

ANNUAL SPONSORSHIP PROPOSAL 2012



Arboriculture Australia™



Women in Arboriculture



EXECUTIVE SUMMARY

We now find ourselves back to normal after experiencing the excitement of the ISA whirlwind road show passing through last July.

Arboriculture Australia™ would like to graciously acknowledge and thank our 2011 family of Sponsors for their generous support and patience throughout the ISA International event.

With 2011 out of the way we look forward to the future of Arboriculture Australia™ events and have prepared a new and diverse package for your support and loyalty for 2012 as listed in the following pages.

Last year the Arboriculture Australia™ Board of Directors worked extremely hard to ensure that the cost of hosting the ISA conference did not put our Association at risk. Even though having the ISA conference; trade exhibit and ITCC here in Australia did attribute to an approximate 30% drop in revenue; we are very pleased to report that our association still fared well for 2011!

Our membership at the end of 2011 was just over 650 members; these 650 members represent an industry in excess of 15,000 employees across Australia with an annual turnover estimated to be greater than 1 billion dollars.

Being a sponsor of Arboriculture Australia™ sends your message out as an industry leader and supporter well past the financial members, it reaches into their offices and out to the field workers.

Some updates from Arboriculture Australia™:

The new website is now functioning and has a sponsorship page where sponsors will have an opportunity to post a company profile, list products and service information.

On the home page we have a rolling banner with the sponsor's logos; this will provide a lot more exposure to all sponsors.

The 2012 Annual Conference, Trade Show, Educational Workshop and Australian Tree Climbing Championships will be held in

Hobart, Tasmania. The venue is Wrest Point which some of you may be familiar with and the facilities are second to none.

This year, sponsors and exhibitors will have an indoor area for their trade exhibits which overlooks the Derwent River. Sponsor and exhibitors will also be allocated an unlimited area directly outside for all equipment too large to bring inside, some of this in under cover. Another bonus is the ample free secure parking onsite for truck and large SUVs.

The UAAA has moved forward with the Energy Network Association, the advising body on vegetation matters above and below ground.

At Arboriculture Australia™, annual sponsorship money is used in a number of ways. We allocate approximately 40% of our sponsorship money to subsidise some of the running costs of the association such as day to day expenses including, but not restricted to; Office Administration, the production of "The Bark", Website development, research and development for the association. The remaining 60% is used to subsidise the annual conference, tree climbing championships and for sending the male and female tree climbing champions to the international event to represent our country.

It is important that Arboriculture Australia™ keeps moving forward as we have some large events planned for 2012 and 2013.

With this in mind, we are relying on your continued sponsorship support over the 2012 period to enable us to promote and improve public education, professional arboricultural practices and safety awareness for Australia.



CURRENT STATUS

As you are aware, Arboriculture Australia™'s recent merger is well and truly over and in full operation, this now promotes Arboriculture Australia™ as the largest peak industry body in the Asia Pacific region.

In 2012 our membership will surpass 750 members for the first time; this growth is keeping in line with our business model to achieve 1000 members in 2014 across Australia and Hong Kong.

The professional membership categories have been rolled out across Australia with phone calls to the office increasing monthly with Government agencies and the General Public looking for professional arborists to service their needs.

Part of the Stage 2 upgrade of the new website will see a full search engine function allowing everyone to find industry service providers electronically, what this means for sponsors is an increase in people seeing your logo on the website which can only be seen as a positive for your business.

In 2012 we will be shifting from publishing a hard copy of the professional membership directory to a fully electronic version, this will be sent out to every municipal council and Utility across Australia. By being electronic the directory can be shared more easily. On the back page of the electronic directory all Arboriculture Australia™ sponsors will have their logos included. Again this is allowing your support to be shown much further afield.

Recently the Board has set up Arboriculture Australia™'s first true Research Fund for Urban Trees. The money that is raised through various events and donations received will be given out annually to research projects seen of importance by the review committee. This is not just for trees, but also can include better methods of undertaking our practical day to day work methods and equipment used.

Our industry magazine "The Bark" is growing in popularity all the time. Last year the magazine went through its 4th revamp in 8 years and is now viewed as a completely unbiased publication providing information to the whole industry. Arboriculture Australia™ understands that this magazine is the life line of our association and we are focussed on further and continual improvement. The magazine will remain printed and mailed out to our members as this has been established from Member feedback to be the preferred method to be received.

Our Australian Tree Climbing Championships will be held in Hobart in late April this year. This is the second time our association has taken an event to the Tasmania. This will be a good opportunity to promote your business services to this territory and for Arboriculture Australia™ to further our mission.

Arboriculture Australia™ now has two permanent staff members. The office is now open 5 days a week to help service the membership and ensure timely responses are achieved.

Being a sponsor of Arboriculture Australia™ you are seen to

- Increase your company profile within the Arboriculture Australia™ membership
- Demonstrate endorsement of Arboriculture Australia™'s initiatives to promote and improve the practice of professional arboriculture
- Promote your services to association members and the public within Australia
- Be part of the continued development of the arboricultural industry

There are many other exciting developments at present, if you require further information; please let us know and we will assist in any way possible

WHAT WE CAN OFFER SPONSORS IN 2012

This year Arboriculture Australia™ will present our annual conference again as our main event.

This will increase the amount of promotional impressions our sponsors have become accustomed to over the previous 11 years.

Last year we included some additional items to help offset the loss of impressions sponsors received due to the ISA conference. The new items included were very well received by the Arboriculture Australia™ Sponsors to the point that the Arboriculture Australia™ sponsorship committee has decided to add more opportunities again for 2012.

As in the past, the sponsor who holds the current level of sponsorship has first right of reply.

In the coming weeks Sharyn Lockwood will be in contact with our previous loyal sponsors to discuss your 2012 sponsorship.

WHAT WE REQUIRE FROM THE SPONSOR

Once the sponsor accepts an Arboriculture Australia™'s sponsorship proposal, we will require the sponsor to provide Arboriculture Australia™ with the following:

- A contact person for whom Arboriculture Australia™ can liaise on all matters pertaining to the sponsorship
- Address to send a tax invoice for payment.
- Company logo or bromide in electronic format. JPEG format please
- Company profile (see sponsorship category)
- A signed agreement for the year of sponsorship



SPONSORSHIP CATEGORIES AND ENTITLEMENTS FOR 2012

All prices are GST exclusive.



Value \$15,000

Active Tree Service and Aerial Access

- ✓ To be known as our **Platinum Sponsor** of Arboriculture Australia™
- ✓ Acknowledgment as our **Platinum Sponsor** on each edition of the BARK
- ✓ Acknowledgment as our **Platinum Sponsor** on the home page of the associations website
- ✓ Acknowledgement as the 2012 Conference Welcome Reception function sponsor (*new*)
- ✓ Opportunity to provide a 5 minute speech at the Welcome Reception (*new*)
- ✓ Your company profile of not greater than 1200 words to be included on the Sponsor Page of the website (*new*)
- ✓ Your company profile of not greater than 1200 words to be included in a sponsor's acknowledgment insert to be mailed out with the Bark once (*new*)
- ✓ Your company profile of not greater than 1200 words to be included in the 2012 Conference handbook and on the conference CD proceedings (*new*)
- ✓ Acknowledgment as our **Platinum Sponsor** at Industry workshops and seminars run by Arboriculture Australia™
- ✓ Acknowledgment as our **Platinum Sponsor** at Educational Learning Program and meetings run by Arboriculture Australia™
- ✓ Acknowledgment as our **Platinum Sponsor** on the back page of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists (*new*)
- ✓ Naming right to the Female and Male Australian Tree Climbing Masters Championship event
- ✓ Indoor Trade exhibit of 12 x 12 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Opportunity to include a 2 page A4 promotional flyer in one mail out to Arboriculture Australia™ members in Australia (*new*)
- ✓ Acknowledgment as our **Platinum Sponsor** at the Arboriculture presidents welcome reception
- ✓ Acknowledgment as our **Platinum Sponsor** of the AA annual dinner with the presentation of a plaque
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Platinum Sponsor** for 2012 in jpeg format for your use on all company promotional material (*new*)
- ✓ 8 Arboriculture Australia™ sponsor polo shirts
- ✓ 6 Full Conference Registrations
- ✓ The use of Arboriculture Australia™ traditional and electronic bulk mailing twice per year if advertising an approved educational or industry seminar The electronic mailing is free, the mail out is at cost of envelopes and postage (*new*)



Value \$6,000

ENSPEC and Vermeer

- ✓ To be known as our **Gold Sponsor** of Arboriculture Australia™
- ✓ Acknowledgment as our **Gold Sponsor** on each edition of the BARK
- ✓ Acknowledgment as our **Gold Sponsor** on the home page of the associations website
- ✓ Acknowledgment as the Sponsor of Arboriculture Australia™ Annual Dinner
- ✓ Opportunity to provide a 2 minute speech at the Annual Dinner (*new*)
- ✓ Your company profile of not greater than 900 words to be included on the Sponsor Page of the website (*new*)
- ✓ Your company profile of not greater than 900 words to be included in a sponsors acknowledgment insert to be mailed out with the Bark once (*new*)
- ✓ Your company profile of not greater than 900 words to be included in the 2012 Conference handbook and on the conference CD proceedings (*new*)
- ✓ Acknowledgment as our **Gold Sponsor** at Industry workshops and seminars run by Arboriculture Australia™
- ✓ Acknowledgment as our **Gold Sponsor** at Educational Learning Programs and meetings run by Arboriculture Australia™
- ✓ Acknowledgment as our **Gold Sponsor** on the back page of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists (*new*)
- ✓ Naming right to the Female and Male Australia Tree Climbing Championship preliminary event being the Workclimb (ENSPEC) and Aerial Recue (Vermeer)
- ✓ Indoor Trade exhibit of 9 x 9 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Opportunity to include a 1 page A4 promotional flyer in one mail out to Arboriculture Australia™ members in Australia (*new*)
- ✓ Acknowledgment as our **Gold Sponsor** of the AA annual dinner with the presentation of a plaque
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Gold Sponsor** for 2012 in jpeg format for your use on all company promotional material (*new*)
- ✓ 6 Arboriculture Australia™ sponsor polo shirts



Value \$3,500

Bandit Tree Equipment, Rayco and Advanced Arbor Service

- ✓ To be known as our **Silver Sponsor** of Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** on each edition of the BARK
- ✓ Acknowledgment as our **Silver Sponsor** on the home page of the associations website
- ✓ Your company profile of not greater than 600 words to be included on the Sponsor Page of the website (*new*)
- ✓ Your company profile of not greater than 600 words to be included in a sponsors acknowledgment insert to be mailed out with the Bark once (*new*)
- ✓ Your company profile of not greater than 600 words to be include in the 2012 Conference handbook and on the conference CD proceedings (*new*)
- ✓ Acknowledgment as our **Silver Sponsor** at Industry workshops and seminars run by Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** at Educational Learning Programs and meetings run by Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** on the back page of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists (*new*)
- ✓ Naming right to the Female and Male Australia Tree Climbing Championship preliminary event being the Throwline (Rayco), Belayed Speed Climb (Advanced Arbor Service) and Footlock (Bandit Tree Equipment)
- ✓ Indoor Trade exhibit of 6 x 6 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Opportunity to include a 1/2 page A4 promotional flyer in one mail out to Arboriculture Australia™ members in Australia (*new*)
- ✓ Acknowledgment as our **Silver Sponsor** of the AA annual dinner with the presentation of a plaque
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Silver Sponsor** for 2012 in jpeg format for your use on all company promotional material (*new*)
- ✓ 4 Arboriculture Australia™ sponsor polo shirts
- ✓ 2 Full Conference Registrations
- ✓ The use of Arboriculture Australia™ traditional and electronic bulk mailing once per year if advertising an approved educational or industry seminar The electronic mailing is free, the mail out is at cost of envelopes and postage (*new*)



Value \$3,500

CITYWIDE and Remote Area Tree Service

- ✓ To be known as our **Silver Sponsor** of Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** on each edition of the BARK
- ✓ Acknowledgment as our **Silver Sponsor** on the home page of the associations website
- ✓ Your company profile of not greater than 600 words to be included on the Sponsor Page of the website (*new*)
- ✓ Your company profile of not greater than 600 words to be included in a sponsors acknowledgment insert to be mailed out with the Bark once (*new*)
- ✓ Your company profile of not greater than 600 words to be include in the 2012 Conference handbook and on the conference CD proceedings (*new*)
- ✓ Acknowledgment as our **Silver Sponsor** at Industry workshops and seminars run by Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** at Educational Learning Programs and meetings run by Arboriculture Australia™
- ✓ Acknowledgment as our **Silver Sponsor** on the back page of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists (*new*)
- ✓ Naming rights to the Female and Male Australian Tree Climbing Championship Gear check and Presentation night in Hobart
- ✓ Acknowledged as the food sponsors for the Female and Male Australia Tree Climbing Championship in Hobart
- ✓ Indoor Trade exhibit of 6 x 6 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Opportunity to include a 1/2 page A4 promotional flyer in one mail out to Arboriculture Australia™ members in Australia (*new*)
- ✓ Acknowledgment as our **Silver Sponsor** of the AA annual dinner with the presentation of a plaque
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Silver Sponsor** for 2012 in jpeg format for your use on all company promotional material (*new*)
- ✓ 4 Arboriculture Australia™ sponsor polo shirts
- ✓ 2 Full Conference Registrations
- ✓ The use of Arboriculture Australia™ traditional and electronic bulk mailing once per year if advertising an approved educational or industry seminar The electronic mailing is free, the mail out is at cost of envelopes and postage (*new*)



Value \$2,500

ATRAES, New Age Arbor, ETS, ThoughtPlanters, Vemco Group and Asplundh

- ✓ To be known as our **Bronze Sponsor** of Arboriculture Australia™
- ✓ Acknowledgment as our **Bronze Sponsor** on each edition of the BARK
- ✓ Acknowledgment as our **Bronze Sponsor** on the home page of the associations website
- ✓ Acknowledgment as our **Bronze Sponsor** at Industry workshops and seminars run by Arboriculture Australia™
- ✓ Acknowledgment as our **Bronze Sponsor** at Educational Learning Programs and meetings run by Arboriculture Australia™
- ✓ Acknowledgment as our **Bronze Sponsor** on the back page of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists *(new)*
- ✓ Your company profile of not greater than 400 words to be include in the 2012 Conference handbook and on the conference CD proceedings *(new)*
- ✓ Naming right to 1 of 6 encouragement awards for the Australian Tree Climbing Championships
- ✓ Indoor Trade exhibit of 6 x 6 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Opportunity to include a 1/4 page A4 promotional flyer in one mail out to Arboriculture Australia™ members in Australia *(new)*
- ✓ Acknowledgment as our **Bronze Sponsor** of the AA annual dinner with the presentation of a plaque
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Bronze Sponsor** for 2012 in jpeg format for your use on all company promotional material *(new)*
- ✓ 2 Arboriculture Australia™ sponsor polo shirts
- ✓ 1 Full Conference Registration
- ✓ The use of Arboriculture Australia™ traditional and electronic bulk mailing once per year if advertising an approved educational or industry seminar The electronic mailing is free, the mail out is at cost of envelopes and postage *(new)*



Value \$500 | Unlimited Opportunities

(Money is placed in trust for research and production of educational material for the industry)

- ✓ Acknowledgment as our **Support Sponsor** (no logo just company name) in each edition of the Bark on the inside of the back page.
- ✓ Acknowledgment as our **Support Sponsor** on the inside back page (no logo just company name) of the Professional members 2012 Directory of Registered Contractors and Register of Consulting Arborists *(new)*
- ✓ Specifically designed logo acknowledging your company as the Arboriculture Australia™ **Support Sponsor** for 2012 in jpeg format for your use on your company promotional material *(new)*
- ✓ Acknowledgment as our **Support Sponsor** at Industry workshops and seminars run by Arboriculture Australia™, (no logo just company name)
- ✓ Acknowledgment as our **Support Sponsor** at Educational Learning Program and meetings run by Arboriculture Australia™, (no logo just company name)

Trade Exhibition for the 2012 Annual Conference, Workshops and Australian Tree Climbing Championships

Cost \$1,000.00 (GST Exclusive)

The 2012 Tradeshow will be held indoors at the Wrest Point Centre, Hobart, Tasmania.

- ✓ Indoor Trade exhibit of 6 x 6 metres at the Annual Conference and ATCC Further unlimited space outdoor for exhibition of large machinery Free truck or vehicle parking in a secure area
- ✓ Your company profile of not greater than 200 words to be include in the 2012 Conference handbook and on the conference CD proceedings *(new)*
- ✓ Includes one table, two chair and power connection
- ✓ 1 Full Conference Registration *(new)*
- ✓ Additional Trade Exhibitor tickets can be purchased for \$350; this also includes one entry to the Arboriculture Australia™ annual dinner and welcome reception This offer is only for sponsor and exhibitor company employees *(new)*

THANK YOU TO OUR SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS

