

Sponsorship Prospectus



2011 Queensland Landcare Conference

Generations of Guardians

Ayr | 20—23 September



Generations of Guardians

About the Queensland Landcare Conference

In 1989 farmers and conservationists joined forces to lobby for increased funds and political attention to tackle land degradation ... and so Landcare was born: a unique partnership that has resulted in over 20 years of real community action. There are now more than 300 Landcare Groups in Queensland alone, with the *caring hands* brand boasting over 70% recognition rate across Australia.

The first Queensland gathering of landcarers was held in Brisbane in 1990. Since then landholders, governments, businesses, researchers and conservationists have gathered annually in different locations across the state to discuss changing trends in land management and to celebrate their successes.

The 2011 Queensland Landcare Conference, the 22nd annual landcare conference to be held in Queensland, will provide a medium for discussion and debate on a full range of environmental issues being considered at national, state, regional and local levels.

Lower Burdekin Landcare Association are pleased to invite you to participate in the Queensland Landcare Conference to be held in **Ayr** from the **20 - 23 September 2011** and look forward to working with you to ensure that it is another useful and successful event for the community NRM and conservation network.

Generations of Guardians

The 2011 Queensland Landcare Conference will be hosted by Lower Burdekin Landcare Association in the town of Ayr, one hour south of Townsville. The theme of the conference, Generations of Guardians reflects the importance of educating a new generation of farmers and land carers about the challenges that lie ahead, as well as the value of those people who are willing to share their knowledge as guardians of the land.

The conference will take place from 20 – 23 September and will include a two-day youth event targeted at children from year 5 and up. As the event takes place during school holidays, we welcome delegates to bring their children with them and make the most of this fun learning opportunity. The program will also include the usual mix of keynote speakers, plenary sessions, concurrent workshops, field trips and social events.

For further information visit - <http://www.landcare.org.au/CONFERENCE.htm>.



Generations of Guardians

Why sponsor the Landcare Conference?

The Queensland Landcare Conference offers a unique opportunity to increase your organisation's exposure to a diverse cross-section of primary producers; land managers; policy makers; regional NRM bodies; businesses and the government departments that support natural resource management. The event will offer the following benefits:

- A unique opportunity to interact with land managers; community volunteers; senior government employees; regional body employees and boards; policy makers; and primary producers in formal workshop and social settings;
- The opportunity to view first-hand, the impacts of Landcare activities and programs locally by participating in the full conference program and associated field trips;
- Potential to reach over 300 purchasers of environmental goods and services;
- An opportunity to network with like-minded sponsors and corporations involved in natural resource management;
- An occasion to promote good corporate citizenship by contributing to a worthwhile community training and networking event;
- Establish your organisation as a key partner to the Landcare and natural resource management sector in Queensland through ongoing publicity;
- Be part of the development of cutting edge solutions to natural resource management problems discussed at the conference;
- To assist in building relationships with Traditional Owners through recognition, consultation and meaningful involvement in the delivery of the conference program; and
- To meet some of the most influential people in natural resource management in Queensland.



Sponsorship Opportunities

Standard sponsorship levels

1. Premier sponsor	\$25,000
2. Major sponsor	\$15,000
3. Associate sponsor	\$8,000
4. Supporting sponsor	\$4,000
5. Friend of the conference	\$1,250

Special sponsorship packages

6. Satchel sponsor	\$5,000
7. Lanyard sponsor	\$5,000
8. Dunny door sponsorship	\$3,500
9. Field trip sponsor	\$3,000
10. Adopt a delegate sponsor (per delegate)	\$1,500
11. Trade exhibit	\$1,500
12. Satchel insert	\$750

Youth event sponsorship

12. Major sponsor	\$10,000
14. Associate sponsor	\$7,500
15. Supporting sponsor	\$3,000

* Figures for each sponsorship level in this prospectus do not include GST



Sponsorship Opportunities

1. Premier sponsor (1 available) | \$25,000

The Premier level sponsorship package allows supporters the opportunity to be prominently associated with the Queensland Landcare Conference and will also allow for significant promotional opportunities and program and field trip inclusions. As the Premier sponsor of the 2011 Queensland Landcare conference, your organisation will:

- be promoted as the premier sponsor of the event
- be offered a prominent speaking opportunity during the event and the opportunity to introduce a keynote speaker or other dignitary by negotiation
- be offered the opportunity to negotiate field trip visits where appropriate linkages exist with conference themes
- receive five (5) complimentary full delegate registrations to the 2011 Queensland Landcare conference
- be promoted as exclusive host of the 2011 Queensland Landcare conference dinner (includes opportunity to give short presentation, provide a promotional item for table settings and display of corporate signage)
- receive five (5) additional complimentary dinner tickets and the opportunity to host a table of dignitaries or special guests to the 2011 Queensland Landcare conference dinner
- have your logo included in any major print advertising and on the 2011 Queensland Landcare conference media release template
- have your organisational banner prominently displayed in event decorations
- receive one complimentary trade exhibition space in the trade exhibition area or opportunity to 'adopt' a community delegate of your choice to attend the conference
- have your logo prominently featured on posters, signs and digital media at the venue throughout the event
- have a 150 word paragraph and organisational contact details included in the conference program
- be acknowledged as the premier sponsor on the 2011 Queensland Landcare conference webpage, conference bulletin, mail outs and registration brochure
- be acknowledged as the premier sponsor by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels



Sponsorship Opportunities

2. Major sponsor (2 available) | \$15,000

As a Major sponsor of the 2011 Queensland Landcare Conference, your organisation will:

- be promoted as a major sponsor of the event
- be offered a 5 minute speaking opportunity during the event and the opportunity to introduce a keynote speaker or other dignitary by negotiation
- be offered the opportunity to negotiate field trip visits where appropriate linkages exist with conference themes
- receive three (3) complimentary full delegate registrations to the 2011 Queensland Landcare Conference
- be offered the opportunity to host an evening social event: either the conference welcome reception or casual conference dinner
- receive three (3) complimentary tickets to the social event hosted by your organisation
- receive one complimentary trade exhibition space in the trade exhibition area or opportunity to 'adopt' a community delegate of your choice to attend the conference
- have your logo prominently featured on posters, signs and digital media at the venue throughout event
- have a 120 word paragraph and organisational contact details included in the conference program
- be acknowledged as a major sponsor on the 2011 Queensland Landcare conference webpage, conference bulletin and mail outs
- be acknowledged as a major sponsor by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels



Sponsorship Opportunities

3. Associate sponsor (3 available) | \$8,000

As an Associate sponsor of the 2011 Queensland Landcare Conference, your organisation will:

- be promoted as an associate sponsor of the event
- receive two (2) complimentary full delegate registrations to the 2011 Queensland Landcare conference
- be offered the opportunity to host a conference lunch or breakout session during the conference program including display of banner and opportunity to speak or introduce speakers
- receive one complimentary trade exhibition space in the trade exhibition area or opportunity to 'adopt' a community delegate or your choice to attend the conference
- have your logo featured on posters, signs and digital media at the venue throughout the event
- have a 100 word paragraph and organisational contact details included in the conference program
- be acknowledged as an associate sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as an associate sponsor by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels



Sponsorship Opportunities

4. Supporting sponsor (4 available) | \$4,000

As a Supporting sponsor of the 2011 Queensland Landcare Conference, your organisation will:

- be promoted as a supporting sponsor of the event
- receive one (1) complimentary full delegate registration to the 2011 Queensland Landcare conference
- be offered the opportunity to host a conference morning or afternoon tea
- have your logo featured on posters, signs and digital media at the venue throughout the event
- have an 80 word paragraph and organisational contact details included in the conference program
- be acknowledged as a supporting sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as a supporting sponsor by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels

5. Friend of the conference (6 available) | \$1,250

As a friend of the 2011 Queensland Landcare Conference, your organisation will:

- have your logo featured on posters, signs and digital media at the venue throughout the event
- have a 50 word paragraph and organisational contact details included in the conference program
- be acknowledged as a friend of the conference on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as a friend of the conference by the MC during the closing of the conference



Sponsorship Opportunities

6. Satchel sponsor (1 available) | \$5,000

Every delegate will receive a satchel on arrival at the conference, most of whom will carry them throughout the event. Satchel sponsorship offers excellent brand recognition, not only at the event but also afterwards, as satchels are taken home as mementos or given as gifts for people at home. Your logo or company name along with the conference logo and host's logo will appear on the conference satchel. As the satchel sponsor of the 2011 Queensland Landcare conference, you will:

- receive one (1) complimentary full delegate registration to the 2011 Queensland Landcare conference
- have your logo featured on posters, signs and digital media at the venue throughout the event
- have an 80 word paragraph and organisational contact details included in the conference program
- be acknowledged as a sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as a sponsor by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels



7. Lanyard sponsor (1 available) | \$5,000

This is a unique opportunity to have your logo prominently displayed around every delegate's neck! Your logo or company name will appear on the clip-on lanyard strap which every conference delegate will receive on registration. As the lanyard and nametag sponsor of the 2011 Queensland Landcare Conference, you will:

- have the opportunity to include promotional material (to be supplied by sponsor) in plastic sleeve at back of lanyard
- receive one (1) complimentary full delegate registration to the 2011 Queensland Landcare conference
- have your logo featured on posters, signs and digital media at the venue throughout the event
- have an 80 word paragraph and organisational contact details included in the conference program
- be acknowledged as a sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as a sponsor by the MC during the opening and closing of the conference



Sponsorship Opportunities

8. Dunny door sponsor (1 available) | \$3,500

This quirky and creative sponsorship opportunity catches people at their most reflective. Our dunny door sponsorship package provides the opportunity for you to create signage for mens' and ladies' toilets throughout the conference venue – a fantastic opportunity to look on the lighter side of life or share a serious message. As the Dunny door sponsor of the 2011 Queensland Landcare conference, you will:

- Have your signage displayed on all bathroom and toilet doors throughout the conference venues
- have your logo featured on posters, signs and digital media at the venue throughout the event
- have a 50 word paragraph and organisational contact details included in the conference program
- be acknowledged as a sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be acknowledged as a sponsor by the MC during the opening and closing of the conference



9. Field trip sponsor (4 available) | \$3,000

Your sponsorship will cover bus hire and some promotion for one field trip. As a field trip sponsor of the 2011 Queensland Landcare conference, you will:

- have your logo featured on the field trip program outlining field trip stops and background information
- have bus boarding points named after your organisation
- have the opportunity to include promotional material or organisational information on each seat of the bus prior to departure
- be offered the opportunity to act as field trip host or tour guide where appropriate linkages exist (by negotiation only).
- have your logo included on at least one media release in the lead-up to the field trip and receive a specific mention in the media release related to sponsored field trip in the lead up to conference
- be acknowledged as a field trip sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins



Sponsorship Opportunities



10. Adopt a delegate | \$1,500

Your delegate support sponsorship will provide much needed assistance for a remotely located Landcare farmer or volunteer to attend the conference. Your contribution will cover all registration fees and assistance towards travel and accommodation. As an adopt a delegate sponsor, you will:

- be acknowledged as a delegate sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- have the opportunity to communicate directly with the sponsored delegate
- be acknowledged as a delegate sponsor by the MC during the opening and closing of the conference
- be promoted in a tailored media release featuring a story on the sponsored delegate and your support



11. Trade exhibit | \$1,500

Trade exhibit spaces will be very limited at the 2011 Queensland Landcare Conference. Securing a trade exhibit will offer your organisation a unique opportunity to directly interact with delegates through your display. Where possible, meals will be served throughout the trade exhibits to allow for increased patronage to exhibitions. Exhibitors will:

- be supplied with a constructed booth with fascia sign for each exhibition (sizes to be confirmed).
- receive one (1) complimentary full delegate registration to the 2011 Queensland Landcare conference
- be acknowledged as a delegate sponsor on the 2011 Queensland Landcare conference webpage and in selected conference bulletins
- be included in the guide to exhibitors in the conference program



12. Satchel insert (10 available) | \$750

Your company flyer or brochure will be included in the conference satchel, distributed to every delegate upon registration.

In addition you may also include one item of promotional merchandise in the delegate satchels (promotional merchandise is at the cost of the sponsor and should be approved by the conference committee for inclusion).



Junior Landcare Conference

The next generation of guardians

In conjunction with the 2011 Queensland Landcare Conference, the inaugural Junior Landcare Conference will be held in conjunction with the landcare conference. The Junior Landcare Conference is designed to draw both young people and their families to participate in an educational and fun conference, centered on environmental awareness activities. A range of displays, hands on activities, entertainment and guest speakers targeted at young people.

13. Major sponsor | \$10,000

As the Major sponsor of the Junior Landcare Conference, your organisation will:

- be promoted as the major sponsor of the Junior Landcare Conference
- be offered the opportunity to contribute to the planning of activities and structure for the event
- be offered the opportunity to welcome children and families to the event
- have your organisational banner prominently displayed in event decorations
- receive two (2) complimentary full delegate registrations to the 2011 Queensland Landcare conference
- receive five (5) complimentary tickets to the conference dinner to be held on the Thursday evening
- receive one activity or display space at the Junior Landcare Family Day
- have your logo prominently featured on posters and signs at both events
- have a 120 word paragraph and organisational contact details included in the conference program
- be acknowledged as the major sponsor of the Junior Landcare Family Day on the 2011 Queensland Landcare conference webpage, conference bulletin and mail outs
- be acknowledged as the major sponsor of the Junior Landcare Family Day by the MC during the opening and closing of the conference
- opportunity to have your logo featured on the satchel for the Junior Landcare Family Day
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels



Junior Landcare Conference

14. Associate sponsor | \$7,500

As the Associate sponsor of the Junior Landcare Family Day, your organisation will:

- be offered the opportunity to contribute to the planning of activities and structure for the event
- have your organisational banner displayed at the event
- receive one (1) complimentary full delegate registration to the 2011 Queensland Landcare conference
- receive three (3) complimentary tickets to the conference dinner to be held on the Thursday evening
- receive one activity or display space at the event
- have your logo featured on posters and signs at both events
- have a 80 word paragraph and organisational contact details included in the conference program
- be acknowledged as the associate sponsor of the Junior Landcare Family Day on the 2011 Queensland Landcare conference webpage, conference bulletin and mail outs
- be acknowledged as the associate sponsor of the Junior Landcare Family Day by the MC during the opening and closing of the conference
- have the opportunity to provide one promotional item and one brochure for inclusion in the delegate satchels and the opportunity to provide one promotional item for inclusion in satchels for the Junior Landcare Family Day



Junior Landcare Conference

15. Supporting sponsor | \$3,000

As a Supporting sponsor of the Junior Landcare Family Day, your organisation will:

- receive two (2) complimentary tickets to the conference dinner to be held on the Thursday evening
- receive one activity or display space at the event
- have your logo prominently featured on posters and signs at the event
- be acknowledged as a supporting sponsor of the Junior Landcare Family Day on the 2011 Queensland Landcare conference webpage, conference bulletin and mail outs
- be acknowledged as a supporting sponsor of the Junior Landcare Family Day by the MC during the opening and closing of the conference
- opportunity to provide one promotional item for inclusion in satchels for the youth event



Event Details

FAST FACTS

2011 Queensland Landcare Conference

Hosts Lower Burdekin Landcare Association

When Tuesday 20—Friday 23 September 2011

Where Burdekin Theatre, Ayr, Northern Queensland

Attendance 300+

Venue and location information

The conference will be held in the northern Queensland town of Ayr, 85 kilometers south of Townsville. Ayr enjoys more than 300 glorious sunny days each year and the natural beauty of the area makes it popular for many water based recreational activities. The district is Australia's richest sugar producing area and also the mango and melon capital.

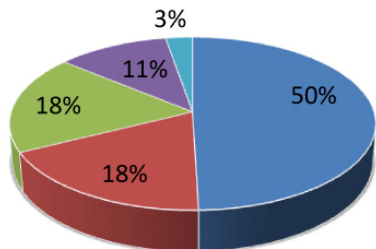
The main conference venue will be the renowned Burdekin Theatre. The well equipped theatre has played host to some of the biggest names in Australian theatre and is conveniently located in the centre of Ayr.

Media and communications

The conference traditionally generates substantial media coverage both locally and across the state and event staff are available to assist sponsors and exhibitors to maximise media opportunities. At previous events, ABC Radio have broadcast live and our media coordinator will be approaching several media outlets to do the same this year.

2010 delegates

- Community/Landcare group
- Non-Government NRM
- Local, State and Federal Government
- Corporate and business
- Universities: researchers and students



Who will attend?

Historically, the Landcare conference has had outstanding attendance, in excess of 300 participants. It is anticipated that up to 300 delegates will attend the conference in Ayr. In addition to conference delegates up to 100 people are expected to attend the Junior Landcare Family Fun Day to be held in conjunction with the conference.

The majority of participants represent the 300 plus landcare and other conservation and natural resource management groups in Queensland and more broadly, representatives from other conservation and environment groups; local, state and federal government; Landcare and farm suppliers; project officers and facilitators; major business partners; engineers, planners and consultants; primary producers; and industry groups.

Event Details

Program

The conference program will comprise of keynote plenary and panel sessions, and concurrent sessions of technical and project presentations. The program will be built from the theme *Generations of Guardians*. The theme acknowledges the role Traditional Owners have played as environmental stewards over thousands of years in Australia, the knowledge and passion of the many people who have been involved in landcare since its inception in the 1980s and most importantly, the new generation of landcarers – young people, students, Gen Y – who are showing a new level of interest in the environment and sustainability.

2010 Conference highlights

- Delegates were welcomed to Caloundra on Wednesday evening with a reception held in the grounds of Rydges Oasis Resort Sunshine Coast. Golden Circle generously supplied the refreshing beverages and guests were addressed by Peter Kenny of the Australian Landcare Council.
- Uncle Nerdon, and the Gubbi Gubbi Traditional Dancers welcomed delegates to country and Sunshine Coast Mayor, Bob Abbot welcomed everyone to 'paradise' on the first day of official proceedings.
- Keynote addresses from Jock Douglas and John Bishop both long time landcare leaders and supporters, addressed the future and strength of the movement and reflected on its evolution.
- More than 60 speakers and presenters from across Queensland and interstate.
- Plenary sessions on day one featured Nick Heath (WWF) looking at how together we can save our world class environment, David Thompson (Chair, National Roundtable for Non Profits) addressing the collaboration imperative and John Bradley (Director General, DERM) looking at the future of landcare from a policy perspective.
- Ian Mackay was the MC for the duration of the conference and also prepared a poem 'On Landcare's 21st' for the 21st Birthday celebration dinner. David Thompson was MC at the dinner, entertaining guests with landcare stories, jokes and his antics with the birthday clown.

PAST SPEAKERS

Hon Stephen Robertson—Minister for Natural Resources, Mines & Energy

Fay Jackson—CEO, Vision in Mind

David Thompson —Chair, National Roundtable for Not for Profits

Dr Christine Jones—Founder, Carbon for Life Inc.

Professor Ian Lowe—Chair, Australian Conservation Foundation

Dr Barry Traill—The Pew Environment Group

Jerry Coleby-Williams—Gardening Australia presenter & sustainable gardening expert

Her Excellency, Ms Penelope Wensley—Governor of Queensland



Key Contacts

If you are interested in sponsoring the 2011 Queensland Landcare Conference, please contact **Chloe Popa** on **0447 306 331** or **chloe@landcare.org.au**.

Should the sponsorship packages outlined in this prospectus not meet your requirements, we welcome the opportunity to discuss your organisation's specific needs, and where possible can work with you to tailor a package that best suits you. Please do not hesitate to contact us to discuss your specific requirements.

Sponsorship Management

Chloe Popa | Landcare Queensland

PO Box 13204 George Street | Brisbane City QLD 4003

Phone 07) 3211 4413 | Mobile 0447 306 331

Email chloe@landcare.org.au

Event Management

Samantha Morris | Wombat Creative

PO Box 878 | Broadbeach Q 4218

Phone 07 5538 5109 | Fax 07 5538 9843

Email landcare2011@wombatcreative.com.au



Printed on recycled paper

