

2023 SPONSORSHIP PROSPECTUS



VISION & PURPOSE

VISION

To be the Association of choice for the Landscape industry in Australia.

OUR PURPOSE

To further the growth & professionalism of the landscape industry.



ABOUT TLA

Founded over 40 years ago, The Landscape Association (TLA) is the peak industry body serving landscape professionals in NSW and the ACT. With members from every sector of modern landscaping practice including designers, landscape and maintenance contractors, and suppliers of products and services, we offer solid, profitable and productive networks and tools to help your business grow.



UNITING THE INDUSTRY

TLA unites the relationship between our members, sponsors and the industry.

To achieve our purpose and vision, TLA needs to be responsive and offer real membership value. Key to this, is a close partnership with our sponsors.

In return, we can facilitate meaningful, direct customer relationships with our members.



WHY SPONSOR TLA?



SHOWCASE
PRODUCTS AND
SERVICES



GROW PIPELINE,
SALES AND MARKET
SHARE



INCREASE BRAND
AWARENESS



SHAPE INDUSTRY
ATTITUDES



BUILD KEY
RELATIONSHIPS
FOR THE FUTURE



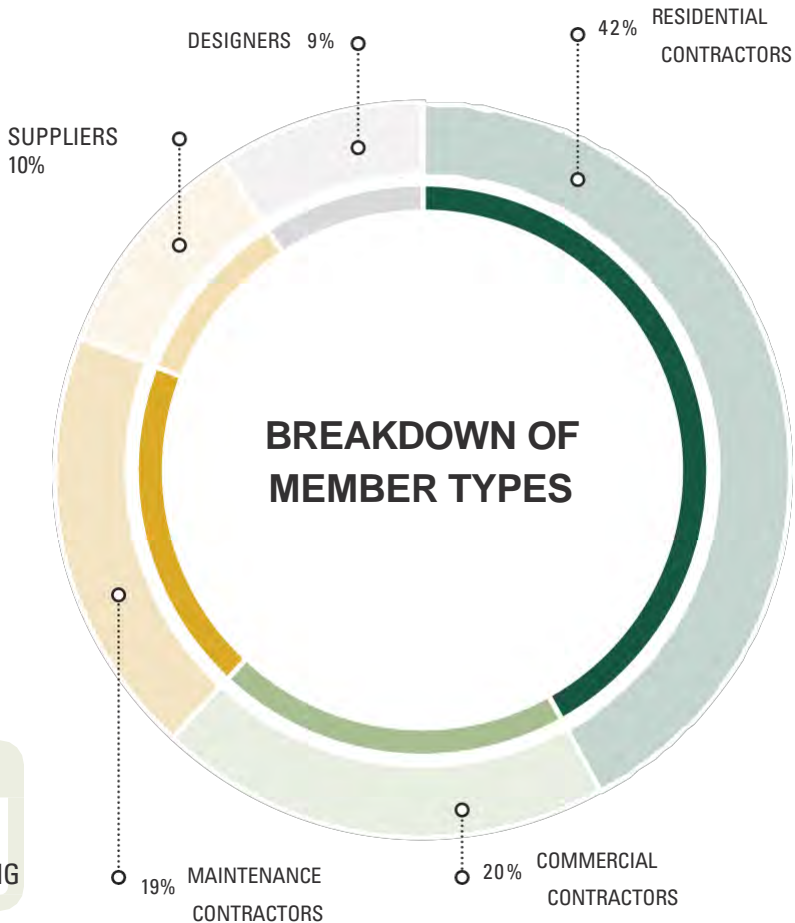
DRIVE TRAFFIC TO
YOUR WEBSITE AND
SOCIAL MEDIA



SIGNAL YOUR
COMMITMENT TO
THE INDUSTRY



POSITION YOUR
BUSINESS AS A
LEADER



WHO WE ARE AND OUR REACH

400+

MEMBER
COMPANIES

1,800+

LANDSCAPING
PROFESSIONALS

5,000+

DATABASE
CONTACTS

43

YEARS STRONG

87.3K

INSTAGRAM FOLLOWERS

10K

FACEBOOK FOLLOWERS

500+

NEWSLETTER
SUBSCRIBERS

3,950

WEBSITE VIEWS
PER MONTH

THE PLAN

NEW SPONSORSHIP MODEL



INCREASE MEMBER BENEFITS



PROMOTE THE OFFERING



KEY 2023 INITIATIVES

GROW MEMBERSHIP

- New individual and free TAFE student membership categories
- Member Acquisition Campaigns - new & lapsed members
- Build TLA's Member Rewards Program
- New 'Trade Show' option and tailored events
- Launch TLA Training & Webinar Series

BRAND AWARENESS

- Continue The Landscape Excellence Awards and other signature events
- Introduce new 'Trade Show' event offering
- Consumer fronting campaigns for members and sponsors
- Increase our communication reach through sponsor relationships and industry publications.

SPONSORSHIP

- New Sponsorship Model – a customised sponsor offering
- Grow the sponsorship base and ROI



2022 Residential Construction of the Year \$150,000-\$350,000
Fifth Season Landscapes

2023 SPONSOR OFFERING

In 2023, we are changing the way we do business.

We want to enable you to direct your marketing budget to target the outcomes you want.

We have launched a new, annual base sponsorship pack, as well as options to customise your sponsor benefits to suit your business needs.

Choose from our “Boost” packages and tailor a sponsorship pack that aligns with your objectives.



THE LANDSCAPE
— ASSOCIATION —

NEW ANNUAL SPONSORSHIP OFFERING – \$4,500 + GST

	Frequency
MARKETING & COMMUNICATIONS	
TLA Partner recognition – website home & partner page + publications	Unlimited
Use of new TLA Sponsor Badge (in development)	Unlimited
Supplier Directory listing	Unlimited
Supplier offer in TLA Member Rewards Program* (heavy promotion in 2023)	* Requirement
Positions Vacant ads platform^	1 issue/month
One advertisement/blog annually in member eDM^	1/year
Social media – Minimum one Partner story/year on TLA Instagram account + regular sharing^	up to 4/calendar year
Opportunity to be featured in industry publications^	Where possible
Complimentary TLA Supplier Business Membership	1/year
EVENTS	
<u>TLA Member Events</u>	
Invitation to all TLA Member events and networking opportunities	Unlimited
Partner recognition at TLA member events	Unlimited
<u>Landscape Excellence Awards</u>	
Nomination into the TLA Supplier of the Year Awards Category	1/year
2 tickets to attend The Landscape Excellence Awards Dinner	2/year
Extended early bird rate ticket offering	Unlimited
Logo and recognition in Awards Program	1/year
Logo and recognition in digital presentation	1/year
OTHER BENEFITS	
Discounted access to all BOOST Packs	Unlimited

* Requirement of sponsorship
^Must supply content

BOOST PACKS ON OFFER

* THE 2023 OFFERING CONTINUES TO EVOLVE

	Frequency	Sponsor	Member	Non- Member
MARKETING & COMMUNICATIONS BOOST PACKS				
Stand-alone Direct Marketing campaigns - eDMs, Newsletters^	up to 2/year	From \$1,000	From \$1,500	From \$2,500
Stand-alone Social media campaigns - Organic and Paid posts^	up to 2/year	From \$500	From \$1,000	From \$2,000
LANDSCAPE EXCELLENCE AWARDS BOOST PACKS – <i>See more detail on following pages</i>				
Platinum Sponsor Pack (1 only) <i>SOLD</i>		\$30,000	\$35,000	\$40,000
Gold Sponsor Packs (only 1 remaining)		\$10,000	\$12,500	\$15,000
Silver Sponsor Packs (<i>SOLD</i>)		\$5,000	\$6,000	\$7,000
INAUGURAL 2023 TLA LANDSCAPE EXPO BOOST PACKS (6 Sept 2023) <i>More details coming soon</i>				
Major Sponsor <i>(Includes large, premium stand & 2 scheduled seminar sessions or product demonstrations & naming rights of Welcome Breakfast or Coffee Cart)</i>		\$9,000	\$10,000	\$11,000
Support Sponsor pack <i>(Includes premium stand & 1 scheduled session)</i>		\$4,500	\$5,500	\$6,500
Exhibitor rates – small 2.5m x 1.5m		\$800	\$900	\$1,200
Exhibitor rates – standard 3m x 3m		\$1,300	\$1,500	\$1,900
TLA MEMBER EVENTS BOOST PACKS				
Standalone event		From \$3,500	\$5,000	\$7,000
Combined events - Major Sponsorship		From \$2,000	\$3,000	\$4,500
Combined events - Support Sponsorship		From \$750	\$950	\$1,200

^Must supply content

• All prices quoted are plus GST

LANDSCAPE EXCELLENCE AWARDS - BOOST PACKS

PLATINUM NAMING RIGHTS SPONSOR

From \$30,000

SOLD

- Naming rights - 2023 Landscape Excellence Awards (Brought to you by ...) including prominent logo placement on all collateral
- Celebrity MC introduction for welcome speech to open the Gala Dinner program (approx. 3mins) accompanied by sponsor video
- Sponsor & present all five (5), Landscaper of the Year Awards at the Gala Dinner
- Awards Dinner Tickets – full table of 10
- Sponsor recognition via website, TLA member emails/EDMs and social media from March-November, during Award Entry and Gala Dinner marketing campaigns
- 1 min Corporate video (provided by sponsor) repeated throughout the evenings program
- Logo and naming rights sponsor recognition in printed Awards Program and main stage audio-visual presentation
- Team photo with celebrity MC plus access to professional photography and video reels from the evening
- Post Awards sponsor recognition within TLA media release, website and via industry media where possible

Pricing:

TLA Annual Sponsor \$30,000

TLA Member \$35,000

Non- Member \$40,000

All prices GST exclusive

LANDSCAPE EXCELLENCE AWARDS - BOOST PACKS

GOLD CATEGORY SPONSOR

From \$10,000

- Sponsor and present entire Excellence Award Category at the Gala Dinner (*Limited to 6 categories only, 3-5 Awards per category*)
- Awards Dinner Tickets – full table of 10
- Gold Sponsor recognition via website, TLA member emails/EDMs and social media from March-November, during Award Entry and Gala Dinner campaigns
- 1 min corporate video (provided by sponsor) repeated throughout the evenings program
- Verbal sponsor acknowledgement by the MC
- Logo and sponsor recognition in printed Awards Program and main stage audio-visual presentation
- Team photo with celebrity MC plus access to professional photography from the evening
- Post Awards sponsor recognition alongside winners on TLA website and via industry media where possible

Pricing:

Annual TLA Sponsor	\$10,000
TLA Member	\$12,500
Non- Member	\$15,000 (all prices GST exclusive)

SILVER EVENT SPONSOR

From \$5,000

Pre-Dinner Cocktail Party Sponsor

- Exclusive branding of one- hour, pre-dinner drinks event hosted on Darling Wharf *
- Access to professional photography from the cocktail party

OR

Gala Dinner Photo Booth Sponsor

- Five-hour photo-booth package in prominent venue location with sponsor signage *
- Booth branding and sponsor logo appears on all images (hard copy and digital).

PLUS

- Awards Dinner Tickets – 4 tickets
 - Verbal acknowledgment by celebrity MC
 - Logo and sponsor recognition in printed Awards Program and main stage audio-visual presentation
 - Sponsor recognition in Gala Dinner marketing collateral i.e. Member emails/EDMs and TLA website
- * Sponsor to provide signage

Pricing:

Annual TLA Sponsor	\$5,000
TLA Member	\$6,000
Non- Member	\$7,000 (all prices GST exclusive)

CONTACT US FOR MORE INFORMATION

Jodie Dean, CEO

0431 438 684

jodie@landscapeassociation.com.au

 www.landscapeassociation.com.au

 [The Landscape Association](https://www.facebook.com/TheLandscapeAssociation)

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Commercial Maintenance Resorts Retirement Communities
Educational Campuses Best in Category & Gold Award Winner
Green Options