2018 National Landcare Conference and Awards

Bring your environmental and community support credentials to life

Sponsorship Prospectus

Landcare Australia

How to bring your sustainability credentials to life

As the largest knowledge sharing event for the Landcare community, the biennial National Landcare Conference and Awards attracts a variety of delegates from across Australia – with one thing in common: a passion for caring for the land. Natural resource management professionals, farmers, government representatives and community volunteers come together to learn about and celebrate the best of Landcare. Supported by a national multi-channel marketing campaign, the reach of the National Landcare Conference and Awards expands beyond the event, engaging with millions of people across the country.

By linking your brand with the National Landcare Conference and Awards, you will gain exposure at grass roots, state and national levels, and reinforce your commitment to supporting communities.

What is Landcare?

Landcare is a community made up of more than 5,000 local groups and 100,000 volunteers working to care for Australia's invaluable land and water assets. The Landcare brand has 78% awareness among Australian adults and has been a prominent feature of Australian communities since the 1980s. Landcare Australia is the leading national not-for-profit organisation working in partnership with business, government and community to support the Landcare community.

2016 National Landcare Conference and Awards snapshot

366,000
people reached on Facebook

70
speakers

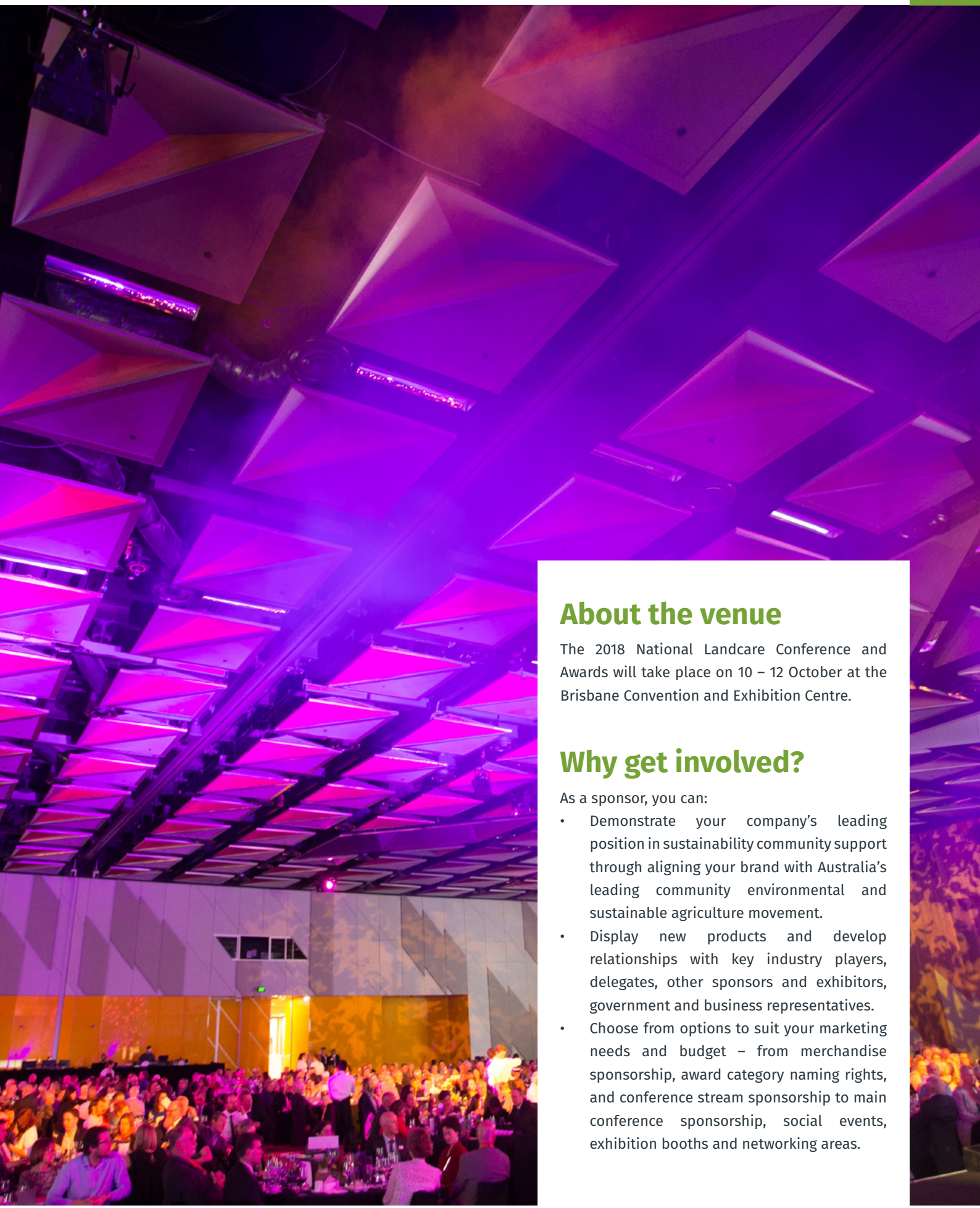
659
delegates

3 million +
media and marketing audience

95%
of delegates would attend another Landcare conference

48%
open rate of conference newsletter

69
awards finalists



About the venue

The 2018 National Landcare Conference and Awards will take place on 10 – 12 October at the Brisbane Convention and Exhibition Centre.

Why get involved?

As a sponsor, you can:

- Demonstrate your company's leading position in sustainability community support through aligning your brand with Australia's leading community environmental and sustainable agriculture movement.
- Display new products and develop relationships with key industry players, delegates, other sponsors and exhibitors, government and business representatives.
- Choose from options to suit your marketing needs and budget – from merchandise sponsorship, award category naming rights, and conference stream sponsorship to main conference sponsorship, social events, exhibition booths and networking areas.

Marketing

The 2018 National Landcare Conference and Awards will be supported by a national, multi-channel marketing and communications campaign reaching millions of people.

Landcare Australia will implement a strategy across traditional media, social media, website, electronic direct marketing and newsletters. Engaging with existing Landcare audiences as well as those interested in environmental conservation, sustainable agriculture, community engagement, and natural resource management, the campaign will be supported by a dedicated conference website profiling all sponsors and supporters. Depending on the level of sponsorship, tailored content can be created based on your company's support of the event.

We can also work with your communications team to support activities that will help you tell your best Landcare story to your key stakeholders.

During the 2016 National Landcare Conference and Awards campaign, an audience of more than three million people was reached, with 366,000 people reached on Facebook through more than 1,000 posts.

Promotional opportunities

The marketing and communications campaign will run for six months in the lead up to the event, during the event and after. Through your sponsorship, your company can be part of a number of stages of the pre, during and post event promotions.

Pre-event collateral

A dedicated conference website, media releases, social media imagery and e-newsletter outreach will form a major part of the pre-event promotional activities. Throughout the campaign your company's logo could be featured as part of the marketing collateral, bringing your brand and support of the Landcare community to a wide, national audience through a diverse range of channels.

Digital marketing

Landcare Australia has a digital following of more than 50,000 people and established relationships with a wide range of social media influencers and industry leaders.

A multi-channel social media and digital marketing campaign in the lead up to the conference will bring your support of Landcare to a large, targeted audience.

Your sponsorship could be promoted through sponsored social media posts, tailored e-newsletter articles or EDM advertising, to name just a few options. Your sponsorship will unleash the power of bringing your brand and message to a target audience through a trusted third party endorsement.

Logo placement and signage

Your company's logo could feature on signage and collateral during the National Landcare Conference and Awards events, placing your brand in front of more than 600 delegates, exhibitors, business and government VIP guests. Conference collateral, including the programme book, merchandise and online presentations and videos will also reach a much wider audience post the event.

Networking and speaking opportunities

An important part of any conference event is networking. When it comes to the National Landcare Conference and Awards, networking is a high priority, with 98% of delegates who attended the 2016 National Landcare Conference and Awards happy with the multiple networking opportunities provided.

Opportunities to meet and build relationships with delegates, exhibitors, sponsors as well as business and government VIP guests begin on the first day of the conference with field trips and a welcome reception, and continue throughout the three day event.

Dependent on your level of sponsorship, you may also have a speaking opportunity at the National Landcare Conference or National Landcare Awards gala dinner, showcasing your company's support of Landcare to an engaged audience.

Opportunities at a glance - National Landcare Conference

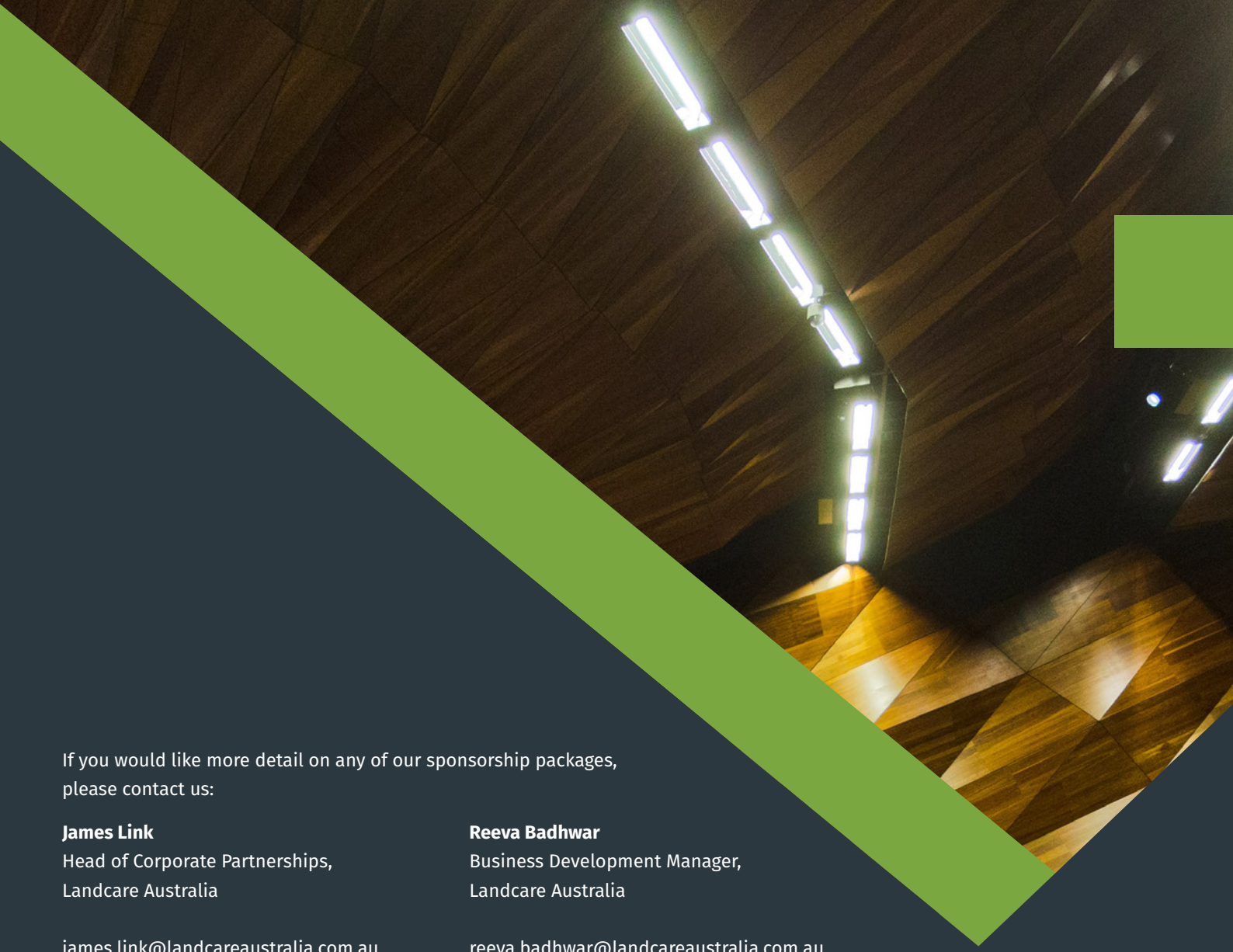
With multiple event sponsorship opportunities available to suit a range of budgets, the three day National Landcare Conference offers a range of field trips, social and networking events, knowledge sharing sessions and exhibition opportunities.

Sponsorship level	How many available	Logo on pre-event collateral	Digital marketing promotion	Logo placement on signage	Tickets to National Landcare Conference	Tickets to Gala Awards Dinner	Speaking opportunity	Exhibition booth
National Conference sponsor	1	Yes	Yes	Yes	4	10	At conference opening	Yes
Conference stream sponsor	4	Yes	Yes	Yes	2	2	No	No
Welcome cocktail sponsor	1	Yes	Yes	Yes	2	2	Yes	No
Conference programme sponsor	1	Yes	No	Yes	2	2	No	No
Exhibition booth	30	No	No	Yes	2	2	No	Yes
Merchandise sponsor: satchel, t-shirt, lanyard, reusable cup, umbrella, USB or water bottle	7	No	No	Yes	2	2	No	No
Café, wifi or mobile device charge-bar sponsor	3	No	No	Yes	2	2	No	No
Field trips travel sponsor	1	Yes	Yes	No	2	2	No	No
Field trips lunch, beverage or sun-smart sponsor	3	No	Yes	No	2	2	No	No

National Landcare Awards

A five month promotional campaign, more than 60 finalists, and one gala dinner hosting 750 guests - the National Landcare Awards offers multiple benefits for sponsors. From category naming rights to dedicated promotional opportunities, sponsorship also includes a speaking spot at the gala dinner, attended by government ministers and representatives, corporate supporters, Landcare community members, and natural resource management professionals.

Sponsorship level	How many available	Logo on collateral	Digital marketing promotion	Logo placement on signage	Naming rights	Inclusion in judging process	Tickets to gala dinner	Speaking opportunity at gala dinner	Exhibition booth
National Awards sponsor	1	Yes	Yes	Yes	No	Yes	20	Yes	Yes
Junior Landcare Award	1	Yes	Yes	Yes	Yes	Yes	10	Yes	No
Coastcare Award	1	Yes	Yes	Yes	Yes	Yes	10	Yes	No
Rio Tinto Indigenous Landcare Award	SOLD – Rio Tinto	Yes	Yes	Yes	Yes	Yes	10	Yes	No
Fairfax Landcare Community Group Award	SOLD – Fairfax	Yes	Yes	Yes	Yes	Yes	10	Yes	No
Austcover Young Landcare Leader Award	SOLD – Austcover	Yes	Yes	Yes	Yes	Yes	10	Yes	No



If you would like more detail on any of our sponsorship packages, please contact us:

James Link
Head of Corporate Partnerships,
Landcare Australia

james.link@landcareaustralia.com.au
03 8631 7805

Reeva Badhwar
Business Development Manager,
Landcare Australia

reeva.badhwar@landcareaustralia.com.au
02 8440 8805

Landcare Australia

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