



2016 Parks & Leisure Australia (WA) State Conference

SPONSORSHIP & TRADE SHOW OPPORTUNITY

The 2016 Parks & Leisure Australia (WA) State Conference will be held the 16th and 17th June 2016 at the Esplanade Hotel Fremantle and includes the PLA WA Awards of Excellence.

OUR DELEGATES

- Estimated attendance 150 delegates. Targeting local government and private attendance.
- PLA WA Regional Award presentations will be included as part of the conference.
- Sponsorship price ranges from \$400 (advertising in delegate package) - \$7,000 (platinum sponsorship).

2014 PLA WA State Conference review

The conference was attended by **206 delegates** including

- 143 registrations, 10 volunteers, 43 presenters and 10 PLA WA Committee members.

Employment areas:

- 63% local government
- 19% state government
- 11% private enterprise
- 7% SSA's, peak bodies, education

Positions held:

- 20% Directors, CEO, Mayors
- 27% Managers
- 43% Supervisors and Officers

Sector analysis was not complete in 2014, however a review of job titles indicates strong representations from

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





PROGRAM AT A GLANCE

Thursday 16th June 2016	
8:00am - 8:30am	Conference registrations
8:30am - 4:45pm	Official Conference program
5:00pm - 6:30pm	PLA WA Regional Award Presentations
Friday 17th June 2016	
10:00am - 1:00pm	Technical Tour (1)
10:30am - 1:30pm	Technical Tour (2)
11:00am - 2:00pm	Technical Tour (3)
11:30am - 2:30pm	Technical Tour (4)

Program subject to change.



SPONSORSHIP PACKAGES

Platinum Sponsor - *Sponsored*

One (1) available

\$7,000 ex GST

Benefits

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

- Three (3) 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.
- Acknowledgment by the MC of the sponsors support.

Trade Exhibition

- One (1) double exhibition booth (6x2m).

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 16.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.



SPONSORSHIP PACKAGES

Gold Sponsor - *One available*

Two (2) available

\$4,000 ex GST

Benefits

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.
- 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 16.
- Sponsor acknowledgement and thank-you in on-line surveys and reminders distributed post conference.



SPONSORSHIP PACKAGES

Sundowner Sponsor

Two (2) available

\$3,000 ex GST

Benefits

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

- Two (2) 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.



SPONSORSHIP PACKAGES

Lunch & Breaks Sponsor - *One available*

Two (2) available

\$2,000 ex GST

Benefits

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.



SPONSORSHIP PACKAGES

Technical Tour Sponsor - *One available*

Four (4) available

\$2,000 ex GST

Benefits

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 on Friday 17th June 2016.

For more information please email

plawa@parksleisure.com.au.

Master of Ceremonies Sponsor - *Sponsored*

One (1) available

\$2,000 ex GST

Benefits

PLA Website

- Acknowledged as sponsor on WA conference page.
- Logo placement and hyperlinked on WA Events website page.
- Logo placement and hyperlinked on 2016 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

- Two (2) 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).



TRADE SHOW PACKAGES

Trade Exhibitor - *Sold out*

Eighteen (18) available

\$1,500 ex GST

Benefits

PLA Website

- Logo placement and hyperlinked on WA conference website page.

Trade Exhibition

- One 3x2m exhibition booth.
- Two (2) 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

N/A

\$300 ex GST

Benefits

- Flyer insert (brochure, USB or DVD).

Photographic Sponsor

One (1) available

\$1,000 ex GST

Benefits

PLA Website

- Logo placement and hyperlinked on WA Conference and Awards website page.
- Logo placement and hyperlinked on 2016 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).



PLA WA AWARDS OF EXCELLENCE

Award Platinum Sponsor - *Sponsored*

One (1) available

\$3,000 ex GST

Benefits

PLA Website

- Logo placement and hyperlinked on WA Conference website page.
- Logo placement and hyperlinked on 2016 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 Category Sponsor - *Sponsored*

Eleven (11) available

\$500 ex GST

Award Categories

- Events
- Leisure and/or Open Space Planning
- Leisure Facilities: Development
- Parks and Open Space: Development
- Playspace: minor (<\$0.5M)
- Playspace: major (>\$0.5M)
- Inclusive and Connected Communities
- Use of Technology
- Research Project
- Emerging Leader
- David Aldous Student of the Year

Benefits

PLA Website

- Logo placement and hyperlinked on WA Events website page.
- Logo placement and hyperlinked on 2016 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, 2016. 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 - <i>Sponsored</i>				\$7,000
<input type="checkbox"/>	Gold Sponsor - <i>One available</i>				\$4,000
<input type="checkbox"/>	Sundowner Sponsor				\$3,000
<input type="checkbox"/>	Lunch and Breaks Sponsor - <i>One available</i>				\$2,000
<input type="checkbox"/>	Technical Tour Sponsor - <i>One available</i>				\$2,000
<input type="checkbox"/>	Master of Ceremonies Sponsor - <i>Sponsored</i>				\$2,000
<input type="checkbox"/>	Trade show Exhibitor - 3x2m Booth - <i>Sold out</i>				\$1,500
<input type="checkbox"/>	Photographic Sponsor				\$1,000
<input type="checkbox"/>	Advertising in Delegate Packages				\$300
AWARD SPONSORSHIP PACKAGES (ex GST)					
<input type="checkbox"/>	Platinum Sponsor - <i>Sponsored</i>				\$3,000
	Gold Sponsors - <i>All categories are sponsored</i>				
<input type="checkbox"/>	Playspace: minor (<\$0.5M)	\$500	<input type="checkbox"/>	Playspace: major (>\$0.5M)	\$500
<input type="checkbox"/>	Events	\$500	<input type="checkbox"/>	Leisure and/or Open Space Planning	\$500
<input type="checkbox"/>	Leisure Facilities: Development	\$500	<input type="checkbox"/>	Parks and Open Space: Development	\$500
<input type="checkbox"/>	Inclusive and Connected Communities	\$500	<input type="checkbox"/>	Use of Technology	\$500
<input type="checkbox"/>	Emerging Leader	\$500	<input type="checkbox"/>	Research Project	\$500
<input type="checkbox"/>	David Aldous Student of the Year	\$500			
Total Amount Due					
			Total Amount		\$

Trade show Exhibition Preferences			
<i>Exhibition booths can only be confirmed on receipt of the deposit. Allocations will be made strictly in order of receipt of application and payment.</i>			
Number of single booths required:			
Trade show Booth Number Preferences: 1 st :	2 nd :	3 rd :	
<i>Please see trade show map (last page) for booth numbers.</i>			



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 follows:			
<input type="checkbox"/>	I wish to pay by bank transfer, (Bank details will be supplied on your tax invoice).		\$
<input type="checkbox"/>	I require a tax invoice		\$
<input type="checkbox"/>	I would like to pay by credit card	Visa <input type="checkbox"/>	MasterCard <input type="checkbox"/>
			\$
Card Number		Card Holder's Signature	
Card Holder's Name		Amount to authorise	\$
Conditions of Payment and Cancellation Policy			
<input type="checkbox"/>	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 & Leisure Australia (WA Region)			
E plawa@parksleisure.com.au			
P +61 451 993 526			
PO Box 1110, West Leederville, WA 6007			



TRADE SHOW MAP

