



2022

# Partnership Options

“Exceeding Expectations”

## ABOUT LANDSCAPE QUEENSLAND

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Landscape Queensland Industries Association Inc. is the peak body for the industry in Queensland representing the interests of landscape and garden maintenance contractors. Landscape Queensland is a membership based organisation whose members include businesses large and small from throughout the Lifestyle Horticultural supply and demand chain.

It is estimated that the landscape and garden maintenance industries in Queensland are conservatively worth some \$2.3 billion dollars per annum. The landscape industry sits at the hub of the \$4.4 billion Lifestyle Horticultural industry in Queensland which employs in excess of 28000 people state wide. In addition to landscape, lifestyle horticultural includes industries such as nursery, turf, garden maintenance, design, arboriculture, irrigation and others who together make up a strong and professional supply and demand chain.

Having direct access to some 2000 landscape industry businesses throughout the state makes Landscape Queensland well positioned to help you reach your target market, build and strengthen relationships and increase your company's brand and profile.

## BENEFITS

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Partnering with Landscape Queensland is the ideal way to broaden your competitive edge. A sponsorship will assist you to:

- Improve your bottom line
- Communicate your message to your target market
- Create face to face sales opportunities for your sales staff
- Develop closer and stronger relationships with your existing and potential customers
- Showcase your products and services and launch new products
- Demonstrate that you are part of and support the industry
- Differentiate your business from your competitors
- Effectively and efficiently reach decision makers in a highly fragmented market
- Improve your image, prestige and credibility

## OPTIONS

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Landscape Queensland offers you a variety of partnering options, and can tailor a unique partnership that suits your individual business needs.

# CREATING VALUE - AN INTEGRATED APPROACH

## COMMUNICATIONS & BRANDING

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- We offer our partners a number of options designed to bring their brand front of mind with the target audience. Through consistency and the utilisation of a range of communication mediums, we can help your business become recognised as a supplier and supporter of the landscape industry in Queensland.
- Your hyperlinked logo displayed on Landscape Queensland website promotes your brand and directs traffic to your website 365 days a year.
- Landscape Queensland has a wide industry reach through our EDM's, Online Magazine, eNews and Social Media. Link your brand to these trusted publications and assist educate members on your products or services whilst building your own reputation as a trusted source of quality information. These communication channels can be an ideal way to create awareness of your products and assist industry and individual businesses to solve problems and become more efficient.

## NETWORKING

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One of the keys to securing and retaining new business is relationships. Strong relationships help keep your competitors out, whilst helping you to provide service and value to your clients. We offer a range of networking opportunities that will showcase your business to prospective clients and allow you to build and maintain those important relationships.

## AWARDS PROGRAM

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Nothing says “prestige, strength and industry leader” like being part of an industry awards program. The Landscape Queensland Construction Excellence Awards showcases, acknowledges and rewards the high-quality work being undertaken throughout the industry in Queensland. Join key stakeholders and celebrate the “best of the best” that the landscape industry has to offer. Networking opportunities, branding and a significant amount of goodwill is generated through your involvement in this highly regarded industry program. As an award sponsor, your company will be recognised throughout the program from launch to post award promotions and beyond.



# PARTNERSHIP OPTIONS & INCLUSIONS MATRIX

Partnership / Sponsorship Inclusions	W/H/D	Gold Partner* \$15,000	Silver Partner \$10,000	Bronze Partner \$5,000
Platinum Partner of the 2022 Landscape Queensland Construction Excellence Awards Program	✓ <b>SOLD</b>			
Company logo and wording <b>Platinum Awards Partner</b> on all Awards documentation and communications	✓			
Company branding on each table centrepiece	✓			
Sponsorship of the Queensland Landscape Construction of the Year category including logo on plaque/s a) Residential <b>or</b> b) Commercial	✓			
Queensland Landscape Construction of the Year – company representative to present Award on stage	✓			
Option for partner's staff/promo people to be involved at the Awards event (activities to be agreed upon)	✓			
Company branding on entertainment stage	✓	✓		
Sponsorship of Awards category presented by your representative (your category preference where possible)		<b>2 Categories</b>	<b>1 Category</b>	<b>1 Category</b>
Logos included in the footer of all Landscape Queensland email communications	✓	✓	✓	
Company logo on sponsored Awards category plaque/s		✓	✓	✓
Playing 30 second company promotional video or static vision and voiceover at the dinner ( <b>sponsor to provide</b> )	✓	✓	✓	✓
Logo displayed at Awards evening and on Program of Events on each table	✓	✓	✓	✓
Recognition in eNews or industry publications	✓	✓	✓	✓
Logo on all Award documentation and communications	✓	✓	✓	✓
Recognition in various media releases relating to Awards evening	✓	✓	✓	✓
Advertisement in <b>Queensland Landscape Life</b> magazine Awards edition	<b>Full page</b>	<b>Full page</b>	<b>Full page</b>	<b>Half page</b>
Prominent logo on the Landscape Queensland website and hyperlinked to your website	✓	✓	✓	✓
Communications Package – as noted included in overall Partnership Package (see below for further details)	<b>Premium</b> Communications Package	<b>Premium</b> Communications Package	<b>Deluxe</b> Communications Package	<b>Standard</b> Communications Package
<b>Tickets to the Awards event</b>	<b>10</b>	<b>6</b>	<b>4</b>	<b>2</b>
<b>* Value add inclusion for Platinum &amp; Gold Partners</b> Pricing is exclusive of GST.	Expression of interest to present at Landscape Queensland events subject to availability		N/A	N/A

# COMMUNICATIONS PACKAGE OPTIONS & INCLUSIONS MATRIX

Inclusions	Premium \$6000	Deluxe \$4000	Standard \$2000
Advertisements in <b>Queensland Landscape Life</b> magazine* (can be purchased separately see Media Kit for full details)	3 full Page	3 full Page	2 full Page
Editorial / Advertorial in Queensland Landscape Life magazine	3 editions different content each edition	2 editions different content each edition	1 edition
Electronic Direct Mail	2 EDMs different content each EDM	1 EDM	not included
Social Media - Instagram	6 posts	3 posts	2 posts
Social Media - Facebook	6 posts	3 posts	2 posts

**NOTE:** \*Total advertising inclusions include Awards edition of Queensland Landscape Life magazine. If a Landscape Queensland event, including the Awards Gala Dinner Presentation, cannot be or is not held, Landscape Queensland reserves their right to provide alternative sponsorship inclusions to fulfill its responsibilities under this Agreement. All above pricing is exclusive of GST.

**Additional tailored partnerships can be negotiated to suit your requirements. Please contact Landscape Queensland on 1300 883 966 to discuss options available**



# SPONSORSHIP AGREEMENT

This agreement is between Landscape Queensland Ind. Assoc. Inc. ABN 92 439 102 270, PO Box 245 Geebung, Qld, 4034 (“Landscape Queensland”) and

\_\_\_\_\_  
 (Company name) ABN \_\_\_\_\_  
 of \_\_\_\_\_  
 (address)

Your signature below indicates your commitment to being a partner of Landscape Queensland for 2022 as a \_\_\_\_\_ partner with the investment of \$ \_\_\_\_\_

In return for your sponsorship, Landscape Queensland will provide the opportunities outlined above and will liaise with you to ensure a mutually beneficial outcome. Should you have any queries, please contact our office on 1300 883 966.

NB – Your sponsorship agreement is for the 2022 Awards program with all inclusions expiring within the 2022 calendar year (unless an alternate arrangement has been made with & agreed upon by Landscape Queensland). As such, no inclusions will be carried forward to the following year. In addition to this, provision of sponsor benefits will be dependent upon supply of relevant information and materials by the sponsor to Landscape Queensland within requested timeframes.

**NOTE / DISCLAIMER:**

Landscape Queensland reserves the right to vary Category specifics. Landscape Queensland’s determination of the award winners is final. In the event that the Awards Gala Dinner Presentation cannot be or is not held, Landscape Queensland reserves their right to provide alternative sponsorship inclusions to fulfill its responsibilities under this Agreement. \*Project dollar cost for each category is a 'guide' only & subject to variation once all entries are received.

# INVOICING DETAILS

**Contact name for invoicing:**

Signatures

\_\_\_\_\_  
 Signed on behalf of Signed on behalf of  
 Landscape Queensland

\_\_\_\_\_  
 Print name of Company Print name

\_\_\_\_\_  
 Title Title

\_\_\_\_\_  
 Date Date

Please sign and return this agreement at your earliest convenience by email:  
**megan@landscapequeensland.com.au**