

“Biodiversity: Balancing Conservation and Production – Case Studies from the Real World”



TAMAR NRM's NATIONAL/INTERNATIONAL
CONFERENCE, LAUNCESTON
26-28 JUNE 2007

SPONSOR-PARTNERSHIP OPPORTUNITIES – A Prospectus

It is expected that 300 people from around Australia and from overseas, will attend this conference, run in partnership with University of Tasmania's Centre for Environment. These delegates will be influential in creating sound policy and effective modern practice in sustainable production in Tasmania and elsewhere.

In addition the planned Public Forum will also attract many others with the same range of interest locally. Media attention is assured because of the world importance of the topic – completed as it now is by issues of climate change and all its implications.

Advance Notification is being circulated directly via 3,500 brochures and PDF version of the Advance Notification has also been emailed through local, national and international networks. Conference registration literature and other promotional material in due course will have similar extensive coverage. Recognition of sponsors is planned to guarantee generous exposure in all promotional material including via our website (www.conferenceplus.com.au/biodiversity).

Opportunities exist for either general sponsorship or sponsorship of specific elements of the Conference.

General Support

- Principal Conference Sponsor – Gold Status
- Major Conference Sponsor – Silver Status
- Conference Sponsor – Bronze Status

Specific Elements for Sponsor-Partnerships

- Teas and lunches
- Keynote speakers
- Public forum
- Scholarship for young practitioners
- Welcome reception
- Conference dinner
- Conference publication

For your investment in future sustainability you will receive the following benefits:

- ☐ Direct communication of your name and logo in the course of promotion and follow up to:
 - The Australian NRM sector;
 - Agencies of Government at all levels – Federal, State and Local and to Parliamentarians;
 - Producers and processors in the agriculture, fisheries and forestry industries and their suppliers;
 - Researchers and academics interested in sustainability issues, biodiversity, productivity and modern accounting processes;
 - Community groups;
 - Industry groups and associations;
 - Opinion makers including all types of media, national and local;
 - Policy decision makers.

- ☐ You will be associated with action in meeting modern production, conservation and sustainability goals and opportunities.

- ☐ By special arrangement:
 - An opportunity to demonstrate specialist credentials or products;
 - An opportunity to promote your services or products.

- ☐ Taxation benefits if you choose to use our Tamar Region Natural Resource Fund.

Sponsor-Partnership Packages – Detail

Principal Conference Sponsor – Gold Status

Summary of benefits

- Input to conference program (seat on organising committee if required);
- Strategic communication with a large audience through the extensive promotional campaign for the conference;
- Branding in all conference promotional materials and publicity;
- Conference signage;
- Website presence and hotlink to your website;
- Co-sponsor of conference satchel;
- Generous free registrations (2);
- Prime exhibition space (by negotiation);
- Speaking opportunity;
- Seat on head table at conference dinner.
- Opportunity to allocate part of investment to a specific element of the conference (see specific sponsorship)
- Invitation to attend post-conference action planning and ongoing liaisons.

Logo identification

Logo would appear:

- On the conference website (with hotlink to sponsor's website);
- In the registration brochure;
- In the conference program;
- In electronic promotional materials;
- In print media advertising;
- On the conference satchel;
- On screen during breaks between some conference sessions.

Promotional signage (in consultation with organisers)

- Signage at entry of conference venue for duration of conference (sponsor to provide);
- Signage/banners in conference plenary venues (sponsor to provide);
- Signage on stage of main auditorium (sponsor to provide).

Editorial support

- Feature article/advertisement in conference program;
- Acknowledgement on all media releases issued to promote conference.

Other benefits

- Two promotional items in conference satchel;
- Two complimentary registrations including proceedings;
- Acknowledgement at opening and closing plenary sessions.

Investment

- Twenty five thousand dollars excluding GST.

Major Conference Sponsor – Silver Status

Summary of benefits

- Branding in all conference promotional materials and publicity;
- Limited signage;
- Editorial support;
- Branding in all brochures and other promotional materials;
- Sponsor of one lunch;
- One complimentary registration (by arrangement).

Logo identification

Logo would appear:

- On the conference website (with hotlink to your website);
- In the registration brochure;
- In the conference program;
- On general introductory powerpoint slide.

Promotional signage (in consultation with organisers)

- Signage at entry of conference venue for duration of conference (sponsor to provide);
- Signage at selected lunch (sponsor to provide);
- Powerpoint on screen at least once during conference.

Editorial support

- Feature article/advertisement in conference program.

Function Sponsorship

- Acknowledged sponsor (and naming rights) of one of the lunches (allocated on first-in basis);
- Acknowledgement by MC before and after lunch;
- Opportunity for brief welcome address before lunch;
- Opportunity to display company promotional material around function area.

Other benefits

- One complimentary item in conference satchel;
- One complimentary registration and copy of proceedings.

Investment

- Ten thousand dollars excluding GST.

Conference Sponsor – Bronze Status

Summary of benefits

- Branding in brochure and proceedings;
- Editorial support;
- Sponsor of one tea break.

Logo identification

Logo would appear:

- In the registration brochure;
- In the conference program;
- On general introductory powerpoint slide;
- Name included in website sponsor section.

Promotional signage

- Signage at entry foyer of conference venue for duration of conference;
- Signage and general branding at allocated tea break.

Editorial support

- One advertisement in conference program;
- Acknowledgement on website (with hotlink to your website).

Other benefits

- One promotional item in conference satchel;
- \$200 reduction in registration fee and free copy of conference proceedings.

Investment

- Three thousand dollars excluding GST.

SPECIFIC SPONSORSHIP

We will value sponsorship of specific events and elements of the conference. Each will be recognised fully in the conference program and by other means on site and in promotional material (such as the website) negotiated relative to the level of sponsorship, event and opportunity e.g. to address conference delegates. There are many such elements including sponsorship of:

- Morning and afternoon tea (\$1,000 each or \$5,000 for whole conference);
- Lunches (\$3,000);
- Welcome Reception (\$3,000);
- Conference Dinner (\$10,000);
- Public Forum (\$5,000) “Footprints towards a sustainable future” (provisional title);
- A keynote speaker’s travel and other costs (one international at \$5,000, three national at \$3,000);
- Scholarship assistance to a target of 10 selected “youth” delegates from interstate and overseas (\$15,000 or three sponsors of \$5,000);
- Conference publication (\$20,000) – this publication, being negotiated with CSIRO Publishing and to be edited by Professor Ted Lefroy, Director, UTAS Centre for Environment, will have an ISBN with very wide global circulation to libraries, government agencies, industry groups and individuals.

☐ Satchel Inserts

- Sponsor to provide a promotional item to be placed in conference satchels. Item must be approved by the conference committee;
- Satchel insert material is limited to a brochure no larger than 2 page A4 (A3 fold down) in size.

Investment

Three hundred dollars excluding GST>

☐ In-kind sponsorship packages

The conference committee welcomes the opportunity to negotiate individual in-kind support for the variety of services and products that will be required for the conference. Organisations providing significant in-kind support will be acknowledged as conference supporters.

Each in-kind package will be individually negotiated and benefits will relate to the value and nature of relevant sponsorship packages.

☐ Individual sponsorship packages

The conference committee will welcome the opportunity to negotiate individual sponsorship packages to meet your specific needs. Should you wish to discuss your specific sponsorship requirements, or for further information or any ideas you may have that are not covered in this prospectus, please contact Amanda Bruce on (03) 6323-3310 or Conference-Plus who will arrange for appropriate consultation.

GENERAL CONDITIONS AND REQUIREMENTS

- A completed and signed Sponsorship Confirmation Form should be submitted to initiate sponsorship. A tax invoice will be provided upon receipt of Confirmation Form;
- The sponsorship will not be deemed confirmed until the required deposit has been paid;
- Sponsorship payment will be accepted from 2006-7 financial year, or 2007-8 if paid by end July 2008;
- Payments may be made to our **Tax Deductible Gift Recipient Status** – Tamar Region Natural Resource Fund – if tax relief is desired.

FURTHER INFORMATION

Please contact:

Amanda Bruce

Tamar NRM

PO Box 396

Launceston TAS 7250

Tel: (03) 6323-3310

Fax: (03) 6323-3385

Email: amanda.bruce@launceston.tas.gov.au

The Conference Convenor for Tamar NRM is **Christopher Strong** AM, who will be happy to assist any interested party to maximise benefits from sponsorship.



See page 9 for Sponsorship Confirmation Form





Sponsorship Confirmation Form

Please fax, email or post this form to initiate your participation in the conference. Personal contact will then be made with you. Payment is not required with this form. You will be invoiced upon receipt.

Your Contact Details

Company/Organisation: _____

Contact Person: _____

Address: _____

Tel: _____ Fax: _____ Mobile: _____

Email: _____

Sponsorship Details

Type of sponsorship required

Value of Sponsorship Package Amount \$ _____

Payment Details

A deposit may be required to secure your sponsorship. Upon receipt of this *Confirmation Form* you will be invoiced for the required amount. The balance of payment is due 60 days prior to the conference or, if you select the option to pay in part from the 2007-08 tax year, in July 2007.

I agree to the payment and conditions as described above and in the sponsorship prospectus.

Name: _____ Date: _____

Signature: _____

Thank you for your support for our conference

Please send to:

Amanda Bruce

Tamar NRM

PO Box 396

Launceston TAS 7250

Tel: (03) 6323-3310

Fax: (03) 6323-3385

Email: amanda.bruce@launceston.tas.gov.au