



Photo by Nick Clancy

Sponsorship Prospectus

Queensland Landcare Conference
15 - 17 September 2010 | Caloundra

Celebrating 21 years of Landcare in Queensland

www.landcare.org.au/CONFERENCE.htm

About the Queensland Landcare Conference 2010

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 2010 Queensland Landcare Conference, the 21st 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.

Landcare Queensland and Queensland Water and Landcarers (QWaLC) are pleased to invite you to participate in the Queensland Landcare Conference to be held in **Caloundra** from the **15 - 17th September** and look forward to working with you to ensure that it is another useful and successful event for the community NRM and conservation network.

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 250 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

The benefits for each level are listed in the following pages.

- | | | |
|----|---------------------------|----------|
| 1. | Gold sponsorship | \$15,000 |
| 2. | Silver sponsorship | \$9,000 |
| 3. | Bronze sponsorship | \$5,000 |
| 4. | Friends of the Conference | \$2,000 |

Special sponsorship packages

Benefits for each level are listed in the following pages.

- | | | |
|----|---------------------------------|---------|
| 5. | Lanyard and name tag sponsor | \$6,000 |
| 6. | Field trip sponsor | \$3,000 |
| 7. | Adopt-a-delegate (per delegate) | \$1,500 |
| 8. | Satchel insert | \$750 |
| 9. | Trade exhibition | \$1,500 |



1. Gold sponsorship (3 available)

\$15,000

The Gold 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.

Benefits for a Gold level sponsor are as follows:

- 5 minute presentation outlining your organisation's activities, achievements and support to delegates at an appropriate point in the program.
- Negotiated naming rights to one of the following; conference welcome reception, a full day of catering or conference keynote.
- Introduction of keynote speaker or other dignitary by negotiation.
- Three (3) complimentary registrations to the forum including attendance at social functions.
- Potential to negotiate field trip visits where appropriate linkages exist with conference themes.
- Presence of logo in any major print advertising.
- Inclusion of logo on forum media release template.
- Prominent display of banner (provided by sponsor) in event decorations. Specifications for size and location apply.
- Logo featured on posters and signs at the venue throughout event.
- Logo and paragraph outlining organisation objectives in Conference program.
- Full slide with logo on sponsors PowerPoint presentation which will be screened when appropriate, at the beginning of plenary sessions and social functions.
- Acknowledgement of contribution by MC at the event.
- Inclusion of one insert in delegate satchels.
- One trade exhibition space in the trade exhibition area.
- Acknowledgement on conference website and acknowledgement in conference bulletin, with a distribution list of over 1200 people.



2. Silver sponsorship (4 available)

\$9,000

The Silver level sponsorship package highlights the support from Silver sponsor organisations through prominent profile throughout the forum and in the lead up to the event.

Benefits for a Silver level sponsor are as follows:

- Two (2) complimentary registrations to the conference including attendance at social functions.
- Sponsorship promotion including banner (provided by sponsor) and logo display for one breakout session (to be negotiated) during the conference, along with the opportunity to introduce speakers in that breakout session.
- Logo featured on posters and signs at the venue throughout the event.
- Logo and paragraph outlining organisation objectives in conference program.
- Full slide with logo on sponsors PowerPoint presentation which will be screened when appropriate, at the beginning of plenary sessions and social functions.
- Acknowledgement of contribution by MC at the event.
- Inclusion of one insert in delegate satchels.
- One trade exhibition space in the trade exhibition area.
- Acknowledgement on conference website and acknowledgement in conference bulletin, with a distribution list of over 1200 people.

3. Bronze sponsorship (5 available)

\$5,000

Benefits for a Bronze level sponsor are as follows:

- One (1) complimentary registration to the conference including attendance at social functions.
- Logo featured on posters and signs at the venue throughout the event.
- Logo and paragraph outlining organisation objectives in conference program.
- Full slide with logo on sponsors PowerPoint presentation which will be screened when appropriate, at the beginning of plenary sessions and social functions.
- Acknowledgement of contribution by MC at the event.
- Inclusion of one insert in delegate satchels.
- One trade exhibition space in the trade exhibition area.
- Acknowledgement on conference website and acknowledgement in conference bulletin, with a distribution list of over 1200 people.

4. Friends of the conference

\$2,000

- Full slide with logo on sponsors PowerPoint presentation which will be screened when appropriate, at the beginning of plenary sessions and social functions.
- Acknowledgement of contribution by MC at the event.
- Acknowledgement on conference website and acknowledgement in conference bulletin, with a distribution list of over 1200 people.

5. Lanyard and nametag sponsor

\$6,000

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.

Additional benefits are:

- Inclusion of promotional material (to be supplied by sponsor) in plastic sleeve at back of lanyard (strict size restrictions apply).
- Two (2) complimentary tickets to the forum dinner.
- Logo and paragraph outlining organisation objectives in conference program.
- Full slide with logo on sponsors PowerPoint presentation which will be screened when appropriate, at the beginning of plenary sessions and social functions.
- Acknowledgement of contribution by MC at the event.
- Acknowledgement on forum website and acknowledgement in conference bulletin, with a distribution list of over 1200 people.

6. Field trip sponsor

\$3,000

Your sponsorship will cover bus hire and some promotion for one field trip. Benefits include:

- Logo on field trip program outlining field trip stops and background information.
- Bus boarding points named after field trip sponsor.
- Promotional material on each seat of the bus prior to departure.
- The opportunity to act as field trip host / tour guide where appropriate linkages exist (by negotiation only).
- Inclusion of logo on at least one media release in the lead-up to the field trip and specific mention in media release related to sponsored field trip in lead up to conference.
- Acknowledgement on forum website and acknowledgement in forum bulletin, with a distribution list of over 1200 people.

7. 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.

- Acknowledgement in conference bulletin, with a distribution list in excess of 1200.
- Opportunity to communicate directly with the sponsored delegate.
- Acknowledgement by MC at the event.
- Tailored media release featuring story on the sponsored delegate and your support.

8. Satchel insert

\$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 prior to inclusion).

9. Trade exhibition

\$1,500

Between fifteen and twenty trade exhibition spaces will be available at the conference venue. Where possible, meals will be served throughout the trade area to allow for increased patronage to exhibitions. Exhibitors will receive:

- Constructed booth with fascia sign for each exhibition (sizes to be confirmed).
- Reduced registration fee for staff attending the trade exhibition (maximum of two staff).
- Acknowledgement in conference bulletin (with a distribution of over 1200) and in the guide to exhibitors which will be prepared for the event.

* Figures for each sponsorship level in this prospectus include GST



Media and communications

The event will generate substantial media interest locally and reasonable coverage across the state of sponsors and trade exhibitors attending the event.

Media involvement and partnerships are currently being negotiated locally to ensure maximum coverage during the event.

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 Caloundra.

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.

If you are interested in sponsoring the 2010 Queensland Landcare Forum, please contact Chloe Tanner 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 organizations 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.

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