



Sponsorship  
Prospectus

7th

**BGANZ CONGRESS  
2015 WOLLONGONG**  
*connecting with communities*



bganz

# Connecting your business with the community



## BGANZ

Botanic Gardens Australia and New Zealand (BGANZ) represents and promotes the interests of Australian and New Zealand botanic gardens. As a representative body, their efforts enhance the state of botanic gardens for the benefit of the community.

With more than 170 Botanic Gardens located in Australia and New Zealand, BGANZ holds bi-annual national congresses which provide an excellent opportunity for its members to hear and learn from national and international leaders in the field. It also allows like-minded industry professionals to connect and build cross-organisational partnerships.

## 7TH NATIONAL BGANZ CONGRESS CONNECTING WITH COMMUNITIES

**25 TO 28 OCTOBER - WOLLONGONG**

Wollongong Botanic Garden welcomes the opportunity to host the 2015 Botanic Garden Australia and New Zealand (BGANZ) Bi-Annual Congress.

Approximately 200 delegates from across Australia and New Zealand will visit Wollongong – some for the first time. This is an excellent opportunity to promote your business and engage with professionals and leaders within the botanic garden industry.

## THE 2015 CONGRESS

The 7th biennial BGANZ Congress will be held in the coastal city of Wollongong. Wollongong or 'the Gong' as it is fondly referred to by locals and return visitors, is the third largest city in NSW and the ninth largest in Australia. Perfectly positioned only a short one hour drive from Sydney Airport, Wollongong is easily accessed by road, rail and air. A multicultural city, surrounded by natural beauty, adventure playground and a growing foodie culture, there is something for everyone.

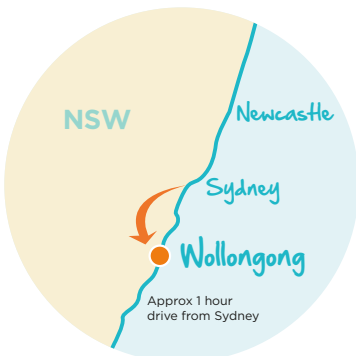
The city is a narrow coastal strip bordered by the Royal National Park to the north, Lake Illawarra to the south, spectacular beaches to the east and the Illawarra Escarpment to the west.

## CONGRESS THEME

The 2015 congress theme, Connecting with Communities will highlight the many ways in which botanic gardens play an important role in the environments in which we live through partnerships, joint ventures, sharing, outreach work and advocacy.

## OUR CONGRESS

Our BGANZ Congress will enable botanic garden professionals an opportunity to come together, network and return to their respective gardens with new ideas and skills. It promises to deliver not only thought-provoking seminars, workshops and tours but will also have a strong focus on networking through a range of events. During the Congress, Wollongong Botanic Garden will officially open its new Palm Garden that contains a collection of rare and endangered palms. The Congress will be promoted to all botanic garden organisations throughout Australia and New Zealand, targeting emerging and established horticulturists, scientists, educators and professional staff.



# Whats in it for you?



There are significant opportunities for you and your business to get on board with the BGANZ 2015 Congress. This is your chance to tap into a diverse group of botanic garden professionals across Australia and New Zealand.

## YOUR BRAND WILL BENEFIT THROUGH:

- Exposure to an interested, relevant and influential industry based audience that is drawn from across Australia and New Zealand.
- Highly acclaimed speakers are expected to generate a high level of congress registrations, media attention and other avenues of exposure.
- An excellent opportunity to build and/or develop a profile with a wide variety of metropolitan, regional and rural botanic gardens and its representatives.
- Network opportunities both formally and informally with congress delegates during designated breaks and at the networking functions.
- Involvement and support for this national congress will be an open demonstration of your commitment to professional development, innovation and change.
- Sponsorship costs may be tax deductible for your company.

## CHECK OUT OUR SPONSORSHIP PACKAGES OUTLINED BELOW.

We encourage you get in touch with us to discuss these packages further.

Ph: 02 4227 7667 or  
[bganz@wollongong.nsw.gov.au](mailto:bganz@wollongong.nsw.gov.au)

## PACKAGES



### BONUS

**Gold, Silver, Segment and Activity Sponsors all receive a BGANZ Silver Corporate Membership**  
(valued at \$500 per year)

Includes;

- 1/2 page ad in Botanic Garden newsletter 3 times a year.
- Web page linked to our Corporate Sponsor web page
- Opportunity to place pamphlet material at any BGANZ National or Regional Conferences

### GOLD SPONSOR (ONE ONLY)

- Garden Community Sponsor

### SILVER SPONSOR (TWO ONLY)

- Welcome Sponsor
- Dinner Sponsors

### SEGMENT SPONSOR (THREE ONLY)

- Hort Sponsor
- Engage Sponsor
- Next Gen Sponsor

### ACTIVITY SPONSOR (TWO ONLY)

- Explore Sponsor
- Connect Sponsor

### GONG SPONSOR (UNLIMITED)

- Experience Sponsors

**GOLD  
SPONSOR**  
(ONE ONLY)

## Garden Community Sponsor



### Acknowledgement

- Acknowledged as the Garden Community Sponsor at the Official Opening Function, during the congress proceedings and at the Official Dinner Functions
- Acknowledgement via media releases and advertisements



### Logo Placement & Advertisement

- Logo printed on all future BGANZ congress materials that will be distributed nationally to businesses and professionals within the botanic garden industry
- Sponsor listing (including three descriptive paragraphs) on the congress website with hyperlink to your organisation's website
- Full page colour ad in the BGANZ congress program booklet (ad to be provided by sponsor)



### Banner Display

- Display of organisation's pull-up banners at registration desk and within main congress room (banners to be supplied by sponsor)
- Display of organisation's pull-up banners at the Official Opening Event and Closing Dinner Functions (banners to be supplied by sponsor)



### Exhibition Site

- Single trade display area (3x2m) in the designated BGANZ congress exhibition location which includes clothed trestle table and two chairs
  - 1x large display banner (1.5m wide to 3m wide) can be erected OR 2 x small display banners (up to 1.2m wide) - all banners and promotional material to be provided by the sponsor.
- Power is available at an additional cost.



### Delegate Pack

- Opportunity to have two promotional brochures/items in the congress delegate packs
- Branding on delegate pack



### Registration / Attendance

- Two complimentary tickets to the Official Opening Event and Closing Dinner Functions
- Two delegate registrations for the BGANZ congress
- Two complimentary tickets to the networking event for nominated employees

Your investment **\$10,000**

Sponsorship includes a BGANZ Silver Corporate Membership (see page 3)

Two **Silver Sponsor** packages to choose from...



- \* Welcome Sponsor
- \* Dinner Sponsor



### Acknowledgement

- Acknowledged as the Sponsor at either the Official Opening (Welcome) or dinner function (Dinner)
- Acknowledgement via media releases and advertisements



### Logo Placement & Advertisement

- Logo printed on all future BGANZ congress materials that will be distributed nationally to businesses and professionals within the botanic garden industry
- Sponsor listing (including two descriptive paragraphs) on the congress website with hyperlink to your organisation's website
- Half page colour ad in the BGANZ congress program booklet (ad to be provided by sponsor)



### Banner Display

- Display of organisation's pull-up banners at Official Opening Function (banners to be supplied by sponsor)



### Exhibition Site

- Single trade display area (3x2m) in the designated BGANZ congress exhibition location which includes clothed trestle table and two chairs
  - 1x large display banner (1.5m wide to 3m wide) can be erected OR 2 x small display banners (up to 1.2m wide) - all banners and promotional material to be provided by the sponsor.
- Power is available at an additional cost.



### Delegate Pack

- Opportunity to have two promotional brochures/items in the congress delegate packs



### Registration / Attendance

- Two complimentary tickets to the Official Opening Function
- Two complimentary tickets to the networking event for nominated employees

Your investment **\$7,000**

Sponsorship includes a BGANZ Silver Corporate Membership (see page 3)

Three **Segment sponsors** to choose from...



- \* Hort Sponsor
- \* Engage Sponsor
- \* Next Gen Sponsor



### Acknowledgement

- Acknowledged as a Segment Sponsor at the Official Opening Function and at the Official Dinner Function
- Acknowledged as the sponsor during the Horticulture, Science and Conservation segments on both presentation days (26 & 28 October)
- Acknowledgement via media releases and advertisements



### Logo Placement & Advertisement

- Logo printed on all future BGANZ congress materials that will be distributed nationally to businesses and professionals within the botanic garden industry
- Sponsor listing (including one descriptive paragraph) on the congress website with hyperlink to your organisation's site
- A third (1/3) page colour ad in the congress program booklet (ad to be provided by sponsor)



### Banner Display

- Display of organisation's pull-up banner within main BGANZ congress room and within Horticulture, Science and Conservation rooms (banner to be supplied by sponsor)



### Exhibition Site

- Single trade display area (3x2m) in the designated BGANZ congress exhibition location which includes clothed trestle table and two chairs
  - 1x large display banner (1.5m wide to 3m wide) can be erected OR 2 x small display banners (up to 1.2m wide) - all banners and promotional material to be provided by the sponsor.
- Power is available at an additional cost.



### Delegate Pack

- Opportunity to have two promotional brochures/items in the congress delegate packs



### Registration / Attendance

- One complimentary ticket to the Official Opening Event and Closing Dinner Functions
- One delegate registration for the congress proceedings
- One complimentary ticket to the networking event for nominated employee

Your investment **\$5,000**

Sponsorship includes a **BGANZ Silver Corporate Membership** (see page 3)

Two **Activity Sponsor** packages to choose from...



- \* Explore Sponsor
- \* Connect Sponsor



### Acknowledgement

- Acknowledged as a sponsor at either the Inspiring Generations Networking Cocktail Function (Explore) or the Garden Tour Day Luncheon (Connect)
- Acknowledgement via media releases and advertisements



### Logo Placement & Advertisement

- Logo printed on all future BGANZ congress materials that will be distributed nationally to businesses and professionals within the botanic garden industry
- Sponsor listing (including two descriptive paragraphs) on the congress website with hyperlink to your organisation's website
- A quarter (1/4) page colour ad in the congress program booklet (ad to be provided by sponsor)



### Banner Display

- Display of organisation's pull-up banners at Official Opening Function (banners to be supplied by sponsor)



### Exhibition Site

- Single trade display area (3x2m) in the designated BGANZ congress exhibition location which includes clothed trestle table and two chairs
  - 1x large display banner (1.5m wide to 3m wide) can be erected OR 2 x small display banners (up to 1.2m wide) - all banners and promotional material to be provided by the sponsor.
- Power is available at an additional cost.



### Delegate Pack

- Opportunity to have two promotional brochures/items in the congress delegate packs



### Registration / Attendance

- One complimentary ticket to the Official Opening Event and Closing Dinner Functions
- One complimentary ticket to the networking event for nominated employee

Your investment **\$2,000**

Sponsorship includes a **BGANZ Silver Corporate Membership** (see page 3)

## \* Experience Sponsors In-Kind Support



### Acknowledgement

- Acknowledged as the Garden Community Sponsor at the Official Opening and Dinner Functions
- Acknowledgement via media releases and advertisements



### Logo Placement & Advertisement

- Logo printed on all future BGANZ congress materials that will be distributed nationally to businesses and professionals within the botanic garden industry
- Sponsor listing (including two descriptive paragraphs) on the congress website with hyperlink to your organisation's website
- A quarter (1/4) page colour ad in the congress program booklet (ad to be provided by sponsor)



### Banner Display

- Display of organisation's pull-up banners at Official Opening Function (banners to be supplied by sponsor)



### Exhibition Site

- Single trade display area (3x2m) in the designated BGANZ congress exhibition location which includes clothed trestle table and two chairs
  - 1x large display banner (1.5m wide to 3m wide) can be erected OR 2 x small display banners (up to 1.2m wide) - all banners and promotional material to be provided by the sponsor.
- Power is available at an additional cost.



### Delegate Pack

- Opportunity to have two promotional brochures/items in the congress delegate packs



### Registration / Attendance

- One complimentary ticket to the Official Opening Event and Closing Dinner Functions

Your investment **Donation of Wollongong Experience**

To be used by delegates (preferably during congress period)



# Exhibitor Package

**PROMOTIONAL  
SPONSORS**  
(UNLIMITED)

Logo

## Logo Placement & Advertisement

- ▶ Logo printed within BGANZ congress program



## Exhibition Site

- ▶ Single trade display area (3x2m) in the designated congress exhibition location which includes clothed trestle table, two chairs and pin board  
Power is available at an additional cost.



## Delegate Pack

- ▶ Opportunity to have one promotional brochure/item in the congress delegate packs

Your investment **\$500**

## Sign me up!

If you're as excited as we are about 2015 BGANZ Congress, let us know!  
We'd be keen to have you on board. Connect with us by:

Phone: **02 4227 7667**

Email: **[bganz@wollongong.nsw.gov.au](mailto:bganz@wollongong.nsw.gov.au)**

7th BGANZ Congress proudly hosted by



Botanic Garden  
WOLLONGONG

Wollongong  
Botanic Garden  
is a service of  
Wollongong  
City Council



wollongong  
city of innovation