

Sponsorship and Exhibition Proposal

PLA National Opportunities



"Parks and Leisure Australia is the peak national association that services parks and leisure professionals who plan, develop, manage, or provide for community parks and leisure opportunities, which enhance the quality of life for all Australians"



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PARKS AND LEISURE AUSTRALIA

Parks and Leisure Australia would like to give your organisation a unique opportunity to be involved in the Parks and Leisure Australia's National Conference to be held in Glenelg SA in September 2010. The PLA 2010 National Conference offers the opportunity to access over 300 senior parks and leisure professionals from all over Australia and New Zealand.

Parks and Leisure Australia is a national organisation that promotes co-operation and mutual assistance between persons and organisations, associated with public parks, gardens and open space environments; recreation and leisure facilities and services. All of our members, conference attendees and potential attendees have significant influence and decision making power in public access parks and leisure related services through their vast expertise and experience in the planning, design and management of parks and leisure facilities, programs and services.

Parks and Leisure Australia has a wide membership base many of which are corporate and government agencies making a large network of professionals that work collectively in the parks and leisure sector to include CEO's, planners, land managers, horticulture specialists, sports managers and consultants to name a few. This membership base provides sponsors and exhibitors with an ideal opportunity to reach their niche market.

There are many benefits to being involved with Parks and Leisure Australia. Some of the benefits include:

- Communicating directly with your target audience through direct introduction by PLA
- Further developing your organisation's positive image through a direct link with PLA
- Improving and diversifying your organisation's networks
- Establishing high profile opportunities with professional development opportunities offered by PLA
- Keeping up to date with the 'who's who' of the industry

Join us in this national event!

The PLA National Conference has annually proved itself as an excellent opportunity for industry service providers and support organisations to form a close alliance with members and delegates in the parks and leisure industry in Australia.

Let's talk soon about how we can make this work for both organisations.

I would welcome the opportunity to discuss further opportunities with your organisation, so please view this as an initial proposal to enter into further negotiations regarding a mutually beneficial outcome for both organisations and ultimately our diverse sector of parks and leisure professionals.



Garry Henshall
Chief Executive Officer
Parks and Leisure Australia

PARKS AND LEISURE AUSTRALIA OVERVIEW

Parks and Leisure Australia (PLA) has a strong history of over 85 years service to the industry through its predecessor organisations - the Royal Australian Institute of Parks and Recreation and the Australian Leisure Institute. PLA has built on the strengths developed through its past traditions to offer a progressive, dynamic association, which promotes the values and benefits of parks and leisure within Australian society.

Parks and Leisure Australia has a membership base in excess of 2000 members, which include corporate, individual, fellow, student, honorary life members and retired members. Members represent various sectors of the industry from private to not-for-profit, to local and state government employees.

PLA operates nationally through 6 Regions: New South Wales, ACT, Queensland, South Australia/Northern Territory, Victoria/Tasmania and Western Australia. Members of PLA become part of a Region and are serviced through a Regional Council and a representative on the National Board. Regional Councils comprise of elected representatives from the PLA financial membership base within one of the six respective regions of PLA.

Regions offers support to members in various ways including seminars, workshops, email discussion boards and regional awards. Our membership base provides sponsors with an ideal opportunity to reach their niche markets such as:

- Local Government Authorities
 - CEO's
 - Senior Executives
 - Open space and recreation Managers
 - Community Development Managers
 - Recreation planners
 - Sport and Recreation Officers
 - Parks and Gardens Personnel
 - Asset Managers
 - Social Planners

- State Departments
 - Strategic Planners
 - Statutory Planners
 - Policy Makers

- Private Enterprise
 - Consultants
 - Playspace Designers and Manufacturers
 - Leisure Facility Designers

WHO WILL ATTEND?

Who will attend?

It is anticipated that over 300 delegates will take this opportunity to attend the Adelaide conference.

Whilst Parks and Leisure Australia has a strong membership base from Local Government Authorities, it also provides a unique umbrella structure across industry which enables issues of:

- Climate change – adaptive techniques
- Shared community facilities – education and government
- Best practice in strategic planning – in parks and leisure environments
- Planning for inclusive communities – specific issues and practices
- Developing, maintaining, costing, and replacing community infrastructure
- Recognising the real value of social capital
- Leading edge technological advancements in planning and providing for communities

Our delegates represent a broad range of professionals across the following sectors of the parks and leisure industry:

- Local Government Parks and Leisure Managers
- Facilities Managers
- Parks Professionals
- Horticulturalists
- Recreation Planners
- Open Space Planners
- Public Sector Professionals
- State and National Parks Services
- Leisure Consultants
- Architects
- Public Health Professionals
- State and National Sport and Recreation Departments
- Local, State and National Peak Sporting Bodies
- Facilities Management Contractors
- Aquatic Centre Managers
- Academics

Our conference delegates are:

- Decision makers
- Managers
- Leading edge professionals

PRE PROMOTION OF CONFERENCE

Pre-Promotion of the Conference - Get involved early and maximise exposure!

- The Conference is promoted throughout the parks and leisure industry in all states of Australia and overseas at every opportunity. Our promotion campaign includes:

Electronic media:

- ***A dedicated PLA website.*** www.placonference.com.au. This will be continually updated with sponsor; keynote; abstracts and special session advice, in order for internet users to make it a constant bookmark in their browser
- ***PLA newsletters and extensive email marketing*** to members and other extended databases developed over the past 11 years of conference coordination
- ***Links through affiliated websites*** e.g. State government authorities; Calendar of Events; Sponsor supported website links
- ***Affiliated international websites***, e.g. International Federation of Parks and Recreation Administrators; World Leisure Organisation; Canadian Parks and Recreation Association (CPRA) and New Zealand Recreation Association (NZRA)

Printed media:

- ***Hardcopy promotions*** of conference postcards;
- ***Magazines and journal advertising*** such as the Australasian Parks and Leisure journal and the Australian Leisure Management magazine

Early confirmation of sponsorship will see a heightened level of exposure with inclusion of logos and branding on all promotional materials used

- Logo on all promotional material for the event
- Acknowledged as specific level sponsor on related marketing
- Branding at chosen event
- Complimentary invitation to chosen event

GOLD SPONSOR

Gold Sponsorship

Recognition as THE MAJOR CO-SPONSOR, (2 available)

\$20,000 + GST

The Gold Sponsor will receive:

- **Six** full conference registrations
- Company name and logo on the **front cover of the Conference Program**
- **Full page advertisement** in the Conference Program (artwork to be supplied by sponsor)
- Organisational name and logo to be **featured prominently on the official PLA website** www.placonference.com.au with a **hot link** to your organisation's website
- Promotional literature in **delegate satchels**
- Informational article in Australasian Parks and Leisure journal (6,000 readership)
- Prominent Logo recognition on **Conference banners**
- Two additional **complimentary tickets to the Gala Dinner**
- Two additional complimentary tickets to the **Conference Welcome Reception**
- **Recognition on all Introductory session PowerPoint slides** throughout the conference
- Company **logo and promotional information** available on conference proceedings
 - Website download
- Verbal **recognition by the Conference MC** at the beginning of each day
- **Static Display stand in prime location** in the event area for the duration of the conference.
- Opportunity to meet, mingle and be **personally introduced** to specific individuals in attendance at the conference

SILVER SPONSOR

Silver Sponsor

*This also acknowledges in-kind contributions
(2 available)*

\$15,000 + GST

The Silver Sponsor will receive:

- **Two** full conference registrations
- Organisation name and logo on the **front cover of the Conference Program**
- **Half page advertisement** in the Conference Program (artwork to be supplied by sponsor)
- **Inclusion of specific “best case” into technical tour program**
- Organisation name and logo to be **featured on the official PLA website**
www.placonference.com.au
- Promotional literature in **delegate satchels**
- Organisation logo on **Conference banners**
- Two additional complimentary tickets to the **Conference Welcome Reception**
- **Recognition on all Introductory session PowerPoint slides** throughout the conference
- Organisation **logo** in conference proceedings
- Verbal **recognition by the Conference MC** at the beginning of each day
- **Display stand in prime location** in the event area for the duration of the conference.
- Opportunity to meet, and mingle with individuals in attendance at the conference

In kind contributions would be welcomed in areas such as:

- Catering coverage – specific functions (Welcome Reception)
- Entertainment coordination – Adelaide persons
- Technical Tour luncheon – venue and catering

BRONZE - SPECIFIC ACTIVITY SPONSOR

Bronze - Specific Activity Sponsorship

Co-naming rights of PLA Welcome Reception – venue under consideration:
Adelaide Zoo - Sunday 12th September - \$10,000 + GST, (1 available)

The Welcome Reception is the perfect opportunity to create profile and start networking with conference delegates.

This sponsorship offers:

- **Co-Naming** of the PLA Conference Welcome Reception
- **5 minute address** by a representative from your organisation
- **Free standing banners** in prominent location for the duration of the evening
- **Four** complimentary tickets to this event
- **One full delegate** conference registration
- **Pre-Conference exposure** on the Conference Website; in the Main Announcement Promotion (hardcopy) and any additional promotions
- **Acknowledgment in the Conference Program Handbook** as Welcome Reception sponsor
- **Half page advertisement** in Conference Program
- Audio visual **acknowledgment throughout the Conference**

GALA DINNER SPONSOR

**Co-naming rights of PLA Gala Dinner – The Stamford Grand
Wednesday 15th September - \$10,000 + GST (1 available)**

Located right on the beachfront at Glenelg, the Stamford Grand Adelaide Hotel will provide the perfect backdrop for the gala dinner. Boasting a sumptuous menu and panoramic views of the ocean, city and Adelaide Hills, this will be a night to remember.

Involvement in this event will provide you the unique opportunity to meet and mingle with approximately 300 conference delegates and offers **exclusive exposure** of your products and services to a captive audience.

This has been a much sought after opportunity in the past!

This sponsorship offers:

- **Co-Naming** of the PLA Conference Gala Dinner
- **5 minute address** by a representative from your company at the commencement of the dinner. It is also envisaged that part of our PLA annual awards will also be presented on during this evening.
- **Free standing banners** in prominent location for the duration of the evening
- **Four** complimentary tickets to the dinner
- **One full delegate** conference registration
- **Pre-Conference exposure** on the Conference Website; in the Main Announcement Promotion (hardcopy) and any additional promotions
- **Acknowledgment in the Conference Program Handbook** as Gala Dinner sponsor
- **Half page advertisement** in Conference Program
- Audio visual **acknowledgment at the Conference**

MONDAY EVENING SOCIAL FUNCTION

Monday Evening 13th September- \$10,000 + GST (1 available)

An exclusive experience at one of Adelaide's most unique venues

This is your opportunity to host an evening that promises to be a perfect blend of delicious cuisine and great fun! A sit down dinner which provides exclusivity; profile and great networking opportunity for our sponsors.

Co-naming rights of the Monday evening social event – 300+ delegates

- Opportunity to welcome guests to the event – 5 minutes
- 2 Complimentary tickets
- Opportunity to meet and mingle with Conference delegates
- Pre-Conference exposure in the Main Announcement / Provisional Program and Registration Brochure
- Acknowledgment in the Conference Handbook
- Audio visual acknowledgment at the Conference
- Space available at the social event for free standing banners provided by your company
- One piece of promotional literature in each delegate satchel

Tuesday Evening 14th September, Restaurant dinners \$1,200 + GST – (5 available)

Delegates will be given the opportunity to break into small social groups and spend a pleasant evening socialising over a lovely dinner hosted at one of 5 selected venues in the Glenelg area.

- Co-naming rights of the Tuesday evening social event – delegates will select from one of 5 off-site options
- Pre-Conference exposure in the Main Announcement / Provisional Program and Registration Brochure
- Recognition on the conference website
- Acknowledgment in the Conference Handbook
- Audio visual acknowledgment at the Conference
- 2 Complimentary tickets for the dinner
- Opportunity to meet and mingle with function delegates
- Satchel insert – one piece of corporate information

TECHNICAL TOURS

Technical Tours - Combined Luncheon \$5,000 cash or In-Kind - (1 available)

During Technical tours, the tours seek to come together for a combined “lunch” at a venue which holds interest for all delegates. This is an opportunity for the host sponsor to gain exclusive profile and formal recognition by conference attendees coming to their venue and the host showing off the unique qualities of the venue.

- In-kind support is generally seen as equal to around \$5,000 – depending on negotiated services.

Technical Tours \$3,000 + GST (5 available)

Parks and Leisure Australia believe a conference should offer a mix of learning opportunities, and for this reason, has always included a day of practical case study visitations (Technical Tours). The Adelaide conference will host these tours on Wednesday, 15th September 2010. Each technical tour offers a sponsor potential involvement in “showcasing” aspects of planning; design; and/or development qualities of professional interest to delegates.

- Naming Right of the Technical Tour
- Inclusion into the technical tour – your products/services
- Opportunity to provide delegates with promotional literature
- Pre-Conference exposure in the Main Announcement / Provisional Program and Registration Brochure
- Acknowledgment in the Conference Program
- Acknowledgment at the Conference

KEY NOTE SPEAKER SPONSOR

Keynote Speakers – Sponsor Recognition \$3,000 each + GST - (5 available)

A number of high quality industry related keynote speakers will again be involved in the Adelaide 2010 conference. ***Your organisation has the opportunity to sponsor one of these leading edge speakers and obtain significant profile as well as the opportunity to meet privately with the keynote speaker in order to gain specific “take-back” knowledge for your organisation.***

- Introduction of Keynote speaker – with organisational opening remarks
- Opportunity to meet with, and negotiate for company/ organisation
- Pre-Conference exposure in the Main Announcement / Provisional Program and Registration Brochure
- Acknowledgment in the Conference Handbook
- Audio visual acknowledgment at the Conference
- One piece of promotional literature in each delegate satchel

SUPPORT SPONSORSHIP

Support Sponsorship

The following opportunities are provided as profile opportunities for organisations and/or services. These are set at low cost methods of gaining significant industry exposure to conference delegates.

Bus sponsorship \$1,000 + GST (1 available)

Throughout the duration of the conference, delegates will use a number of charter buses (to social events and on tech tours) – all of which have the capacity to carry a joint sponsor message i.e. <sponsor> Welcome's You to the 2010 Conference"; "<sponsor> proudly supporting the 2010 PLA conference". **Consider our transport "carrying" your message of support.**

Satchel Insert \$1,000 + GST each (15 available)

Satchel inserts of sponsor information is a direct method of ensuring YOUR organisational information reaches key decision makers within our industry. It's much cheaper and more effective than a cold call or untargeted mail out. Go direct to the decision-makers!

Sponsors receive:

- One piece of promotional literature/item included in each delegate satchel
- Pre-Conference exposure in the Main Announcement / Provisional Program and Registration Brochure
- Acknowledgment in the Conference Program
- Acknowledgment at the Conference

Provision of Other In-kind Products and Services (to be individually negotiated)

PLA is more than happy to consider the provision of other products and services such as:

- Delegate's gifts
- Keynote Speaker Gifts – 5 gifts (each to the value of \$50 each)
- Presenter's gifts – 100 small gift packages (each to the value of \$15 each)
- Supply of conference; pens, notepaper, key rings, caps, magnets, etc

EXHIBITION

Trade Exhibitor

\$2,000 + GST per booth

Exhibitor entitlements

The conference will provide exhibitors the opportunity to market products and services directly to key decision makers within their target markets. Confirmed exhibitors are entitled to the following benefits and features:

- 2m x 1.5m booth space
- shell scheme booth: white velcro compatible walls
- company fascia sign
- two x 1200 watt spotlights
- one x 5 amp powerpoint
- a fifty word company profile and logo published in the conference handbook
- an electronic delegate list emailed after the conference
- exhibitor registration for 2 company representatives. This includes access to the sessions, morning and afternoon tea, as well as lunch for two representatives. All booths must be manned by organisation representatives.

Any additional furniture/items not listed can be hired through our exhibition contractor, Adelaide Expo Hire.

Please note: all company representatives are required to be registered for the conference. Additional representatives will be required to pay an additional exhibitor fee.

APPLICATION TO SPONSOR

SPONSORSHIP PACKAGES

My organisation wishes to become a sponsor of the Parks and Leisure 2010 National Conference to be held in Adelaide from 12th – 15th of September 2010. We are interested in the following conference package:

SPONSORSHIP PACKAGE:

NAME OF ORGANISATION:

CONTACT NAME:

POSTAL ADDRESS:

CITY / TOWN:

STATE: **POSTCODE:**

TELEPHONE: **FAX:**

EMAIL:

SIGNED:.....**DATE:**.....

Terms and Conditions:

Participation can only be confirmed on receipt of your 50% deposit payment. The balance of your payment is due by 13th August 2010. Allocations will be made strictly in order of receipt of application and payment.

In the event of the cancellation of Sponsorship, a service fee of 50% applies for cancellations made prior to 13th August 2010; No refunds will be made for cancellations after this date. Cancellations need to be made in writing to the organisers.

I agree to the Terms and Conditions & Cancellation Policy

APPLICATION TO EXHIBIT

EXHIBITION PACKAGES

NAME OF ORGANISATION:

CONTACT NAME:

POSTAL ADDRESS:

CITY / TOWN:

STATE: POSTCODE:

TELEPHONE: FAX:

EMAIL:

SIGNED: DATE:

Dates of Trade Show: 13th -14th September

Allocation: The exhibitor understands that booths and/or space will be allocated strictly in order of receipt of payment and that the Committee's decision will be final. Should the exhibition floor plan require changing, the Organisers have the right to make the necessary changes. **Attendance/Registration:** The exhibitor understands that all attendees must register officially and pay registration fees as applicable.

Terms and Conditions:

Participation can only be confirmed on receipt of your 50% deposit payment. The balance of your payment is due by 13th August 2010. Allocations will be made strictly in order of receipt of application and payment.

In the event of the cancellation of Sponsorship or Exhibition booth/s, a service fee of 50% applies for cancellations made prior to 13th August 2010; No refunds will be made for cancellations after this date. Cancellations need to be made in writing to the organisers.

The conference reserves the right to rearrange the floor plan and/or relocate any exhibit without notice.

Due to unforeseen circumstances if it found necessary to close the exhibition on any day or days to vary the hours the exhibition is open, the organisers reserve the right to do so.

- I agree to the Terms and Conditions & Cancellation Policy
- I/we understand Exhibition Booth packages are subject to Committee approval

GET INVOLVED

Get Involved – Let's all work together!

To book simply complete the attached Application Form and return to:

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