



# 2021 NATIONAL LANDCARE CONFERENCE

SPONSORSHIP PROSPECTUS

WEDNESDAY 4 TO FRIDAY 6 AUGUST, 2021

INTERNATIONAL CONVENTION CENTRE, DARLING HARBOUR, SYDNEY

BRING YOUR ENVIRONMENTAL AND COMMUNITY SUPPORT CREDENTIALS TO LIFE





## Bring your environmental and community support credentials to life

As the largest knowledge sharing event for the Landcare community, the biennial National Landcare Conference and National Landcare 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 expands beyond the event, engaging with millions of people across the country.

By aligning your brand with the 2021 National Landcare Conference, you will gain exposure at grass roots, state and national levels.

## Why get involved?

As a sponsor, you can:

- Demonstrate your company's leading position in sustainability and 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.





### ABOUT LANDCARE

Landcare is a grass-roots movement of individuals and groups focused on caring for their local environment. With over 6,000 groups, the Landcare movement is diverse and includes sustainable farmers, Landcare groups and networks, Indigenous landcare, Coastcare, Junior Landcare, plus Bushcare, Dunecare, Rivercare, 'Friends of' and other community groups.

In 2019, Landcare celebrated its 30-year anniversary. Over the past 30 years, Landcare has evolved into a powerful movement of volunteers who donate their time, skills, and expertise for the benefit of the environment, and the communities that seek to protect it.



### ABOUT LANDCARE AUSTRALIA

Landcare Australia is the national not-for profit that works in partnership with multiple stakeholders to support the landcare community with funding and capacity building opportunities for on-ground projects. Landcare Australia also develop campaigns to raise awareness of Landcare to increase participation and to attract corporate and philanthropic funding. Landcare Australia is the owner of the 'caring hands' logo and manages the Landcare, Coastcare and Junior Landcare brands on behalf of the landcare movement.

## 2018 NATIONAL LANDCARE CONFERENCE SNAPSHOT

 **OVER 100  
SPEAKERS**

**700+**  
delegates 

**400,000**      
reached across social media platforms

 **69** Award  
Finalists

 **95%**  
return delegates

 **1 Million+**  
media and marketing audience

**44%** open rate of  
conference newsletter





### Marketing

The 2021 National Landcare Conference and National Landcare 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.

In previous National Landcare Conference and National Landcare Awards campaigns, we have an average audience of more than one million people reached, with 400,000 people reached on social media through more than 400 posts.

### Promotional opportunities

The marketing and communications campaign will run leading 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 will 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 will feature on signage and collateral during the National Landcare Conference, placing your brand in front of more than 700+ delegates, exhibitors, business and government VIP guests. Conference collateral, including the conference app, 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, networking is a high priority. Feedback from the conference surveys confirm that 98% of delegates who attended the National Landcare Conference and the National Landcare Awards were 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.

### Your brand on a much loved, sustainable, community driven bag

For the last two National Landcare Conference events, delegates of all ages have been provided with a complimentary conference satchel in the form of a Boomerang Bag. Unlike any other conference satchel, Boomerang Bags is a global, grassroots movement. Connecting and empowering local communities to tackle plastic pollution at its source. Boomerang Bags is about making bags, diverting waste, starting conversations, connecting with each other, fostering sustainable behaviour, and having fun!

Connect your brand with the 2021 National Landcare Conference with 1,000 conference bags for \$10,000.



Opportunities at a glance - 2021 National Landcare Conference

With multiple event sponsorship opportunities available to suit a range of budgets, the three day 2021 National Landcare Conference offers a range of field trips, social and networking events, knowledge sharing sessions and exhibition opportunities.

ITEM	Quantity Available	Logo on Pre-event Collateral	Digital Marketing Promotion	Logo on Digital Signage	Tickets to Conference	Tickets to Awards Gala Dinner	Speaking Opportunity	Exhibition Booth	Cost
Conference Stream Sponsor (4 available)	4	✓	✓	✓	2	2	✓	X	\$20,000.00
Welcome Cocktail Sponsor	1	✓	✓	✓	2	2	✓	X	SOLD
App Partner	1	✓	✓	✓	2	2	X	X	\$10,000.00
Boomerang Bags	1	✓	✓	✓	2	2	X	X	\$10,000.00
Sprout Pencils	1	X	✓	✓	2	2	X	X	\$2,000.00
Biopots	1	X	✓	✓	2	2	X	X	\$7,000.00
Keyring Powerbank	1	X	✓	✓	2	2	X	X	\$12,000.00
Natura Eco Cup	1	X	✓	✓	2	2	X	X	\$7,000.00
Wheat Fibre Pens	1	X	✓	✓	2	2	X	X	\$3,000.00
Barista Cart	1	X	✓	✓	2	2	X	X	\$12,000.00
Chargebar	1	X	✓	✓	2	2	X	X	\$5,000.00
"Exhibition Booth 2.5m x 1m"	20+	X	✓	✓	2	2	X	✓	\$3,500.00
"Exhibition Booth 5m x 1m "	10+	X	✓	✓	2	2	X	✓	\$5,500.00



## Why you should exhibit at the 2021 National Landcare Conference:

- Access to those involved in Landcare, including farmers, volunteers, community and farming groups, natural resource management professionals, industry and regional bodies all under one roof at the same time
- The National Landcare Conference provides the perfect platform to launch or demonstrate products or services to your target audience in a captive environment
- It is an opportunity to meet and network with other organisations in the sector and build strong industry networks
- All exhibitors will receive two tickets to the National Landcare Conference
- All exhibitors will receive two tickets to the National Landcare Awards gala dinner held on Thursday 5 August, 2021.

### Each 2.5m x 1m booth will consist of:

- A 2m x 2.4m fabric frame banner with artwork printing included
- 1 x LED light
- 1 x 4amp general purpose outlet (GPO)

### Furniture package includes:

- 2 x White Stools
- 1 x White Counter Cupboard with artwork printing included

### Carpet:

- There is existing carpet in the ICC Sydney

### Bump-In:

Wednesday 4 August with times tbc



# 2021 NATIONAL LANDCARE CONFERENCE STREAMS

AVAILABLE FOR SPONSORSHIP

## Sustainable Agriculture

Innovation and technology, soil health, adaptation to climate change, integrating productivity and conservation. Farmers manage over half of the Australian landscape, and innovation in primary production and conservation of natural capital are critical to ensure a better future. This stream will focus on how farming and agriculture is adapting to an ever-increasing range of challenges, including climate change. Also, how Landcare is developing and implementing innovative farming practices to sustainably manage our productive natural assets.

## Environment & Climate Change

How to encourage individuals to take positive action to mitigate climate change with Landcare? With impacts of climate change increasing through extreme drought, fire and flood events, Australia's landscapes and biodiversity are under immense pressure. Communities and individuals need to have confidence in effective actions that will

make a difference individually and collectively, and help restore, protect and manage our natural assets and our own wellbeing. This stream will demonstrate how various Indigenous, Bushcare, Coastcare and other Landcare community groups, as well as the organisations they work with, are contributing to successfully meet these challenges, and provide ideas for more people to take positive action with Landcare.

## Community Partnerships in Action - SOLD

Building community capacity and resilience, communication and storytelling, volunteering, partnerships, building and sharing knowledge. Community participation is at the heart of Landcare. This stream will demonstrate the achievements of individual Landcare community groups and projects, and the value of actively investing in communities and successful partnerships. The stream will also explore how Landcare can enhance engagement with rural communities, support the sharing of

knowledge and help breakdown the disconnect that exists between the city and the bush.

## Landcare Impact

Landscape, biodiversity, community resilience, mental and physical health of individuals, community wellbeing, agriculture productivity, economy. This stream will demonstrate the positive impact Landcare has in multiple areas including the environment, landscapes, agriculture, community, health, and the economy. Demonstrating the multiple impacts of Landcare is essential to help showcase to government, business, and philanthropic supporters the value of continued and increased investment into Landcare – as well as why ongoing investment is required now more than ever.



## KEY DATES:

Wednesday 1 July, 2020	Call for Abstracts new closing date
September 2020	Launch conference program with early bird tickets
Wednesday 4 to Friday 6 August, 2021	National Landcare Conference
Thursday 5 August, 2021	National Landcare Awards





# 2021 NATIONAL LANDCARE AWARDS

THURSDAY 5 AUGUST

INTERNATIONAL  
CONVENTION CENTRE,  
DARLING HARBOUR,  
SYDNEY



## National Landcare Awards

A four month promotional campaign, 69 finalists, and one gala dinner - the 2021 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.

- Australian Government Individual Landcarer Award
- Australian Government Innovation in Agriculture Land Management Award
- Australian Government Partnerships for Landcare Award
- Australian Government Landcare Farming Award
- KPMG Indigenous Land Management Award
- Woolworths Junior Landcare Team Award
- Austcover Young Landcare Leadership Award
- Australian Community Media Landcare Community Group Award
- Coastcare Award\*

**\*COASTCARE AWARD – AVAILABLE FOR SPONSORSHIP**

## BRING YOUR ENVIRONMENTAL AND COMMUNITY SUPPORT CREDENTIALS TO LIFE WITH LANDCARE

If you would like more information about the 2021 National Landcare Conference sponsorship packages please contact us:

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