



Sponsorship Prospectus

Position your brand at the forefront of the industry by sponsoring the Sustainable Trails Conference 2025.



To sponsor the Sustainable Trails Conference 2025 please contact:
trailsconference@trctourism.com



Black Diamond / Major sponsor



\$15,000 ex. GST

ONE AVAILABLE

Benefits:

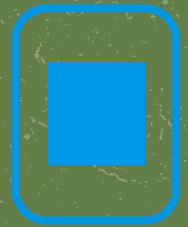
- Co-branding of the conference lanyard / name tag
- A feature article in two electronic direct mail (EDM) campaigns sent out to the event delegate lead list prior to conference
- Opportunity to make two 30 minute presentations to all delegates during the conference or run a masterclass in a topic of the sponsors choice (on approval of organiser)
- 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





Blue Square / Event Sponsor



\$10,000 ex. GST

TWO AVAILABLE

Benefits:

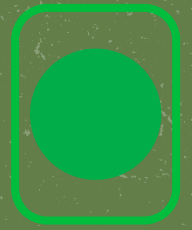
- Welcome drinks or Gala Dinner sponsor/naming rights, opportunity to make a 5-minute speech during function and exclusive sponsorship recognition for this event on program
- Opportunity to make a 30 minute presentation to all delegates during the conference
- TWO Free registrations
- Logo on STC website 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

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Green Circle / Conference / Field Trip Sponsor



\$5,000 ex. GST

UP TO THREE AVAILABLE

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





Tailored / Supporting Sponsor

\$1,500 ex. GST

MINIMUM VALUE

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 local made products or produce, 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 conference registration (Welcome function, feild trip 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





Don't miss this opportunity to sponsor Australia and New Zealand's premier event for recreation and tourism trail professionals. Gain visibility while experts share insights on trail development, management, and marketing through keynote speeches, masterclasses, and dynamic themes.

Your conference organisers for 2025 are Donna Graf and Jo Larkin. If you have any questions, please contact us through the conference email: trailsconference@trctourism.com

Donna Graf
+61 422 559 765

Jo Larkin
+61 431 247 994



With thanks to our host destination the Shire of Murray and Visit Dwellingup

