



## WA Chapter Australian Institute of Landscape Architects SPONSORSHIP OPPORTUNITIES | 2012

### | ABOUT US |

The Australian Institute of Landscape Architects (AILA) is a non-profit professional institute formed to serve the mutual interests of its members and the wider Landscape Architectural profession throughout Australia.

AILA is the peak industry body for the Landscape Architecture profession.

AILA's vision is to grow and enhance the profession of landscape architecture and to provide leadership in the creation of meaningful, equitable and sustainable environments.

The purpose of the AILA is to advance the practice of Landscape Architecture within Australia. Roles include:

- Encouraging the profession to achieve excellence in the design, creation and management of the natural and built environments;
- Informing the community and allied professions of the contribution and skills of the landscape architecture profession;
- Promoting the value of an ethical decision-making framework for landscape planning, design and management towards a more sustainable, holistic outcome;
- Advocating the professional interests of members to policy and decision makers in both the public and private sectors; and
- Providing members with a range of forums for the exchange of ideas, information and opinions; and professional peer review and support.

The AILA WA Chapter Committee consists of:

**President** | MATT HUXTABLE, Director, Newforms

**Vice President** | NICK WALKER, Associate, Hassell

**Secretary** | TIJANA VUJIC, Senior Consultant Landscape Architecture, Urbis

**Treasurer** | NOEL MCCOMBE, Principle Landscape Architect, Hames Sharley

**National Council** | GREG GRABASCH, Principal, UDLA

**WA State Manager** | SARAH WRIGHT



## | HOW WE CAN HELP YOU |

Partnering with AILAWA offers the opportunity to:

- Promote your company and/or brand to Landscape Architects (and allied professions)
- Launch new products & services
- Elevate your company/brand profile within the Landscape Architecture profession
- Support excellence & innovation within Landscape Architecture
- Support the growth of the Landscape Architecture profession
- Meet/network with key decision makers from the Landscape Architecture profession
- Meet/network with key decision makers from partner professions

Each year, AILAWA roles out a comprehensive calendar of events which provides both professional development and social opportunities for the profession and allied professions. Partnering with AILAWA supports these events.

The 2012 AILAWA Calendar will include the high profile, **Biennial Project Awards**; a full day professional development seminar and two professional development lunch lectures.

The following section, 'Opportunities in 2012' details the benefits and cost involved in partnering in these events. These partnerships are indicative - we will be delighted to work with you to tailor a package specific to your needs.

To ensure maximum benefit for our sponsors, opportunities are limited. Please contact us to discuss/confirm your interest in sponsoring an AILA 2012 event **as soon as possible**.

Sponsorship is a legitimate tax-deductible expense. Please note that the Australian Goods and Services Tax (GST of 10%) may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

## | OPPORTUNITY 1 - AILA WA PROJECT AWARDS |

The AILA's WA Project Awards provide a tangible and high profile expression of the profession's activities and promote and advance the profession of Landscape Architecture by:

- Encouraging excellence amongst the landscape architecture profession
- Fostering public awareness and recognition of the work of Australian landscape architects
- Creating local, regional, national and global advocacy for Australian landscape architecture

Awards are presented in the categories of Design, Planning, Land Management, Research & Communications, and Urban Design.

There are various levels of awards including the AILAWA Medal for Landscape Architecture; AILAWA Award of Excellence, AILAWA State Award and the AILAWA Award for Residential Designed Landscapes.

The AILAWA Student Award & AILAWA Graduate Landscape Architect Award, recognise the achievements of students and recent graduates.

The WA Project Awards already enjoy a high profile. In 2012 the WA Committee and the State Manager will work to ensure that this process highlights outstanding landscape architecture to the industry, decision makers and the general public. Some key aspects of the process will include:

- A highly skilled jury to judge the submissions; including an international panel member.
- Awards will be announced at a unique and impressive Cocktail Function, on Friday 25 May 2012. Government representatives, affiliate association representatives and media will be invited to attend this event. Historically this function has attracted approximately 120 people.
- Design and print of a quality publication, summarising the award winners. This publication will be distributed at the presentation function and will also be used for future AILA promotional activities.
- A public exhibition of submissions, for a 3-4 week period in June/July 2012.
- A PR strategy will be in play to facilitate coverage in both industry press and general media.

There are three levels of sponsorship associated with the **WA Project Awards** - Platinum, Gold & Silver. **Companies interested in sponsoring the awards should express their interest ASAP**



**PLATINUM PARTNER, \$10K** | AILA WA PROJECT AWARDS | 2 available

- 1 Prime placement of your logo on all promotional & program (printed & electronic) materials for the WA Project Awards.
- 2 Verbal recognition of your organisation's support throughout the Presentation Function proceedings.
- 3 During the Presentation Function, a nominated senior representative of your organisation will have the opportunity to make a brief presentation (max. 5 minutes) about your company before introducing an Award and presenting the certificate to the winner. *Platinum sponsors will have first choice in regards to which category of award/s they would like to present.*
- 4 Opportunity to provide corporate promotional material or gift for inclusion in a gift pack to be distributed to all guests at the Awards Presentation Function... *provided that that material is paid for and supplied to AILAWA prior to the event*
- 5 Opportunity to display a pull up banner at the Awards Presentation Function.
- 6 Four (4) tickets for the Presentation Function – 25 May 2012.
- 7 A Certificate of Appreciation & recognition in the WA Awards area of the AILA website.
- 8 Full page advertisement, with prime placement in the Awards Publication *print ready artwork, completed to advised specifications, must be supplied to AILA by the communicated due date.*
- 9 Recognition of your company's sponsorship in all press releases.

**GOLD SPONSOR, \$6K** | AILA WA PROJECT AWARDS | 4 available

- 1 Key placement of your logo on all promotional & program (printed & electronic) materials for the WA Project Awards.
- 2 Verbal recognition of your organisation's support throughout the Presentation Function proceedings.
- 3 A nominated senior representative of your organisation will have the opportunity to introduce an Award and present the certificate to the winner.
- 4 Opportunity to display a pull up banner at the Awards Presentation Function.
- 5 Two (2) tickets for the Presentation Function – 25 May 2012.
- 6 A Certificate of Appreciation & recognition in the WA Awards area of the AILA website.
- 7 Half page advertisement in the Awards Publication *print ready artwork, completed to advised specifications, must be supplied to AILA by the communicated due date.*
- 8 Recognition of your company's sponsorship in all press releases.

**SILVER SPONSOR, \$3K** | AILA WA PROJECT AWARDS | 6 available

- 1 Inclusion of your logo on all promotional & program (printed & electronic) materials for the WA Project Awards.
- 2 Verbal recognition of your organisation's support during the Presentation Function proceedings.
- 3 Opportunity to display a pull up banner at the Awards Presentation Function.
- 4 Two (2) tickets for the Presentation Function – 25 May 2012.
- 5 A Certificate of Appreciation & recognition in the WA Awards area of the AILA website.
- 6 Quarter page advertisement in the Awards Publication *print ready artwork, completed to advised specifications, must be supplied to AILA by the communicated due date.*

## | OPPORTUNITY 2 - AILA WA PROFESSIONAL DEVELOPMENT SEMINARS |

In October 2012, AILA WA will stage a full day, professional development seminar. This seminar will include a number of presentations, an opportunity for panel discussions and social networking at the close.

These seminars are well attended and past sponsors have indicated that their involvement has been extremely beneficial. Our last full day seminar was entitled 'Landscape Warming' and was held in November 2011 at FORM Gallery and attracted approximately 60 people.

“ The event on Friday was a hit - Good food, great speakers and a lovely sundowner that everyone stuck around for instead of running away. ”

Major Sponsor – Landscape Warming, 4 November 2011

Our seminars are marketed to both AILA members and non-members, with AILA members gaining Continuing Professional Development (CPD) Points for attending (Members must gather CPD points to maintain their registration). In 2012 we will be working to further increase attendance through strengthening our ties with affiliated associations/professions.

There are two levels of sponsorship associated with our **Seminar** – Gold and Silver.

### **GOLD SPONSOR, \$5K** | AILA WA PROFESSIONAL DEVELOPMENT SEMINAR | 1 available

- 1 Prime placement of your logo on all promotional materials for the Seminar.
- 2 Primary display space for 2 pull up banners at the event, plus a trestle table sized display in the registration area.
- 3 Two (2) complimentary tickets to the seminar.
- 4 The opportunity for a nominated senior representative of your organisation to participate in the seminar by being invited to the stage present an overview of your organisational profile and to introduce a speaker.
- 5 Opportunity to supply promotional material/gift to attendees... *provided that that material is paid for and supplied to AILAWA prior to the event*
- 6 Certificate of Appreciation

### **SILVER SPONSOR, \$2.5K** | AILA WA PROFESSIONAL DEVELOPMENT SEMINAR | 4 available

- 1 Inclusion of your logo on all promotional materials for the Seminar.
- 2 Display space for 1 pull up banners at the event.
- 3 One (1) complimentary ticket to the seminar.
- 4 Certificate of Appreciation



## | OPPORTUNITY 3 - AILA WA LUNCH LECTURES |

In 2012, AILA WA will host two Lunch Lectures. This format has proved very popular in the past as it provides a professional development opportunity which only requires a 2 hour time commitment.

AILA WA will seek high profile presenters to ensure a topical lecture is presented over an enjoyable lunch.

Lunch Lectures are promoted to both AILA members and non-members, with AILA members gaining Continuing Professional Development Points (CPD) for attending. In 2012 we will work to further increase attendance through strengthening our ties with affiliated associations/professions.

### **SPONSOR, \$5K** | AILA WA LUNCH LECTURE | 1 per lunch

- 1 Prime placement of your logo on all promotional materials for the Lunch Lecture.
- 2 Display space for 1 pull up banners at the lunch.
- 3 Opportunity to supply promotional material/gift to attendees... *provided that that material is paid for and supplied to AILAWA prior to the event*
- 4 Two (2) complimentary tickets to the lunch.
- 5 The opportunity for a nominated senior representative of your organisation to participate in the lunch by being invited to the stage to give a brief presentation (max 5 minutes) and introduce the guest lecturer.
- 6 Certificate of Appreciation

## | OPPORTUNITY 4 - AILA WA CHRISTMAS BREAKFAST |

The AILA WA Christmas Breakfast is an opportunity for AILA members, industry suppliers and allied professions to socialise in a casual environment and celebrate the year that has been and the year to come. It also serves as an opportunity to launch the 2013 AILA WA Calendar.

**SPONSOR, \$3.5K** | 1 per event \*\*\*we would consider 2 or 3 smaller sponsors in this category\*\*

- 1 Inclusion of your logo on all promotional materials for the event.
- 2 Display space for 2 pull up banners at the event.
- 3 Opportunity to supply promotional material/gift to attendees... *provided that that material is paid for and supplied to AILAWA prior to the event*
- 4 Two (2) complimentary tickets to the event.
- 5 The opportunity for a nominated senior representative of your organisation to participate in the event by being invited to the stage to give a brief presentation (max 5 minutes).
- 6 Certificate of Appreciation.

## | NOTES & NEXT STEPS |

- All sponsorship figures quoted are exclusive of GST
- Please see accompanying 2012 Event Calendar for scheduled dates
- Opportunities are limited and will be allocated on a first come, first served basis.
- On receipt of your expression of interest, you will be emailed a detailed sponsorship agreement and tax invoice.
- Your sponsorship will not be confirmed, and associated benefits will not be delivered, until full payment is received.

**AILA WA State Manager** | Sarah Wright

**EMAIL** | wa@aila.org.au **PHONE** | 0409 107 566

**POST** | PO Box 5680 St Georges Terrace PERTH WA 6831