



SPONSORSHIP PROSPECTUS

**PUT YOUR BRAND AT THE FOREFRONT OF THE
INDUSTRY-LEADING
SUSTAINABLE TRAILS CONFERENCE 2024 BY
BEING A SPONSOR**



TRC TOURISM
RECREATION
CONSERVATION



BLACK DIAMOND / HOST SPONSOR

★★★★★ **\$17,000** (ONE AVAILABLE)
EX GST

BENEFITS:

- Co-branding of the conference lanyard / name tag
- A feature article in two electronic direct mail (EDM) campaigns sent out to the event delegate lead list prior to conference
- Opportunity to make two 30 minute presentations to all delegates during the conference or run a masterclass in a topic of the sponsors choice (on approval of organisers)
- Priority placement of a marketing material / banner stand at front of conference venue (behind speakers)
- THREE free registrations
- Logo on STC website including link to own website*
- Logo on ALL conference material*
- Virtual delegate bag insert
- Organisational banners to be displayed in the main conference room for the duration of the conference*
- Acknowledgment at conference daily*
- Acknowledgment in pre-conference advertising*
- List of conference delegates who have agreed to share their name and email

*Placement and size of logos/marketing included in the conference material and advertising, will be at the discretion of the conference organiser (TRC) and will reflect the level of support given by your organisation

To sponsor the Sustainable Trails Conference 2024 please contact:
trailsconference@trctourism.com



BLUE SQUARE / MAJOR SPONSOR

★★★★☆ **\$11,000 (TWO AVAILABLE)** EX GST

ONE ALREADY SOLD

BENEFITS:

- Welcome drinks or Gala Dinner sponsor/naming rights, opportunity to make a 5-minute speech during function and exclusive sponsorship recognition for this event on program
- Opportunity to make a 30 minute presentation to all delegates during the conference
- TWO Free registrations
- Logo on STC website including link to own website*
- Logo on ALL conference material*
- Virtual delegate bag insert
- Organisational banners to be displayed in the main conference room for the duration of the conference*
- Acknowledgment at conference daily*
- Acknowledgment in pre-conference advertising*
- List of conference delegates who have agreed to share their name and email

*Placement and size of logos/marketing included in the conference material and advertising, will be at the discretion of the conference organiser (TRC) and will reflect the level of support given by your organisation

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GREEN CIRCLE /CONFERENCE / FIELD TRIP SPONSOR



\$7,000 (UP TO FIVE AVAILABLE)
EX GST

BENEFITS:

- Opportunity to showcase/host a walking or cycling field trip that you would like to promote to the delegates or work with the organiser to build a field trip showcasing your product (if not hosting a field trip then the opportunity to showcase your company or product in a presentation and/or trade stand during the conference).
- Opportunity to make a presentation to all delegates during the conference or on the field trip (20 mins)
- Free registration (x1)
- Logo on STC website including link to own website*
- Logo on ALL conference material*
- Virtual delegate bag insert
- Organisational banners to be displayed in the main conference room for the duration of the conference*
- Acknowledgment at conference daily*
- Acknowledgment in pre-conference advertising*
- List of conference delegates who have agreed to share their name and email

*Placement and size of logos/marketing included in the conference material and advertising, will be at the discretion of the conference organiser (TRC) and will reflect the level of support given by your organisation

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TAILORED / SUPPORTING SPONSOR



\$1,500 MINIMUM VALUE
EX GST

If none of these sponsorships are for you, your business might be able to support the conference in other ways. For example: half price bike hire, speaker gifts such as wine, reduced price transport and shuttles or anything else that you feel may contribute to the delivery of our conference or provide our delegates with a unique opportunity.

BENEFITS:

- ONE Free day only registration (delegates can use this registration to pick any one day of the conference to attend, Welcome function and Gala dinner not included)
- Logo on STC website including link to own website*
- Logo on some conference material*
- Virtual delegate bag insert
- Acknowledgment at conference*
- Acknowledgment in pre-conference advertising*
- List of conference delegates who have agreed to share their name and email

*Placement and size of logos/marketing included in the conference material and advertising, will be at the discretion of the conference organiser (TRC) and will reflect the level of support given by your organisation

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Sustainable Trails Conference 2024 Sponsorships Comparison Table

	Tailored Sponsorship (minimum value \$1500 + GST)	Conference / Field Trip / Green Circle Sponsor \$7,000 + GST	Major / Blue Square Sponsor \$11,000 + GST	Host / Black Diamond \$17,000 + GST
Opportunity to make a presentation to all delegates during the conference		<input checked="" type="checkbox"/> (15mins)	<input checked="" type="checkbox"/> (20mins)	<input checked="" type="checkbox"/> (30mins x 2)
Co-branding of the conference lanyard/nametag				<input checked="" type="checkbox"/>
Priority placement of a marketing material / banner stand at front of conference venue				<input checked="" type="checkbox"/>
A feature article in two electronic direct mail (EDM) campaigns sent out to the event delegate lead list prior to conference				<input checked="" type="checkbox"/>
Welcome drinks or Gala Dinner sponsor, opportunity to make a 5-minute speech during function and exclusive sponsorship recognition for this event on program			<input checked="" type="checkbox"/>	
Opportunity to showcase/host a walking or cycling field trip or work with the organiser to build a field trip showcasing your product (if not hosting a field trip then the opportunity to showcase your company or product in a presentation and/or trade stand during the conference).		<input checked="" type="checkbox"/>		
Free registration		<input checked="" type="checkbox"/> (x1)	<input checked="" type="checkbox"/> (x2)	<input checked="" type="checkbox"/> (x3)
Logo on STC website including link to own website*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on conference material*	<input checked="" type="checkbox"/> (some)	<input checked="" type="checkbox"/> (all)	<input checked="" type="checkbox"/> (all)	<input checked="" type="checkbox"/> (all)
Virtual delegate bag insert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organisational banners displayed for the duration of the conference*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgment at conference *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (daily)	<input checked="" type="checkbox"/> (daily)	<input checked="" type="checkbox"/> (daily)
Acknowledgment in pre-conference advertising*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
List of conference delegates who have agreed to share their name and email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ONE Free day only registration (delegates can use this registration to pick any one day of the conference to attend, Welcome function and Gala dinner not included)	<input checked="" type="checkbox"/>			

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