

**2022 WA STATE NRM
AND COASTAL CONFERENCE**
BUILDING RESILIENCE THROUGH INNOVATION

Sponsorship & Exhibitor Prospectus



**2022 State NRM & Coastal
Conference**
20—22 September
Mandurah

Welcome

We are thrilled to invite your organisation to be involved in the Western Australia Natural Resource Management (NRM) and Coastal Conference.

Held 20 – 22 September 2022 in Mandurah, with an iconic waterway background, we will welcome delegates from around WA. Delegates will be brought on a journey in exploring environmental challenges, both unique to the area, and universal in concern.

Themed “Building Resilience through Innovation” in response to ever changing needs creating resilience has required impressive and wide-spread innovation.

We will showcase and explore the present, and look towards key learnings to continue adapting in the future.

Delegates will be invited to curate their own experience, ensuring there is something for everyone.

Catering for environmental professionals and dedicated community members across multiple sectors from a diverse range of ages, backgrounds and locations, the event anticipates 200 in-person delegates coming together to learn, share and be inspired.

Your partnership is an opportunity to put yourselves in front of some of the most passionate, knowledgeable and conscientious professionals in the state. Whether your marketing goal is direct selling, brand recognition/awareness, alignment with the industry and conference theme, networking or supporting the community, a partnership with this conference will ensure you are reaching the right people.

We invite you to work with us to present this conference, and we look forward to welcoming you to Mandurah, our Mandjoogoordap – meeting place of the heart.

The Location

Mandurah is WA's largest regional capital city, conveniently connected to Perth by train, and less than 30 minutes' drive south of the Perth CBD. The crowning jewel of Mandurah is our iconic waterways, including a stunning estuary twice the size of Sydney Harbour. Mandurah is located within the Peel region which also incorporates the Murray and Waroona areas, and is home to many unique and wonderful natural delights, including internationally recognised wetlands, beautiful Jarrah forests, a thriving plant life, awe-inspiring thrombolites and Instagram-worthy animals.

First inhabited by the Bindjareb people of the Bibbulman Nation, Mandjoorgoordup, as it was then known, like so many others, continues to struggle with the balance between conservation and increasing population, but there are many local examples and projects trying to ease this difficulty, making Mandurah the ideal location for this conference.

The Mandurah Performing Arts Centre (ManPAC) will be the base hub of the conference, with each day starting with conference sessions in the morning, before site visits and/or specialised presentations in the afternoon. It boasts the following attributes:

- Easily accessible by public transport
- Plenty of parking
- Overlooking both the recently re-worked Mandjar Square and the picturesque Mandjar Bay
- A nearby electric vehicle charging station
- Powered by solar panels for a greener conference experience



Our Promise

In a conscious effort to lead the way and to strive to practice what we preach, the conference will be organised and promoted using environmentally-conscious behaviours and methods. The goal to eliminate, reduce, reuse and recycle/compost waste will be pivotal, and will flow through from the organising committee right through to suppliers, speakers, and even the partnerships we develop.



We will look to innovative and traditional means to reduce the carbon footprint of the conference. Every step of the way, we will ask: Can it be done better?

Just a few initiatives that will be in place include:

- Virtual planning meetings where possible
- Reduction in paper waste
- Minimising food waste and sourcing alternatives to landfill
- Digitising typical print-outs, handouts and landfill-bound delegate packs
- Environmental weighting on supplier assessments
- Encouraging attendees to use public transport, walk or cycle each day
- Incorporate local purchasing where practical

Importantly, we promise not to align the event, through sponsorships, partnerships or other initiatives, with organisations with a reputation for environmental destruction and damage.

Sponsorship Benefits

Partnership Level	Platinum	Gold	Silver	Bronze
Digital Promotion - before, during and post conference				
Logo recognition on website	✓	✓	✓	✓
Logo recognition in digital program	✓	✓	✓	✓
# of words company description on the website (plus contact details)	250	120	80	50
During Conference				
Presenting rights to the session e.g. business name in session title (excluding key note speakers)	1	-	-	-
Opportunity to provide an address at event (max 5 mins)	1	1	-	-
Ticket(s) to full 3-day conference including dinner	6	4	2	1
\$50 discount per ticket for additional delegates	10	5	-	-
Additional tickets to Welcome Reception (normally delegates only)	6	5	3	1
Exhibition stall space	2	1	1	1
Verbal recognition by MC at conference (minimum)	3 (1 per day)	3 (1 per day)	1	1
Pull-up banners displayed at ManPAC	6	4	2	1
Investment (excl GST)	\$25,000	\$12,000	\$6,000	\$2,500

Sponsorship Benefits cont

Partnership Level	Dinner	Keynote Speaker	Session
Digital Promotion - before, during and post conference			
Logo recognition on website	✓	✓	✓
Logo recognition in digital program	✓	✓	✓
# of words company description on the website (plus contact details)	80	30	30
During Conference			
Opportunity to provide an address at event (max 5 mins)	Dinner		
1-day ticket(s) to conference	-	5	2
Ticket(s) to conference dinner	5	-	-
Opportunity to provide promotional item	✓		
Option for a meet-and-greet with the speaker		✓	
Presenting rights to the session e.g. business name in session title		✓	✓
Verbal acknowledgement during session introduction	-	✓	✓
Pull-up banner displayed during session	Dinner	2	1
Investment (excl GST)	\$5,000	\$2,500	\$1,500

Exhibition spaces, custom partnerships, and attendee subsidy packages are available. See [pages 10 - 12](#) for more information

Not-for-profit organisations can take advantage of our reduced price exhibition space fee. See [page 12](#) for more information.

Sponsorship Packages

Platinum Partner - \$25,000 excl GST

Logo recognition (in prime location)

- conference website (including hyperlink)
- conference digital program

Registrations

- 6 full conference registration tickets inclusive of all benefits, welcome reception and conference dinner (does not include any travel, accommodation or optional tours)
- 6 additional invites to the Welcome Reception for guests
- Discount code \$50 off registration fee for up to 10 additional delegates

Exhibition

- Up to 2 exhibition stalls to promote products or programs aligned with the conference *

Promotion

- Naming rights to 1 session (excluding key note speaker, subject to availability)
- Opportunity to provide a 5 minute address during the conference (at an agreed time)
- Up to 6 branded pull-up or similar banner displayed in a prominent location at the main hub, ManPAC, throughout the conference (sponsor to provide the banner)
- Verbal recognition a minimum of once per day by the conference MC (three times total)
- Approx. 250 word paragraph and organisation contact details in the digital conference program and on the conference website showcasing your organisation
- Acknowledge the Platinum sponsor in a press release

Sponsorship Packages cont

Gold Partner - \$12,000 excl GST

Logo recognition (in sponsors areas/page)

- Conference website (including hyperlink)
- Conference digital program

Registrations

- 4 full conference registration tickets inclusive of all benefits, welcome reception and conference dinner (does not include any travel, accommodation or optional tours)
- 3 additional invites to the Welcome Reception for guests
- Discount code \$50 off registration fee for up to 5 additional delegates

Exhibition

- 1 exhibition stall to promote products or programs aligned with the conference*

Promotion

- Up to 4 branded pull-up or similar banner displayed in a prominent location at the main hub, ManPAC, throughout the conference (sponsor to provide the banner)
- Verbal recognition a minimum of once per day by the conference MC (three times total)
- Approx. 120 word paragraph and organisation contact details in the conference program and on the conference website showcasing your organisation

Sponsorship Packages cont

Silver Partner - \$6,000 excl GST

Logo recognition (in sponsors areas/page)

- Conference website (including hyperlink)
- Conference digital program

Registrations

- 1 full conference registration tickets inclusive of all benefits, welcome reception and conference dinner (does not include any travel, accommodation or optional tours)
- 3 additional invites to the Welcome Reception for guests

Exhibition

- 1 exhibition stall to promote products or programs aligned with the conference*

Promotion

- Maximum 2 Branded pull-up or similar banner displayed at the main hub, ManPAC, throughout the conference. (sponsor to provide the banner)
- Approx. 80 word paragraph and organisation contact details in the conference program and on the conference website showcasing your organisation

Bronze Partner - \$2,500 excl GST

Logo recognition (in sponsors areas/page)

- Conference website (including hyperlink)
- Conference digital program

Registrations

- 1 full conference registration tickets inclusive of all benefits, welcome reception and conference dinner (does not include any travel, accommodation or optional tours)
- 1 additional invites to the Welcome Reception for guests

Exhibition

- 1 exhibition stall to promote products or programs aligned with the conference*

Promotion

- Maximum 1 Branded pull-up or similar banner displayed at the main hub, ManPAC, throughout the conference. (sponsor to provide the banner)
- Approx. 50 word paragraph and organisation contact details in the conference program and on the conference website showcasing your organisation

Sponsorship Packages cont

Conference Dinner Partner - \$5,000 excl GST (1 only)

Logo recognition (in sponsors areas/pages)

- Conference website
- Conference digital program

Registrations

- 5 complimentary tickets to the conference dinner

Promotion

- Approx. 80 word paragraph and organisation contact details in the conference program and on the conference website showcasing your organisation
- Branded pull-up or similar banner/s (number to be negotiated) displayed at the dinner venue (sponsor to provide the banner)
- Opportunity to make a 5 minute welcome address at the Conference Dinner
- Opportunity to provide 1 dinner gift/promotional item with logo on tables for all dinner guests (item to be approved by the organising committee, and to be in keeping with environmentally friendly practices)

Keynote or Invited Speaker Partner - \$2,500 excl GST (1 per speaker only)

Logo recognition (in sponsors areas/pages)

- Conference website
- Conference digital program

Registrations

- 5 complimentary 1-day tickets to the conference on the day of the sponsored session (does not include attendance at the conference dinner or any travel or accommodation required)

Promotion

- Presenting rights to the session (e.g. business name in session title)
- Approx. 30 word paragraph and organisation contact details on the conference website showcasing your organisation
- Up to 2 branded pull-up or similar banner/s (number to be negotiated) displayed during the keynote speaker session (sponsor to provide the banner)
- Verbal acknowledgement during the introduction of the speaker
- Option to do a meet and greet with the speaker (where possible) pre or post session

Sponsorship Packages cont

Session Partner - \$1,500 excl GST

Sessions available include site visit and/or workshops sessions

Logo recognition (in sponsors areas/pages)

- Conference website
- Conference digital program

Registrations

- 2 complimentary day tickets to the conference on the day of the sponsored session (does not include attendance at the conference dinner or any travel or accommodation required)

Promotion

- Presenting rights to the session (e.g. business name in session title)
- Approx. 30 word paragraph and organisation contact details on the conference website showcasing your organisation
- Presenting rights to the session, including business name listed in the session name
- Branded pull-up or similar banner displayed throughout the session (sponsor to provide the banner)
- Verbally acknowledgement during the session introduction

Custom Packages

The above packages have been created for simplicity and to cover a variety of marketing and budgeting requirements, however if you are looking for something a bit different, we welcome the opportunity to discuss your requirements with you.

Opportunities may include:

- Coffee Cart Sponsor
- Catering Break Sponsor
- Delegate Gift Sponsor

To discuss a custom package, please contact us

Phone: (08) 9550 3846

Mobile: 0437 793 847 - Michelle

Email: NRMCC@mandurah.wa.gov.au

Subsidies

Subsidies

A popular option for organisations wanting to encourage attendance and improve diversity is an attendee subsidy sponsorship. The organisation can offer a full or partial subsidy towards attendance costs (which may include accommodation and/or travel costs) for a target group/s of attendees. Some examples include increasing youth and/or remote attendees, or supporting attendees with specific accessibility requirements, and this can be tailored to meet your objectives.

For significant contributions, logo recognition and other sponsor benefits may be included. The organisation will have naming rights over the subsidy.

Cost will vary depending on the quantity and level of subsidy offered, and attendees can be identified through the organisation's own networks or with assistance from the conference committee.



If you are considering this option please contact us at NRMCC@mandurah.wa.gov.au or on 0437 793 847 to discuss

Exhibitors

Exhibitor Space

Exhibitor space at the main hub, ManPAC to display/promote your organisation's products and services. The cost covers all three days, and booths are expected to be manned during session breaks until 1pm each day (afternoons are optional while many delegates are doing site visits).

Price includes 1 trestle table, 2 chairs and a display board. Additional equipment can be hired, or self-sourced with approval.

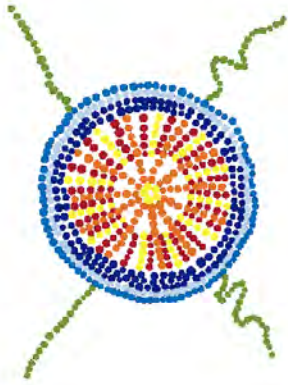
All exhibitors will be listed on the conference website, with a hyperlink to their homepage (if provided).

Pricing:

Not-For-Profit & Charitable Organisations - \$1,000 excl GST, and includes 1 x three day registration for the conference (including site visits, does not include attendance at the conference dinner or any optional tours)

Government & For-Profit Organisations - \$2,000 excl GST, and includes 2 x three day registration for the conference (including site visits, does not include attendance at the conference dinner or any optional tours)

*All exhibitors will need to abide by the exhibitor terms and conditions, including display to be in line with the environmental messages of the conference, or by approval by the organising committee.



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For any enquiries, questions, or to discuss your
partnership needs, please contact us:

Phone: (08) 9550 3846

Mobile: 0437 793 847 - Michelle

Email: NRMCC@mandurah.wa.gov.au