

# 2024 SPONSORSHIP PROSPECTUS



THE LANDSCAPE  
— ASSOCIATION —



## VISION & PURPOSE

### VISION

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

### OUR PURPOSE

To further the growth and 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 events, information, 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 vision, TLA is nimble, responsive and offers real, tangible 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

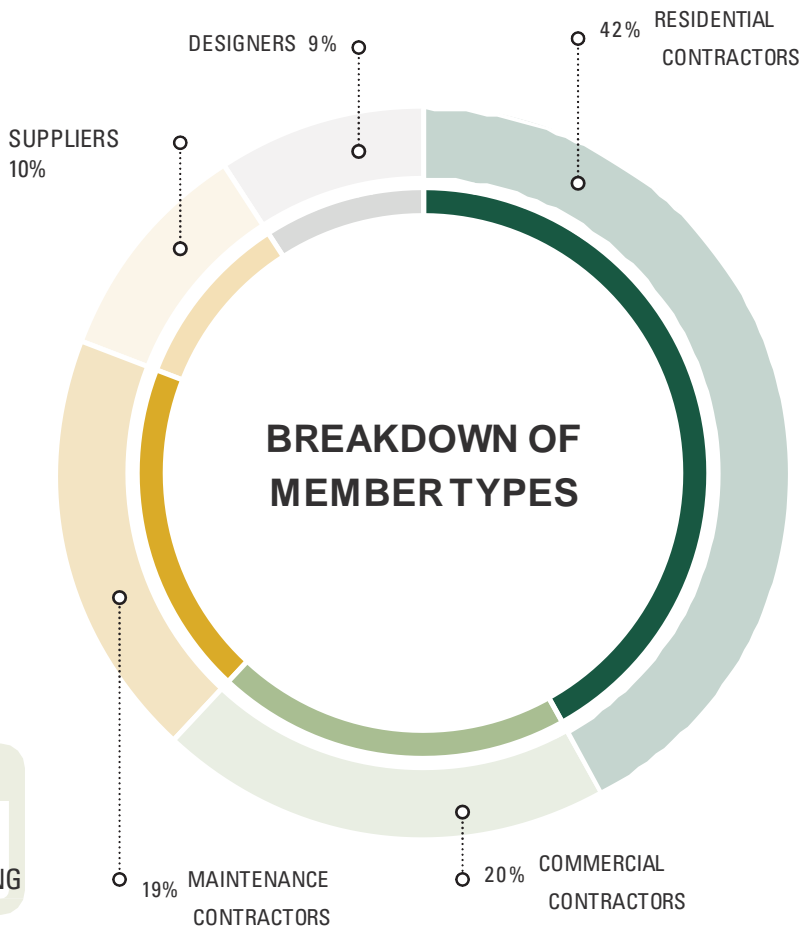
**44**  
YEARS STRONG

**99K**  
SOCIAL MEDIA  
FOLLOWERS

**>1600**  
EVENT ATTENDEES  
ANNUALLY

**500+**  
NEWSLETTER  
SUBSCRIBERS

**3,950**  
WEBSITE VIEWS  
PER MONTH



# THE PLAN

## EVOLVE SPONSORSHIP



## INCREASE MEMBER BENEFITS



## PROMOTE THE OFFERING



# KEY 2024 INITIATIVES

## GROW MEMBERSHIP

- Expand our reach - New Membership Acquisition
  - Expand our business membership market share— attracting new and lapsed members
  - New individual memberships for non-business owners
  - Student membership - campaigns via TAFE NSW and CIT (ACT)
- Build on TLA's Member Rewards Program through our partnerships
- Evolve the and grow the TLA Landscape Expo and annual events calendar
- Launch TLA Training & Webinar Series
- Focus on career attraction and apprenticeships for members

## BRAND AWARENESS

- Nurture and grow the TLA Landscape Expo event
- Boost our sponsor and media relationships to increase our communication reach
- Increased consumer awareness of TLA brand

## SPONSORSHIP

- A customised sponsor offering
- Grow the sponsorship base and ROI
- Target new industry segments for sponsorship

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# 2024 SPONSORSHIP OFFERING

We enable our sponsors to direct their marketing budget to the specific outcomes they want.

We have an annual base sponsorship pack, plus options to customise your sponsor benefits to suit your business needs.

YEAR-ROUND RECOGNITION +

CHOOSE THE BOOST PACKS THAT MEET YOUR OBJECTIVES

**Annual Sponsor Pack**

**Standard**



**Customised Boost Packs**

**Upgrade**

# 2024 ANNUAL SPONSORSHIP OFFERING – \$4,750 + GST

	Frequency
<b>Marketing &amp; Communications</b>	
TLA Partner recognition – website home & partner page + publications	Unlimited
Use of digital TLA Sponsor Badge	Unlimited
Supplier Directory listing	Unlimited
Supplier offer in TLA Member Rewards Program* (Continued growth & promotion)	* 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^	1/year
Complimentary TLA Supplier Business Membership	1/year
<b>Events</b>	
<u>TLA Member Events</u>	
Invitation to all TLA Member events and networking opportunities	Unlimited
Partner recognition at TLA member events	Unlimited
First offer and discounted sponsorship opportunities	
<u>Landscape Excellence Awards</u>	
Access to TLA Supplier of the Year Awards Categories	Unlimited
2 tickets to attend Landscape Excellence Awards Dinner	2/year
Priority seating and extended early bird rate ticket offering	Unlimited
Logo and recognition in Awards Program	1/year
<b>Other benefits</b>	
Invitation to annual, exclusive sponsor networking event	1/year
Discounted access to all Sponsor BOOST Packs	Unlimited

\* Requirement of sponsorship  
^Must supply content

# 2024 BOOST PACKS ON OFFER

	Frequency	Sponsor	Member	Non- Member
<b>Marketing &amp; Comms BOOST PACKS</b>				
Standalone Direct Marketing campaigns - eDMs, Newsletters^	up to 2/year	From \$1000	From \$1250	From \$1600
Standalone Social media campaigns - Organic and Paid posts^	up to 2/year	From \$500	From \$750	From \$1200
<b>2024 LANDSCAPE EXCELLENCE AWARDS BOOST PACKS <span>Launching 4 December 2023</span></b>				
<i>Sponsor recognition from Entries Open to Awards Night &amp; post event media</i>				
<b>Platinum Sponsor Pack (1 only)</b>				
Naming Rights + Landscaper of the Year Award + Total of 10 tickets		\$30k	\$35k	\$40k
<b>Gold Sponsor Packs (5 available)</b>				
Sponsor & present entire category + Total of 10 tickets		\$10k	\$12.5k	\$15k
<b>Silver Sponsor Packs (2 available)</b>				
Pre-drinks or Photo Booth + Total of 4 tickets		\$5k	\$6k	\$7k
<i>*see more details on Awards sponsorship in following pages</i>				
<b>2024 TLA LANDSCAPE EXPO <span>Launching March 2024</span></b>				
Exhibitor offering		TBA	TBA	TBA
Sponsorship packs <i>(including first offer, premium stand &amp; seminar sessions)</i>		TBA	TBA	TBA
<b>TLA Member Event &amp; Webinar BOOST PACKS (TBC)</b>				
Standalone event		From \$2,500	\$3,500	\$5,000
TLA event sponsorship (up to 4 sponsors)		From \$1,000	\$1,500	\$2,500
Standalone member webinar		From \$1,500	\$2,000	\$3,000

^Must supply content  
Some BOOST Packs still in development for 2024

# LANDSCAPE EXCELLENCE AWARDS - BOOST PACKS

## PLATINUM NAMING RIGHTS SPONSOR

From \$30,000

- Naming rights - 2024 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 EDMs and social media from launch, during Award Entry period 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 5 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:**

<b>Annual TLA Sponsor</b>	<b>\$10,000</b>
<b>TLA Member</b>	<b>\$12,500</b>
<b>Non- Member</b>	<b>\$15,000</b> (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:**

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

# TLA LANDSCAPE EXPO- BOOST PACKS

## MAJOR SPONSOR - EXPRESSIONS OF INTEREST

### Pre-event marketing

- Co-branded advertising “TLA Landscape Expo – Major Sponsor”
  - Used in all EDMs, social media, website banners and print media advertisements
  - Digital collateral provided for use in your marketing and communications
- Contribute ‘Prize’ to ‘Pre-registration Product Giveaway’ to be used in TLA marketing
- TLA promotion of ‘Expo Special’ on offer to attendees via EDM and social media
- Social media - One standalone ‘Major Sponsor Spotlight’ post and regular tagging in Expo posts/stories
- Recognition as Major Sponsor, logo and link on the TLA Landscape Expo webpage

### At the Expo

- 6x3m Exhibitor Stand in prominent location
- Two (2) scheduled product demonstration and/or speaker sessions in Expo program
- Naming rights as:
  - Welcome Breakfast Sponsor; or
  - Coffee Cart Sponsor
- Logo on attendee ‘Showbag’ and opportunity to provide branded inclusion
- Registration for 10 staff/guests to attend
- Sponsor recognition and logo in event program
- Major Sponsor category exclusivity from direct competitors

### Post-event inclusions

- Sponsor question in attendee post event survey (to be approved by TLA)
- Receive a summary of attendee survey results
- One standalone ‘Major Sponsor Spotlight’ marketing EDM
- Major sponsor recognition in post event communications including EDMs and social media posts/stories
- Recognition in event media release and industry publication write ups wherever possible

#### ***Pricing:***

***Annual TLA Sponsor    \$ TBA***

***TLA Member                \$ TBA***

***Non- Member             \$ TBA***

***(all prices GST exclusive)***

# TLA LANDSCAPE EXPO- BOOST PACKS

## SUPPORT SPONSOR - EXPRESSIONS OF INTEREST

### Pre-event marketing

- Pre-event marketing recognition as “TLA Landscape Expo – Support Sponsor”
  - EDMs, social media, website banners and print media advertisements
  - marketing and communications
- Contribute ‘Prize’ to ‘Pre-registration Product
- Giveaway’ to be used in TLA marketing
- TLA promotion of ‘Expo Special’ on offer to attendees via EDM and social media
- Recognition as Support Sponsor, logo and link on the TLA Landscape Expo webpage

### At the Expo

- 3x3m Exhibitor Stand in prominent location
- One (1) scheduled product demonstration or speaker sessions in Expo program
- Opportunity to provide branded inclusion in attendee Showbag
- Registration for 5 staff/guests to attend
- Sponsor recognition and logo in event program

### Post-event inclusions

- Support sponsor recognition in post event communications including EDMs and social media posts/stories
- Receive a summary of attendee survey results

#### ***Pricing:***

***Annual TLA Sponsor \$ TBA***

***TLA Member \$ TBA***

***Non- Member \$ TBA***

***(all prices GST exclusive)***

# CONTACT US FOR MORE INFORMATION

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2023 Commercial Maintenance of the Year - Green Options