

STREET WORKS



STREET WORKS is a competition to create temporary installations that transform under-utilised public spaces into vibrant places.



Cities around the world are moving toward installing little interventions that reclaim under-utilised spaces and build creative and engaging places that invite public participation in urban life. An initiative of the Australian Institute of Landscape Architects (AILA) NSW, **STREET WORKS** brings this global approach to Sydney over summer.



67 teams of landscape architects, architects, artists and designers submitted entries from Australia, the UK, USA, Germany, Israel, Hong Kong & Korea to imagine new city places building on the aspirations of City of Sydney's Sustainable Sydney 2030.



“AILA’s **STREET WORKS** project brings a dynamic new celebration of the possibilities for Sydney’s public spaces. Accessible, innovate and sustainable ideas will be realised with the support of the City of Sydney, the University of New South Wales and AILA’s supporters.” Sacha Coles, AILA STREET WORKS Project Director.

The five temporary **STREET WORKS** sites will be launched at the Sydney Architecture Festival at in October, staying in place until the Sydney Festival. An exhibition of all **STREET WORKS** entries will be hosted at Customs House, highlighting the range of creative ideas to form places for people, as well as promote dialogue as to the city we wish to inhabit.

WWW.STREETWORKS.ORG.AU BIG THINKING, LITTLE INTERVENTIONS



Australian Institute
of Landscape Architects



STREET WORKS PARTNERSHIPS

As a pilot project in 2011, AILA's STREET WORKS offers supporters an unparalleled opportunity to be a foundation partner in a global movement to celebrate and publicise the public space in our city. STREET WORKS sites will be the result of multidisciplinary responses, connecting landscape architecture with architecture, design, events and creative arts in realising visions for the Sydney of the future.

A partnership with STREET WORKS will offer your organisation an opportunity to build your profile, demonstrate your commitment to future visions of public space in the city and networking with other supporters. With all competition sites located in high profile and dense urban areas in the City of Sydney, branding visibility is significant. The physical presence of your brand will be complimented by an active media campaign through traditional and online media sources.

	Gold	Silver	Event
CONTRIBUTION	\$10,000+ ¹	\$5,000 ¹	Curated Event
BENEFITS	<p>Branding at competition launch event and on promotional banners.</p> <p>Invitation to <i>speak</i> at the launch and jury presentation event. (4 guest passes)</p> <p>Branding on information sign at each site about the temporary installation².</p> <p>AILA STREET WORKS supporter logo provided for use on partners promotional media.</p>	<p>Branding at competition launch event and on promotional banners.</p> <p>Invitation to <i>attend</i> the launch and jury presentation event. (2 guest passes)</p> <p>Branding on information sign at each site about the temporary installation².</p>	<p>Free space for performance/rehearsal/event, as curated by AILA.</p> <p>Invitation to <i>attend</i> the launch and jury presentation event. (1 guest pass)</p> <p>High visibility city locations.</p>
ONLINE	Tile Ad (<i>1/2 page</i>) on the competition website and Facebook and link to your web site.	Tile Ad (<i>1/8 page</i>) on the competition website and Facebook and link to your web site.	Promotion of events through web, blog, Facebook & media contacts.
MEDIA	<p><i>Large</i> size logo on signage at Awards presentation venue and on exhibition material at Customs House.</p> <p>Logo and promotion on all event-related material.</p> <p>Logo featured on press releases to media such as:</p> <ul style="list-style-type: none"> • Industry print media (such as Landscape Australia) • The Sydney Morning Herald & The Daily Telegraph • ABC/SBS/other TV • ABC radio • City of Sydney Media • Online (such as ArchDaily, D*Hub, The Thousands) 	<p><i>Small</i> size logo on signage at Awards presentation venue and on exhibition material at Customs House.</p> <p>Logo and promotion on all event-related material.</p>	Promotion of events through online and traditional media sources.

¹ Partnership level refers to value as money, materials or construction.

² A2 sized site information signage template must be used exclusively. No additional branding permissible at sites, including on installations.

STREET WORKS PARTNERSHIPS

Payment Terms

- AILA National Group will forward tax invoices to coincide with due date of sponsorship payment.
- Payment is required in full at the beginning of the sponsorship period or alternatively,
- Half yearly progress payments as agreed.

Feedback

AILA NSW invites feedback from supporters at any point during the sponsorship period. Should a supporter have concerns, AILA NSW welcomes immediate communication so that all issues may be resolved at the earliest time possible. For all communication regarding sponsorship issues please feel free to contact Vanessa Trowell at nswprojects@aila.org.au.

I acknowledge that I / we have reviewed and understood the sponsorship arrangements and I agree to the above conditions.

SPONSOR – COMPANY NAME: _____

LEVEL: _____

SIGNATORY NAME: _____

TITLE: _____

SIGNATURE: _____

DATE: _____

SIGNATORY NAME: CHRISTINA BUNBURY

TITLE: NSW State Manager
For and on behalf of:
The Australian Institute of Landscape Architects
NSW GROUP

SIGNATURE: _____

DATE: _____

