



2017 LQ Partnership Options

“Exceeding Expectations”



About Landscape Queensland

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.

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.

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

Partnering with Landscape Queensland is the ideal way to broaden your competitive edge. A partnership 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 you from your competitors
- Effectively and efficiently reach a highly fragmented market
- Improve your image, prestige and credibility

Options

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

- We offer a number of options designed initially, to bring your brand front of mind with your target market. Through repetition and consistency we can help you become recognised throughout the industry
- Your hyperlinked logo displayed on Landscape Queensland website promotes your brand and directs traffic to your website 365 days a year
- Writing advertorials for the Landscape Queensland E-News will build your reputation as a trusted source of quality information. Advertorials are also the ideal vehicle for launching new products
- By displaying your logo at Landscape Queensland run events and at Landscape Queensland attended events such as consumer and trade expos we will “recharge” your marketing messages in the minds of your audience, every time they see it
- As a partner or sponsor your logo can be displayed in a range of daily communications to members, industry and stakeholders again reinforcing your support and enhancing your profile

Networking

- One of the keys to securing new business and retaining existing business is relationships. Strong relationships help keep your competitors out, while you provide value to your clients. We offer a range of networking opportunities including events at your premises that will showcase your business to prospective clients and demonstrate your attributes and values to your existing clients

Awards Program

- Nothing says “prestige, strength and industry leader” like being part of an industry awards night. Our Landscape Queensland Construction Excellence Awards celebrate the “best of the best” and features high quality entertainment and a fast paced evening attracting the decision makers and key contacts for the industry. In addition to networking and branding, significant goodwill is generated at this gala event. As an award sponsor, your company will be recognised throughout the program from launch to post award promotions



2017 Queensland Landscape Construction Excellence Awards

Landscape Queensland takes pride in recognising those businesses that raise the calibre of work done within the industry, by hosting a gala awards night every year. This event attracts hundreds of industry delegates to a night of celebration, great food and entertainment. We offer your business a unique opportunity to interact with these key decision makers and attach your brand to this highly respected industry event.



Event Information

Format: Drinks & canapés on arrival, 2 course dinner, dancing and entertainment. Celebrity MC – Terry Hansen & comedy ventriloquist Darren Carr

Date: 4 November 2017 **Time:** 6.30pm **Where:** Grand Ballroom, Brisbane Hilton

Award Categories available for Sponsorship:

Category	Details
1 Residential 1	Projects of total cost up to \$40,000
2 Residential 2	Projects of total cost between \$40,001 and \$80,000
3 Residential 3	Projects of total cost between \$80,001 and \$120,000
4 Residential 4	Projects of total cost above \$120,001
5 Residential Over \$250k	Projects of total cost above \$250,000
6 Contractor Design & Construct 1 - Residential	Residential projects of total cost up to \$80,000. The project must be both designed and constructed by the contractor. <i>*Refer to entry guidelines</i>
7 Contractor Design & Construct 2 - Residential	Residential projects of total cost above \$80,001. The project must be both designed and constructed by the contractor. <i>*Refer to entry guidelines</i>
8 Architect Designed Construction - Residential	Residential projects of any value. The project was designed by an external party but constructed by the contractor. <i>*Refer to entry guidelines</i>
9 Commercial 1	Projects of total cost up to \$100,000
10 Commercial 2	Projects of total cost \$100,001 to \$200,000
11 Commercial 3	Projects of total cost between \$200,001 to \$500,000
12 Commercial 4	Projects of total cost between \$500,001 to \$1 million
13 Commercial Million Dollar Plus	Any residential or commercial project valued at more than \$1 million
14 Best Landscape Feature – Residential	Open value - Submission should focus on a particular landscape feature, that is, a single element of the total job.
15 Best Landscape Feature – Commercial	Open value - Submission should focus on a particular landscape feature, that is, a single element of the total job
16 Maintenance	Domestic / commercial/ industrial project where horticultural and / or other maintenance services not part of a Landscape Contract
17 Irrigation	Open value - Submission should emphasize correct irrigation design, installation, water efficiency and site and plan requirements
18 Ecological Rehabilitation	Open value – This category seeks to celebrate projects involving creation, rehabilitation, restoration and management of natural areas. <i>*Refer to entry guidelines</i>
19 Environment & Sustainability	Open value – This category seeks entrants whose project exhibits characteristics of excellence with regards to environmental values or sustainability. <i>*Refer to entry guidelines</i>
20 Landscape Industry Training Award	Entries from individuals, contractors or suppliers who have implemented a successful training initiative within Queensland's landscape industry within the last 3 years
21 Landscape Industry Trainee Award	Entries received should highlight the outstanding achievements of an individual with respect to work skills, academic grades, attitude to work and professional approach
22 Landscape Industry Apprentice of the Year Award	Entries received should highlight the outstanding achievements of an individual with respect to work skills, academic grades, attitude to work and professional approach
23 Qld Residential Landscape Construction of the Year	<i>Winning projects from categories 1, 2, 3, 4 and 5 will be considered for this prestigious award.</i>
24 Qld Commercial Landscape Construction of the Year	<i>Winning projects from categories 8, 9, 10, 11 & 12 will be considered for this prestigious award.</i>

Partnership Options & Inclusions Matrix

Partnership / Sponsorship Inclusions	Value \$	Principal Awards Partner \$POA (incl. GST)	Platinum Partner \$13,200 (incl. GST)	Gold Partner \$8,800 (incl. GST)	Awards Category Sponsor \$4,400 (incl. GST)
Awards Program					
Principal Partner of the 2017 Landscape Queensland Construction Excellence Awards Program	\$8,000	✓			
Company logo and wording Principal Awards Partner on all Awards documentation and communications.	\$3,500	✓			
Company branding on each table centerpiece	\$3,000	✓			
Queensland Landscape Construction of the Year - company representative to present award on stage	\$1,500	✓			
Sponsorship of the Queensland Landscape Construction of the Year category including logo on plaque / s	\$1,000	✓			
Option for partner's staff / promo people to be involved at the Awards event - activities to be agreed upon	TBC	✓			
Company branding on entertainment stage	\$3,500	✓			
Sponsorship of one award (your selection where possible), presented by your representative	\$2,000		✓	✓	✓
Company logo on sponsored Awards category plaque / s	\$500		✓	✓	✓
Playing of 30 second company promotional video or static vision and voice over at dinner	\$2,500	✓	✓	✓	✓
Logo displayed at Awards evening and on Program of Events on each table	\$900	✓	✓	✓	✓
Recognition in eNews or industry publications	\$600	✓	✓	✓	✓
Logo on all award documentation and communications	\$500	✓	✓	✓	✓

Partnership / Sponsorship Inclusions	Value \$	Principal Awards Partner \$POA (incl. GST)	Platinum Partner \$13,200 (incl. GST)	Gold Partner \$8,800 (incl. GST)	Awards Category Sponsor \$4,400 (incl. GST)
Recognition in various media releases relating to Awards evening	\$150	✓	✓	✓	✓
Tickets to the awards event	\$170	10	4	2	2
Communications & Branding					
Exposure on Landscape Queensland's Facebook	\$1,500	✓			
Logo displayed at selected events at which Landscape Queensland exhibit	\$3,000	✓	✓		
Logo displayed at selected 2017 Landscape Queensland events	\$1,500	✓	✓		
Invitation to all Landscape Queensland events		✓	✓		
Dedicated email blast to membership on your business.	\$1,500	✓	✓	✓	
Logos included in the footer of all Landscape Queensland email communications	\$2,000	✓	✓	✓	
Advertorials in Landscape Queensland eNews.	\$500	4	2	2	
Prominent logo on the Landscape Queensland website and hyperlinked to your website	\$500	✓	✓	✓	✓
Co-branded Events					
Sponsorship of Landscape Queensland Events (specifics to be negotiated)	\$1,000		2	1	
Value for Investment		\$38,850	\$19,330	\$13,490	\$7,990

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 2017 as a _____ partner with the investment of \$_____. In return for your sponsorship, Landscape Queensland will provide the opportunities outlined below 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 partnership/sponsorship agreement is for the 2017 calendar year (unless an alternate arrangement has been made with & agreed upon by Landscape Queensland). As such, all partner/sponsor inclusions will only be valid for this period and will not be carried forward to the following year. In addition to this, provision of partner/sponsor benefits will be dependent upon supply of information by the partner/sponsor to Landscape Queensland within requested timeframes.*

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 either by email:

julie@landscapequeensland.com.au or Fax: 07 3265 5556.

