



# SPONSORSHIP PROSPECTUS



Image credit: Tourism NT

## TRC SUSTAINABLE TRAILS CONFERENCE 2021

The TRC Sustainable Trails Conference, Australia and New Zealand's premier event for professionals in the business of recreation and tourism trails, will be held from the 1st - 3rd of June 2021 at Desert Park and other locations around Alice Springs. The conference is now in its 3rd year of bringing together leading experts in all aspects of trail development, management and marketing. The program will include keynote speakers as well as masterclasses to exchange ideas and information in informal sessions. The conference will focus on all aspects of sustainable trails based around the conference themes.



## TRC Director Janet Mackay



Trails are critical to the health of society, and offer opportunities for the community to engage with the culture and environment of an area. Trails – for walking, cycling, running, paddling – are the DNA of TRC Tourism. We live and breathe them in our work and in our spare time. All our team are lucky to be able to work with clients across Australia, New Zealand and beyond to create great trail experiences, and to help to deliver community benefits through good planning. With increasing government investment in trail opportunities, we are delighted to be able to once again bring trails experts, tourism specialists, community members and governments together to discuss the many aspects of trails.

TRC Tourism is hosting the third Sustainable Trails Conference in Alice Springs, Australia in June 2021. The focus will be on innovation in governance and funding, standing out in a competitive market, engaging communities and operators in trails, managing the experience and measuring the triple bottom line. We hope you will consider being a sponsor for the 2021 Sustainable Trails Conference.

A handwritten signature in black ink that reads "Janet Mackay". The signature is fluid and cursive, with a long, sweeping tail on the final letter.







# LOCATION HOST

With thanks to our location host sponsor



**NORTHERN  
TERRITORY**  
BUSINESS EVENTS

**Add a touch of extraordinary to your next  
business event!**



*From the lush wetlands and iconic landscapes of the World Heritage Listed Uluru-Kata Tjuta and Kakadu National Parks, gather under our endlessly deep blue sky that lingers effortlessly over the vivid red soil of Outback Australia, and experience the unforgettable NT.*

*With extraordinary meeting spaces from purpose built convention centres to remote wilderness lodges, unique experiences and activities, the NT has everything you need for a spectacular business event.*

*Take a moment and explore the unique destinations the NT can offer your business event.*

<http://ntbusinessevents.northernterritory.com/en>





Image credit: Tourism NT

# GOLD MAJOR SPONSOR

## \$7,500

ONE AVAILABLE

### Benefits

- Status of being the major conference sponsor
- Opportunity to make a presentation to all delegates during the conference – up to half an hour of scheduled time
- Logo on website including link to own website
- Acknowledgement in all conference marketing
- Digital delegate bag flyer
- Organisational banners on display for the duration of the conference and small display at Desert Park (to be provided by sponsor)
- Acknowledgment throughout conference
- TWO free conference registrations
- List of conference delegates who have agreed to share their name and email



Image credit: Tourism NT

# SILVER SOCIAL FUNCTION

## \$5,000

ONE AVAILABLE

### Benefits

- Status of being a silver conference sponsor
- Gala dinner naming rights
- Logo on website including link to own website
- Organisational banners can be displayed during the dinner event and small display at Desert Park (to be provided by sponsor)
- Acknowledgement in all conference marketing
- Digital delegate bag flyer
- Acknowledgment throughout conference
- ONE free conference registration
- List of conference delegates who have agreed to share their name and email



# SUSTAINABILITY SPONSOR

**\$2,500**

ONE AVAILABLE

## Benefits

- Status of being a sustainability sponsor
- Logo on website including link to own website
- Acknowledgement in all conference marketing
- Digital delegate bag flyer
- Acknowledgment throughout conference
- ONE free conference registration
- List of conference delegates who have agreed to share their name and email

# FIELD TRIP SPONSOR

**\$2,500**

ONE AVAILABLE

## Benefits

- Status of being a field trip sponsor
- Logo on website including link to own website
- Acknowledgement in all conference marketing
- Digital delegate bag flyer
- Acknowledgment throughout conference
- ONE free conference registration
- List of conference delegates who have agreed to share their name and email

# WELCOME DRINKS SPONSOR

**\$2,500**

ONE AVAILABLE

## Benefits

- Status of being a Welcome Drinks sponsor
- Welcome drinks naming rights
- Logo on website including link to own website
- Acknowledgement in all conference marketing
- Digital delegate bag flyer
- Acknowledgment throughout conference
- ONE free conference registration
- List of conference delegates who have agreed to share their name and email



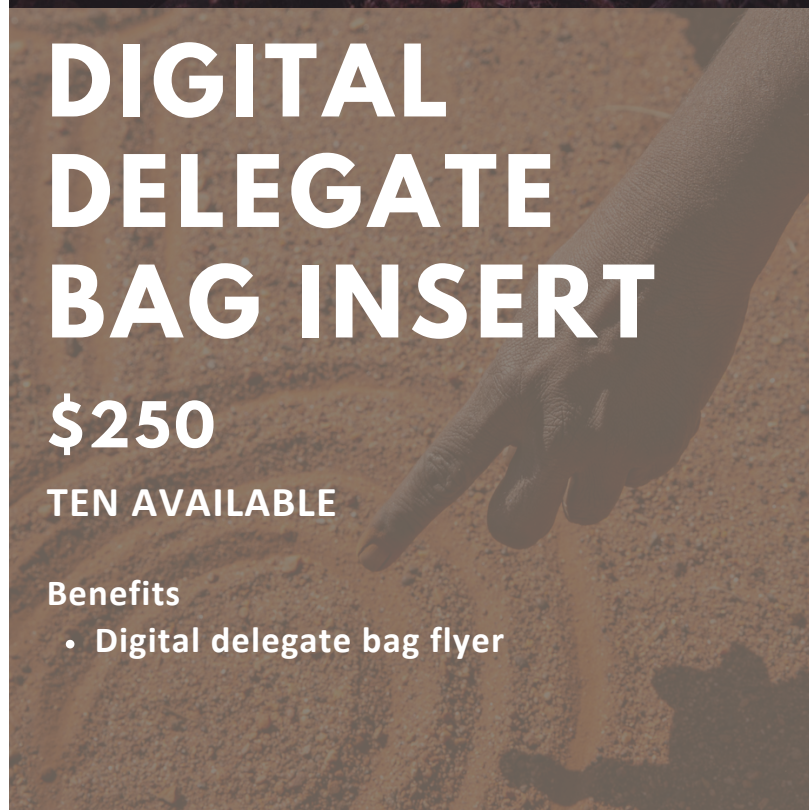
# DIGITAL DELEGATE BAG INSERT

**\$250**

TEN AVAILABLE

## Benefits

- Digital delegate bag flyer





# SUSTAINABLE TRAILS CONFERENCE 2021 - SPONSORSHIP APPLICATION FORM

For more information about becoming a sponsor for the 2021 Sustainable Trails Conference please contact Donna Graf via email: [donna@trctourism.com](mailto:donna@trctourism.com) or phone: 02 6456 2722

To apply for and confirm your sponsorship of the Sustainable Trails Conference 2021, complete the form below and email to [donna@trctourism.com](mailto:donna@trctourism.com)

Organisation: \_\_\_\_\_

Contact person: \_\_\_\_\_

Job title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Level of sponsorship: \_\_\_\_\_

Sponsorship amount: \_\_\_\_\_

## Terms and conditions

- A completed and signed sponsorship application form (this form) must be submitted to apply for sponsorship and acknowledges the sponsorship terms and conditions
- A signed agreement and a tax invoice will be forwarded upon receipt of this form
- The sponsorship will not be deemed confirmed until full payment has been made
- Placement and size of logos included in the conference material will be at the discretion of the conference organiser (TRC) and will reflect the level of support given by your organisation
- Material for digital delegate bags must be received by 7th May 2021
- If your sponsorship entitles you to promotional banners and other material at the conference, these must be delivered to the relevant Alice Springs venue by Friday 28th May 2021 at the sponsors own costs
- Provision of delegate details is subject to privacy laws

I agree and understand the terms and conditions as described

Full name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_