

# STATE CONFERENCE



PARKS & LEISURE  
AUSTRALIA  
(WA)



**21st & 22nd JUNE 2018**

**The Esplanade Hotel, FREMANTLE WA 6160**

## **SPONSORSHIP PROSPECTUS**



## SPONSORSHIP & TRADE SHOW OPPORTUNITY

The 2018 Parks & Leisure Australia (WA) State Conference will be held on the 21st and 22nd June 2018 at the Esplanade Hotel Fremantle. The conference includes two full days of presentations, case studies and workshops, technical tours, trade show, and networking functions including the PLA WA Awards of Excellence. We would love your organisation to support our industry by sponsoring the conference or purchasing a trade booth.

### OUR DELEGATES

We estimate that 250 delegates will attend the 2018 conference with the breakdown being;

- \*60% local government
- \*15% state government
- \*15% private enterprise
- \*10% SSA's, peak bodies, education

Sector analysis from the 2016 Conference indicated our delegates were from;

- recreation and open space planning
- facility and asset management
- community development, tourism, events and arts
- parks, gardens and horticulture
- landscape design and environment
- sports and club development

### PROGRAM AT A GLANCE

#### Day 1 - Thursday 21st June 2018

- 8.00am - 8.30am | Conference Registrations
- 8.30am - 4.30pm | Official Conference Program including technical tours & trade show
- 5.00pm - 6.30pm | Awards of Excellence & networking function

#### Day 2 - Friday 22nd June 2018

- 8.00am - 8.30am | Conference Registrations
- 8.30am - 4.30pm | Official Conference Program including technical tours & trade show
- 5.00pm - 6.30pm | Conference Sundowner

\* Program subject to change

Sponsorship price ranges from \$300 (advertising in delegate package) - \$7,000 (platinum sponsorship). If you would like a package tailored to your organisation or if you wish to discuss further please contact Leith Fradd, Executive Officer on 0451 993 526



## Platinum Sponsor

\$7,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as platinum sponsor on WA conference pages.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional E-Newsletter**

- 50 word company description + logo and photo in PLAWA e-newsletter (one edition only).

### **WA Regional Conference**

- Four (4) conference delegate registrations.
- Opportunity to present one information session (presentation subject to approval).
- An electronic copy of the delegate list (excluding those opted out- by request - available after the conference).
- Opportunity to participate in a short Q&A with the MC.
- Acknowledgement by the MC of the sponsors support.

### **Trade Exhibition**

- One (1) exhibition booth (3x2m).

### **General Promotion**

- Promotion across all Conference PR activities.
- Acknowledgement on e-news blasts.
- Acknowledgement on all conference advertising.
- Logo placement and hyperlink on all electronic promotion relating to Conference.
- Logo placement, hyperlink and 100 word description on PLA WA Conference webpage.

### **Final Program Recognition**

- Sponsor logo and 100 word company description on the Final Program.
- Sponsor logo on the front cover of the Final Program alongside the conference logo.
- One (1) full page advertisement in the final program.

### **Signage**

- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- Logo placement on the visual screens throughout the conference venue.
- Option of additional free standing signage (provided by the sponsor) in rooms.

### **Other**

- Opportunity for staff to volunteer at conference.
- Flyer insert (brochure, USB or DVD).
- Sponsor acknowledgement and thank-you on the conference website until December 18.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.





## Gold Sponsor

\$6,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional E-Newsletter**

- 50 word company description + logo and photo in PLAWA e-newsletter (one edition only).

### **WA Regional Conference**

- Two (2) conference delegate registrations.
- Opportunity to present one information session (presentation subject to approval).
- An electronic copy of the delegate list (excluding those opted out- by request - available after the conference).
- Acknowledgment by the MC of the sponsors support.

### **Trade Exhibition**

- One (1) exhibition booth (3x2m).

### **General Promotion**

- Promotion across all Conference PR activities.
- Acknowledgement on e-news blasts.
- Acknowledgement on all conference advertising.
- Logo placement and hyperlink on all electronic promotion relating to Conference.
- Logo placement, hyperlink and 50 word description on PLA WA Conference webpage.

### **Final Program Recognition**

- Sponsor logo and 50 word company description on the Final Program.
- Sponsor logo on the inside front cover of the Final Program alongside the conference logo.
- One (1) 1/2 page colour advertisement in the Final Program.

### **Signage**

- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- Logo placement on the visual screens throughout the conference venue.

### **Other**

- Opportunity for staff to volunteer at conference.
- Flyer insert (brochure, USB or DVD).
- Sponsor acknowledgement and thank-you on the conference website until December 18.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.



## Keynote and Presenter Sponsor

\$1,500 to \$5,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional E-Newsletter**

- 50 word company description + logo and photo in PLAWA e-newsletter (one edition only).

### **WA Regional Conference**

- One (1) conference delegate registrations.
- Opportunity to introduce presenter sponsored.
- An electronic copy of the delegate list (excluding those opted out- by request - available after the conference).
- Acknowledgment by the MC of the sponsors support.

### **Trade Exhibition**

- One (1) exhibition booth (3x2m).

### **General Promotion**

- Promotion across all Conference PR activities.
- Acknowledgement on e-news blasts.
- Acknowledgement on all conference advertising.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the Final Program alongside the conference logo.
- One (1) 1/4 page colour advertisement in the Final Program.

### **Signage**

- Option of additional free standing signage (provided by the sponsor) displayed in the sponsors presenter room.
- Logo placement on the visual screens throughout the conference venue.

### **Other**

- Opportunity for staff to volunteer at conference.
- Flyer insert (brochure, USB or DVD).
- Sponsor acknowledgement and thank-you on the conference website until December 16.

- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.

## Master of Ceremonies Sponsor

\$2,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA Events website page.

- Logo placement and hyperlinked on 2018 WA Award of Excellence website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all Conference and Awards related e-communications.

### **WA Regional Conference & WA Regional Awards**

- One (1) conference delegate registrations.
- Acknowledgment by the MC of the sponsors support.
- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- An electronic copy of the delegate list (excluding those opted out -by request).

### **General Promotion**

- Logo placement across all visual screens.
- Logo placement, hyperlink and 50 word description on PLA WA Conference webpage.
- Logo placement on Award invitations.
- Sponsor acknowledgement and thank you online and in e-marketing.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the Conference Program alongside the conference logo.
- One (1) 1/4 page colour advertisement in the Conference Program.

### **Other**

- Flyer insert (brochure, USB or DVD).





## Sundowner Sponsor

\$3,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional Conference**

- Opportunity to address the delegates at sundowner event
- One (1) conference delegate registrations.
- An electronic copy of the delegate list (excluding those opted out- by request - available after the conference).
- Acknowledgment by the MC of the sponsors support.

### **Trade Exhibition**

- One (1) exhibition booth (3x2m).

### **General Promotion**

- Promotion across all Conference PR activities.
- Acknowledgement on e-news blasts.
- Acknowledgement on all conference advertising.
- Logo placement and hyperlink on all electronic promotion relating to Conference.
- Logo placement, hyperlink and 50 word description on PLA WA Conference webpage.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the Final Program alongside the conference logo.
- One (1) 1/4 page colour advertisement in the Final Program.

### **Signage**

- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- Logo placement on the visual screens throughout the conference venue.

### **Other**

- Opportunity for staff to volunteer at conference.
- Flyer insert (brochure, USB or DVD).
- Sponsor acknowledgement and thank-you on the conference website until December 16.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.



## Photographic Sponsor

\$2,000 ex GST

Benefits include:

### **PLA Website**

- Logo placement and hyperlinked on WA Conference and Awards website page.
- Logo placement and hyperlinked on 2018 WA Award of Excellence website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all Conference and Awards related e-communications.

### **WA Regional Conference & WA Regional Awards**

- One (1) conference delegate registration.
- Acknowledgment by the MC of the sponsors support.
- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- An electronic copy of the delegate list (excluding those opted out -by request).

### **General Promotion**

- Logo placement across all visual screens.
- Logo placement on Award invitations.
- Sponsor acknowledgement and thank you online and in e-marketing.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the Conference Program alongside the conference logo.

### **Other**

- Flyer insert (brochure, USB or DVD).

## Lunch & Breaks Sponsor

\$3,000 ex GST (two available)

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional Conference**

- One (1) conference delegate registration.
- An electronic copy of the delegate list (excluding those opted out- by request - available after the conference).
- Acknowledgment by the MC of the sponsors support.

### **Trade Exhibition**

- One (1) exhibition booth (3x2m).

### **General Promotion**

- Promotion across all Conference PR activities.
- Logo placement and hyperlink on all electronic promotion relating to Conference.
- Logo placement, hyperlink and 50 word description on PLA WA Conference webpage.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the Final Program alongside the conference logo.
- One (1) 1/4 page colour advertisement in the Final Program.

### **Signage**

- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- Logo placements on visual screens through lunch.

### **Other**

- Flyer insert (brochure, USB or DVD).
- Sponsor acknowledgement and thank-you on the conference website until December 16.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.





## Technical Tour Sponsor

\$2,000 ex GST

Benefits include:

### **PLA Website**

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA events website page.

### **WA E-Communications**

- Logo placement and hyperlinked on all conference or specific event related e-communications.

### **WA Regional Conference**

- One (1) conference delegate registration.

### **General Promotion**

- Logo placement and hyperlink on all electronic promotion relating to Conference.
- Logo placement, hyperlink and 50 word description on PLA WA Conference webpage.

### **Final Program Recognition**

- Sponsor logo on the inside front cover of the conference Program alongside the conference logo.
- One (1) 1/4 page colour advertisement in the Conference Program.

### **Other**

- Flyer insert (brochure, USB or DVD).

PLA WA are seeking sponsorship for each of the technical tours which will be operating throughout the conference. For more information please email [plawa@parksleisure.com.au](mailto:plawa@parksleisure.com.au).

## Trade Show Exhibitor

### **Trade Exhibitor**

\$1,500 ex GST - 1 Day Exhibitor

\$2,000 ex GST - 2 Day Exhibitor

Benefits include:

### **PLA Website**

- Logo placement and hyperlinked on WA conference website page.

### **Trade Exhibition**

- One 3x2m exhibition booth.
- One (1) conference delegate registrations.

### **General Promotion**

- Promotion as Trade Exhibitor.

### **Final Program Recognition**

- Listed as Trade Exhibitor on final program.

### **Other**

- Flyer insert (brochure, USB or DVD).

## Advertising in Delegate Packages

\$300 ex GST per item

Benefits include:

- Brochure or promotional insert / product in every Conference Bag, handed to all delegates.





## 2018 AWARDS OF EXCELLENCE CEREMONY

### Award Platinum Sponsor

**Community/TAB**

Benefits include:

#### PLA Website

- Logo placement and hyperlinked on WA Conference website page.
- Logo placement and hyperlinked on 2018 WA Award of Excellence website page.

#### WA E-Communications

- Logo placement and hyperlinked on all Conference and Awards and specific event related e-communications.

#### WA Regional Awards

- Two (2) Conference delegate registrations.
  - Two (2) tickets to Awards Ceremony.
  - Opportunity to speak at the commencement of the Awards ceremony.
  - Acknowledgment by the MC of the sponsors support.
  - Logo placement across all visual screens.
  - Logo placement on invitations.
  - Option of additional free standing signage (provided by the sponsor) displayed at the venue.
  - An electronic copy of the delegate list (excluding those opted out -by request).
  - Opportunity for staff to volunteer at Award presentations.
  - Opportunity to have promotional material in Delegate Packages.
  - Sponsor acknowledgement and thank you online and in e-marketing.
- Final Program Recognition
- One (1) ¼ page advertisement in the PLA WA Conference Program.
  - Sponsor logo and 50 word company description in the PLA WA Conference Program.
  - Sponsor logo on the inside front cover of the Conference Program alongside the conference logo.

### Award Gold Sponsor (Award Category Sponsor)

Only the following three (3) available  
\$550 ex GST

#### Award Categories

- Major Event of the Year
- Playspace Award (>\$0.5M)
- Best Use of Technology Award

Benefits include:

#### PLA Website

- Logo placement and hyperlinked on WA Events website page.
- Logo placement and hyperlinked on 2018 WA Award of Excellence website page.

#### WA E-Communications

- Logo placement and hyperlinked on all Awards and specific event related e-communications.

#### WA Regional Awards

- Acknowledgment in the PLA WA Conference Program.
- Opportunity to present one of the category awards at the PLA Regional Awards of Excellence.
- Two (2) tickets to Awards Ceremony.
- Acknowledgment by the MC of the sponsors support.
- Logo placement and hyperlink on all electronic promotion relating to WA Regional Awards of Excellence.
- Logo placement across all visual screens.
- Logo placement on invitations.
- Option of additional free standing signage (provided by the sponsor) displayed at the venue.
- Opportunity to have promotional material in conference packs.
- Sponsor acknowledgement and thank you online and in e-marketing.





## TERMS AND CONDITIONS

Terms and Conditions Exhibitor placements for the trade exhibition will be confirmed on a first come first serve basis.

Sponsors and Exhibitors are responsible for any loss or damage to any furnishings provided for the Sponsor and/or Exhibitor and will reinstate such damage to the satisfaction of the Organiser.

The Sponsors and Exhibitors will comply with all the rules and regulations of the authority having control over the building.

The Organiser may postpone or adjust the time of the proposed event. If the Organiser changes the date of the event as specified by this clause, the Sponsor and/or Exhibitor shall be entitled to a full refund of all monies paid to the Organiser if the proposed new date is not deemed convenient by the Sponsor and/or Exhibitor.

The Organiser may cancel the allocation of space to any Exhibitor which the Organiser deems is creating a disturbance or nuisance or an activity of which is contrary to the law.

The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition and or conference or any loss of property suffered during the course of the exhibition and/or conference.

The Conference Organiser recommends all Sponsors and Exhibitors have their own insurance.

In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, then all monies paid will be forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser.

The Organiser is not responsible for any loss or damage to any product exhibited.

Please note the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.

Cancellations will only be considered if the following conditions are complied with; the request is received at least 6 months prior to the Conference commencing, the Organiser is able to re-sell the sponsorship item in its entirety, the request for cancellation is submitted in writing.

The Organiser shall retain 10% of the contract price if the cancellation is accepted more than six months before the Conference commences, 50% of the contract price if the cancellation

is accepted less than six months before the Conference commences and 100% of the contract price if the cancellation is accepted less than two months before the Conference commences.

The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the sponsorship or exhibition because of industrial action, blackouts or any cause outside the control of the Organiser.

All Sponsor and Exhibitor benefits are conditional on receiving payment, artwork, goods etc. in a timely manner.

### CONFIRMATION

- To confirm your acceptance, please return the form on pages 11 and 12 of this document and specify the package required. A tax invoice for payment of 50% deposit will be forwarded for payment.
- On receipt of the 50% deposit, a confirmation letter outlining the sponsorship agreement will be sent to you.
- Sponsorship and exhibition packages are not considered confirmed until a 50% deposit of total costs is received.
- Should the deposit not be received within 30 days of invoice, the package will be released for re-sale.
- Sponsors and Exhibitors - Booths will be allocated based on sponsorship level and order of receipt of acceptance form and deposit at the discretion of the Organising Committee.
- Final payment of 50% is due 1st March, 2018. A tax invoice will be sent to you. Should final payment not be received by 30 days after this date, the package will be released for resale and the deposit not returned.
- Specifications regarding artwork for logos and advertisements, delivery details for signage and satchel inserts will be sent in the written confirmation of sponsorship.





## SPONSORSHIP CONFIRMATION FORM

### CONFERENCE SPONSORSHIP PACKAGES (ex GST)

<input type="checkbox"/>	Platinum Sponsor	\$7,000			
<input type="checkbox"/>	Gold Sponsor	\$6,000 - 1 available			
<input type="checkbox"/>	Sundowner Sponsor	\$3,000 - not available			
<input type="checkbox"/>	Lunch & Breaks Sponsor - Day 1	\$3,000 - not available			
<input type="checkbox"/>	Lunch & Breaks Sponsor - Day 2	\$3,000			
<input type="checkbox"/>	Technical Tour Sponsor	\$2,000			
<input type="checkbox"/>	Master of Ceremonies Sponsor	\$2,000			
<input type="checkbox"/>	Trade Show Exhibitor - 1 Day	\$1,500	<input type="checkbox"/>	Trade Show Exhibitor - 2 Days	\$2,000
<input type="checkbox"/>	Keynote and Presenter Sponsors	To be discussed with Executive Officer			
<input type="checkbox"/>	Photographic Sponsor	\$2,000			
<input type="checkbox"/>	Advertising in Delegate Packages	\$300			

### AWARDS OF EXCELLENCE SPONSORSHIP PACKAGES (ex GST)

<input type="checkbox"/>	Platinum Sponsor - not available	\$3,000	
Gold Sponsor - please select your preferred Award Category below			
<input type="checkbox"/>	Major Event of the Year Award (\$550) - not available	<input type="checkbox"/>	Community Based Initiative of the Year (\$550) - not available
<input type="checkbox"/>	Strategic Planning Award (\$550) - not available	<input type="checkbox"/>	Community Facility of the Year (\$550) - not available
<input type="checkbox"/>	Park of the Year Award (\$550) - not available	<input type="checkbox"/>	Playspace Award <\$0.5M (\$550) - not available
<input type="checkbox"/>	Playspace Award >\$0.5M (\$550) - not available	<input type="checkbox"/>	Research Project Award (\$550) - not available
<input type="checkbox"/>	Best Rural Industry Contribution Award (\$550) - not available	<input type="checkbox"/>	Best Use of Technology Award (\$550) - not available
<input type="checkbox"/>	Frank Steward Distinguished Service Award (\$550) - not available	<input type="checkbox"/>	David Aldous Student of the Year Award (\$550) - not available
<input type="checkbox"/>	Emerging Leader Award (\$550) - not available		

TOTAL AMOUNT DUE

\$



## SPONSORSHIP CONFIRMATION FORM

### COMPANY DETAILS

Contact Name:

Company / Organisation Name:

Position:

Address:

State:

Postcode:

Telephone:

Facsimile:

Mobile:

Email:

### PAYMENT

Once your booking has been confirmed, payment options are as follows:

☐

I wish to pay via bank transfer (bank details will be supplied on your Tax Invoice) \$

☐

I require a Tax Invoice \$

☐

I would like to pay via Credit Card ☐ Visa ☐ M/Card \$

Card Number

Name on Card

Card Holder's Signature

Amount \$

### CONDITIONS OF PAYMENT and CANCELLATION POLICY

☐

I understand the deposit must be received before sponsorship of booking can be confirmed.  
I understand that the deposit is non-refundable. I have read the enclosed Terms and Conditions and accept all conditions

Name (please print):

Organisation:

Signed:

Date:

PLEASE RETURN FORM TO: (Please notify by email or phone if mailing sponsorship form).

**Parks and Leisure Australia (WA)**

plawa@parksleisure.com.au | +61 451 993 526 | PO Box 1110 West Leederville WA 6007





## **SPONSORSHIP CONFIRMATION FORM**

### **TRADE SHOW EXHIBITION PREFERENCES**

Exhibition booths can only be confirmed on receipt of the deposit. Allocations will be made strictly in order of receipt of application and payment.

Days Required: Thursday 21st June

☐

Friday 22nd June

☐

Trade Show Booth Number Preferences:

1st:

2nd:

3rd:

*\*Please see Trade Show Map (last page) for booth numbers*



TRADE SHOW MAP

