

2024 PRF CONTENT SPONSORSHIP



Physiotherapy
Research
Foundation

OVERVIEW

Research is the foundation of our profession.

The PRF's mission is:

To support the physiotherapy profession by promoting, encouraging and facilitating research that builds capability in order to advance physiotherapy knowledge and practice.

The PRF is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC), the independent national regulator of charities established by the Australian Government.

The PRF is highly invested in translating the latest research into easily digestible content that summarises the information and is visually appealing. This content is available for corporate partners to sponsor and is promoted to our members across internal communication channels as well as APA social media platforms.

For a full overview of all content produced to date, please refer to the research translation section of the [website](#).

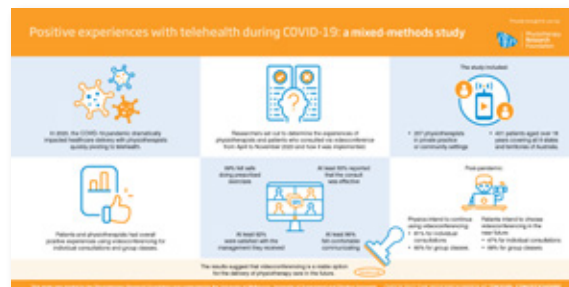
2024 CONTENT AVAILABLE FOR SPONSORSHIP

INFOGRAPHICS

Given the success of the 5 Facts infographic, the PRF has highlighted key findings from research studies and created several additional infographics.

In 2024 there will be three infographics available for corporate partners to sponsor at an individual cost of \$1000.

2024 FREQUENCY	3
Cost per infographic	\$1000 <i>ex GST</i>
Annual infographic package cost	\$3000 <i>ex GST</i>



BLOGS

Each quarter, *Journal of Physiotherapy*, the official peer-reviewed journal of the APA, publishes research papers in the popular Invited Topical Reviews section. The PRF has created a series of blogs that summarise the key findings of each paper.

In 2024 there will be four blogs available for corporate partners to sponsor at an individual cost of \$900.

2024 FREQUENCY	4
Cost per blog	\$900 <i>ex GST</i>
Annual blog package cost	\$3,600 <i>ex GST</i>



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PODCASTS

The PRF has funded the production of four podcast series. The series features key researchers discussing their journeys and research topics of interest to the profession.

In 2024 there will be a minimum of six podcasts available for corporate partners to sponsor at an individual cost of \$2000.

2024 FREQUENCY	6
Cost per podcast	\$2000 <i>ex GST</i>
Annual podcast package cost	\$12,000 <i>ex GST</i>



5 FACTS INFOGRAPHIC

Each month *InMotion*, the flagship publication of the APA and national trade publication, publishes the highly anticipated 5 Facts article outlining five evidence-based tips on a chosen research topic. The PRF summarises and highlights the key messages featured in each article to produce an infographic. The 5 Facts infographics have proven to be extremely popular on our social media channels.

In 2024 there will be 11 infographics available for corporate partners to sponsor at an individual cost of \$1,100.

2024 FREQUENCY	11
Cost per 5 Facts infographic	\$1,100 <i>ex GST</i>
Annual 5 Facts infographic package cost	\$12,100 <i>ex GST</i>

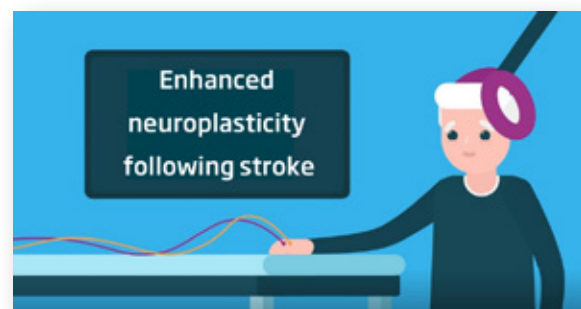


ANIMATIONS

The PRF utilises video animations to highlight key messages contained in various research publications. Several animations have been created and launched on the APA social media channels with great success.

In 2024 there will be four animations available for a corporate partner to sponsor at an individual cost of \$7,500.

2024 FREQUENCY	4
Cost per animation	\$7,500 <i>ex GST</i>
Annual animation package cost	\$30,000 <i>ex GST</i>



PRF CONTENT BRANDING INCLUSIONS



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As part of the content sponsorship that is available, corporate partners will receive additional branding opportunities via the APA social media channels and the research section of the APA website. Partners will also be able to use the content sponsored and the PRF logo on their social channels and website, subject to prior APA approval for brand placement*.

CONTENT BRANDING INCLUSIONS

All content is housed on the APA [website](#).

Podcasts	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none">– brand mentions during intro and outro of podcast. Copy subject to approval.– logo placement on podcast article page on website (as per PainAway example).
Animations	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none">– logo placement on animation article page on website (as per Flexeze example)– logo placement on end tile of animation—proudly sponsoring style copy.
5 Facts	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none">– logo placement on 5 Facts article page on the website (as per Flexeze example)– brand mentions/tags on social posts where possible (refer to socials branding options).
Infographics	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none">– logo placement on infographics (excluding 5 Facts) article page on the website (as per PainAway example)– brand mentions/tags on social posts where possible (refer to socials branding options).
Blogs	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none">– logo placement on the blog article page on the website (as per PainAway example) with a link back to the corporate website– brand mentions/tags on social posts where possible (refer to socials branding options).

*APA to approve all brand placement.

CONTENT BRANDING INCLUSIONS

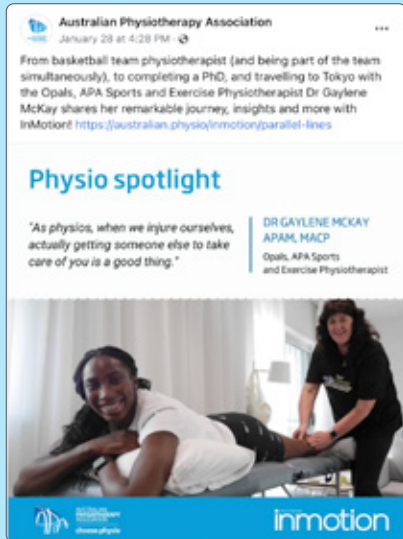


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APA SOCIALS BRANDING INCLUSIONS

Social Channel	Followers
Facebook	62,000
Instagram	20,500
LinkedIn	62,600
X	29,400

FACEBOOK



INSTAGRAM



X



LINKEDIN



*APA to approve all brand placement.

CONTACT

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The PRF can tailor a package to suit your requirements, budget and objective.
Please do not hesitate to contact us at your convenience for further information.



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