1,000 listens	15 sec ad Up to 500 listens	15 sec ad Up to 250 listens
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	✓	✓	✓

*Start-Up tier is only available to small business or emerging organisations

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: info@thesba.com.au

Visit:

