2017 AND 2018 LANDCARE AWARDS

SPONSORSHIP PROSPECTUS

// 2017 AND 2018 LANDCARE AWARDS

// Landcare is a community of more than 100,000 volunteers, farmers and professionals dedicated to caring for the land and water that sustain us. It is Australia’s largest volunteer community and for almost 30 years the Landcare Awards have been celebrating and recognising its achievements.

// Nine national categories attract nominations from across the country for projects as diverse as sustainable farming, Junior Landcare, and Coastcare.

// Through being part of the Landcare Awards, you are publicly demonstrating your support for a smart and resilient agricultural and environmental future.
The 2017 and 2018 Landcare Awards provide the opportunity to be front and centre at a campaign that connects with the most influential members of the Landcare community. It links your company’s name with the best of Landcare, providing exposure at grass roots, state and national levels, and reinforces your commitment to local communities and corporate social responsibility.

State & Territory Landcare Awards: Over 2,000 attendees and 300 finalists across nine national categories. Attendance includes State Ministers and Governors, Government and corporate sponsor representatives, natural resource management (NRM) professionals and community members.

National Landcare Awards: Up to 800 guests, including Federal Ministers and Government representatives, Landcare ambassadors and patrons, senior corporate representatives, as well as NRM professionals, national, state and regional Landcare and NRM community members.

Marketing Footprint:
- National media campaigns for State & Territory and National Landcare Awards, reaching 7.4 million people through almost 600 media articles.
- Multi-channel promotional campaigns to Landcare Australia’s networks, including a social media following of more than 20,000 and an e-news database of more than 20,000.
FIVE CATEGORIES ARE AVAILABLE FOR SPONSORSHIP

- LANDCARE COMMUNITY GROUP AWARD
- COASTCARE AWARD
- INNOVATIVE YOUNG LANDCARE LEADER AWARD
- JUNIOR LANDCARE LEADER AWARD
- INDIGENOUS LAND MANAGEMENT AWARD

THE BENEFITS

PARTICIPATION BENEFITS

- Involvement in judging process for your sponsored category at state and national levels.
- Two invitations to all State & Territory Landcare Awards events and a table of ten at the National Landcare Awards gala dinner.
- Opportunities to present sponsored category at State and National events.
- Opportunity to network with other category sponsors and VIPs at State and National events.

AWARENESS BENEFITS

- Naming rights to your chosen category, e.g. Yates Junior Landcare Team Award, Fairfax Landcare Community Group Award, for the two-year Landcare Awards process.
- Sponsor signage at state and national events and sponsor logo inclusion in event and promotional collateral, including website, program books, presentations, invitations and media releases.
- Two banner ads in Landcare in Focus magazine, reaching over 300,000 readers nationally.
- Full-page ad in the National Landcare Conference program, which will be given to over 600 delegates.
- Dedicated media outreach for your sponsored category, and access to finalists and winner for promotion.
- Inclusion of articles on your sponsored category in Landcare Australia’s e-newsletters, reaching over 20,000 people.
Landcare Australia has been organising the Landcare Awards since their inception, almost 30 years ago. We communicate regularly to our networks - an audience of regional and urban Landcare community members, Federal, State and Local Government Ministers and representatives, corporate sponsors and partners.

The 2017 State & Territory Landcare Awards involve a national promotional call for entries campaign, a judging process, eight diverse and unique Awards events, and a winners promotional campaign. The 2018 National Landcare Awards involves multiple national media and digital marketing campaigns, profiling each finalist, running an online People’s Choice Award to engage the wider public, and promoting the winners.

THE TIMELINE

The 2017 State & Territory Landcare Awards will open for entries in March/April 2017.

// MARCH - JULY 2017
State & Territory Landcare Awards call for entries with national marketing & PR campaign

// JULY - NOVEMBER 2017
State & Territory Landcare Awards judging and events

// JUNE - SEPTEMBER 2018
National Landcare Awards promotional campaign and People’s Choice Award

// JULY - AUGUST 2018
National Landcare Awards judging

// SEPTEMBER 2018
National Landcare Awards gala dinner and winners promotional campaign