



PARKS & LEISURE AUSTRALIA QUEENSLAND REGIONAL SPONSORSHIP OPPORTUNITIES

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ABOUT PARKS & LEISURE AUSTRALIA (QLD)

PLA is the peak body for professionals working in the parks and leisure industry in Australia. As the national peak body for the ‘people behind the places,’ we promote the good use of leisure time through provision of quality places, programmes and services.

PLA membership includes professionals from community and urban planning; parks management, facility management, environment and conservation; sport and physical activity and tourism and the arts. PLA supports and partners with a number of organisations and individuals in the development of evidence-based research to highlight the importance of the industry. It also works closely with the private sector to support growth and development of quality products and services that enhance opportunities and lifestyle of all Australians.

OPPORTUNITIES FOR PROFILING YOUR BUSINESS AND COLLABORATION



REGIONAL AWARDS OF EXCELLENCE

Our regional Awards of Excellence evening is always a highlight on the calendar. This is an evening that brings together the industry's finest as we celebrate achievements across 10 core award categories.



REGIONAL CONFERENCE

Our 2024 Conference will be held in the Sunshine Coast showcasing the stunning natural beauty of the region. We expect 100+ delegates in attendance with interesting presenters, networking events, trade show, keynote speakers and technical tours.



PROFESSIONAL DEVELOPMENT EVENTS

Our calendar of events will be expanding this year and will feature a variety of webinars, networking opportunities, in-person events, and professional development opportunities.



PRINCIPAL REGIONAL SPONSOR \$10,000

PLA QLD Website & Social Media

- PLA QLD homepage logo placement and hyperlink to your company website with acknowledged sponsorship
- Acknowledged sponsor throughout the year on PLA QLD social media platforms with direct links to your company page or website
- Acknowledged sponsorship and logo placement on all e-dm's and e-newsletters
- A feature article in 2 newsletters during the sponsorship term. The article needs to be relevant to members (please note product endorsements cannot be made)

Professional Development Events

- 2 x free delegate passes to a choice of 2 Professional development events
- 1 x invitation to be a panellist at a PLA QLD event (in-person or online) that relates to your core business. This is an opportunity to share your expertise on areas that members will find beneficial. Pending the nature of the professional development event, there may be other additional sponsors (please note product endorsements cannot be made).

Regional Conference

- Trade Exhibition booth
- 2 Conference delegate tickets
- An electronic copy of the delegate list with email contacts (excluding those opted out).
- General Promotion across Regional Conference PR activities
- Acknowledgement on conference e-communications
- Sponsor logo on conference web site and 50 word company description and link to your website
- Company banner displayed in the main conference venue

Awards of Excellence

- Sponsorship of one award category
- General Promotion across the Regional Awards of Excellence PR activities
- Acknowledgement on Awards of Excellence on all e-communications
- Sponsor logo featured throughout the Awards of Excellence evening
- Social media post with links to your company profile both pre and post the event
- Professional photo of the winner of the category with a delegate from your company to use in media promotions
- Company banner displayed at the venue

GOLD SPONSOR \$6000

WITH OPTIONAL \$2000 PROFESSIONAL DEVELOPMENT EVENT

PLA QLD Website & Social Media

- PLA QLD homepage logo placement and hyperlink to your company website with acknowledged sponsorship
- Acknowledged sponsor throughout the year on PLA QLD social media platforms with direct links to your company page or website
- Acknowledged sponsorship and logo placement on all e-dm's and e-newsletters
- A feature article in 1 newsletters during the sponsorship term. The article needs to be relevant to members (please note product endorsements cannot be made).

Regional Conference

- Trade Exhibition booth
- 1 Conference delegate ticket
- An electronic copy of the delegate list with email contacts (excluding those opted out)
- General Promotion across Regional Conference PR activities
- Acknowledgement on conference e-communications
- Sponsor logo on conference web site and 50 word company description and link to your website

Professional Development Events

- 2 x Free delegate passes to a choice of 1 Professional Development Event

Professional Development Events + \$2000 Option

- Advertised sponsor of the event with Logo and company profile on all marketing material
- Opportunity to hand out to delegates a brochure and/or small piece of merchandise (to be supplied and paid for by sponsor) at the event
- Introduction as the sponsor at the commencement of the event, option to address the delegates for 3 minutes
- Opportunity to be involved in the planning of the event topics and speakers for the event (can opt in or out of this).

EVENT SPONSOR OR REGIONAL AWARDS OF EXCELLENCE AWARD SPONSOR


Professional Development In-Person Event Sponsor \$2500

- Advertised sponsor of the event with logo and company profile on all marketing material
- Opportunity to hand out to delegates a brochure and/or small piece of merchandise (to be supplied and paid for by sponsor) at the event
- Introduction to the sponsor at the commencement of the event, option to address the delegates for 3 minutes
- Opportunity to be involved in the planning of the event topics and speakers for the event (can opt in or out of this).

Professional Development Webinar Sponsor \$1500

- Advertised sponsor of the event with logo and company profile on all marketing material
- Introduction as the sponsor at the commencement of the event with the option to address the delegates for 2 minutes.
- Opportunity to be involved with the planning of the event topics and speakers for the event (can opt in or out of this).

Regional Awards of Excellence Award Sponsor \$1500

- Sponsorship of one award category.
 - General Promotion across the Regional Awards of Excellence PR activities
 - Acknowledgement on Awards of Excellence on all e-communications
 - Sponsor logo featured throughout the Awards of Excellence evening
 - Social media post with links to your company profile either pre or post event
 - Professional photo of the winner of the category with a delegate from your company to use in media promotion
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EVENT SPONSOR OR REGIONAL AWARDS OF EXCELLENCE AWARD SPONSOR

Regional Conference Beverage Sponsor \$2000

- 1 x Delegate ticket to the Conference and Awards of Excellence
- Sponsor acknowledgement throughout the evening
- Pull up banner near bar
- Logo on conference website
- Social media post with links to your company pre-event

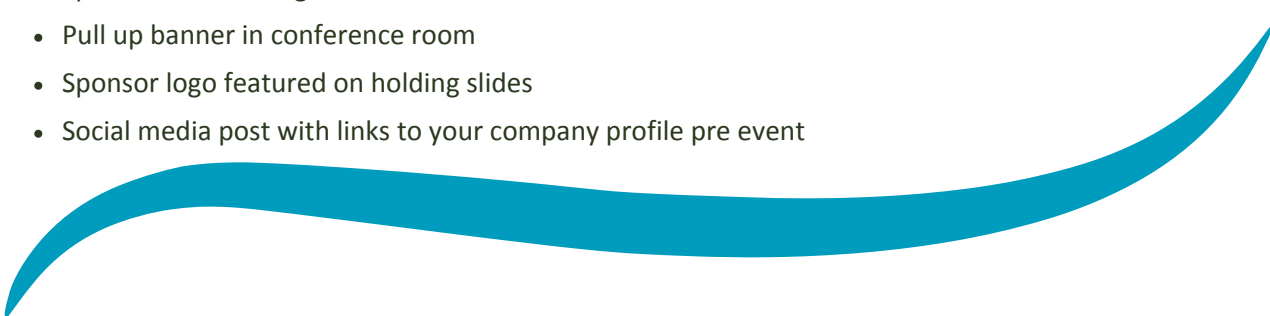
Regional Conference Lunch Sponsor \$1500

- 1 x Delegate ticket to the Conference and Awards of Excellence
- Sponsor acknowledgement pre-lunch break
- Pull up banner near catering station
- Logo on conference website
- Social media post with links to your company pre-event

Regional Conference Session Sponsor \$1000

- 1 x Delegate ticket to the Conference and Awards of Excellence
- Sponsor acknowledgement at the commencement of sponsored session
- Pull up banner in conference room
- Sponsor logo featured on holding slides
- Social media post with links to your company profile pre event

Regional Conference Coffee \$500

- Sponsor acknowledgement at coffee station
 - Pull up banner in conference room
 - Sponsor logo featured on holding slides
 - Social media post with links to your company profile pre event
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EXHIBITOR TRADE SPACE

Exhibitor Trade Space \$1500 (1 Day Option Only)

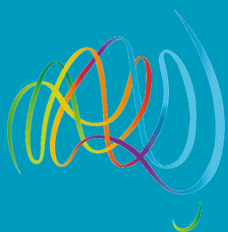
- 1 x Delegate ticket to the Conference with the option to purchase an additional ticket at the PLA member rate
- Dedicated 2m x 2m expo sites with trestle table, black cloth and space for you to put a pull-up banner behind the table
- Opportunity to provide information and hand-outs
- Logo on conference website with short blurb about your company in the “exhibitors” section
- Opportunity to network with delegates during conference

Please note the Delegate ticket is for 2 days with a breakfast and technical tours the second day of the conference. This is included in your ticket and there is no option for any delegates to purchase one-day only. This is an opportunity to further network with delegates. The Awards Cocktail Evening will be a separate ticket you can choose to purchase if you wish.



THANK YOU!

**WE LOOK FORWARD TO
COLLABORATING**



**PARKS & LEISURE
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(QLD)**

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