



Big Scrub Landcare
The Voice of the Rainforest

Big Scrub Landcare

in partnership with

Rous County Council presents:



THE 20TH ANNUAL BIG SCRUB RAINFOREST DAY Sunday 21st October 2018 7am to 3pm, Rocky Creek Dam



PARTNER WITH US

“In 2018, Big Scrub Landcare continues its tradition of presenting the Big Scrub Rainforest Day and we want you to be a part of it!”



The Big Scrub Rainforest Day (BSRD) has been built and sustained over the past 20 years by a passionate community of patrons, guests, volunteers and partners. We take pride in our longstanding relationships, some of which go back to the very first Big Scrub Rainforest Day. Our partners are like-minded organisations who share our commitment to the ecological restoration of the Big Scrub rainforest. Big Scrub Landcare (BSL) will work with you to create meaningful ways for your organisation to be part of the festival event.

PREVIOUS EVENTS



PARTNERSHIP OPPORTUNITIES

Sponsorship

BSL are inviting sponsors to fund specific areas of the festival.

1

Principal Sponsor (\$5000 – one only)

- Listing as the Principal Sponsor on all promotional material (advertising, program, posters, and social media)
- Event branding (your business branding signage displayed at event entrance)
- Marque branding (your business branding signage displayed behind presenters on the main marque entrance, stage, and listed on the program (e.g. “Business X Stage”)
Note: sponsor to provide and install branding
- Complimentary exhibition space in the exhibition ground (premium/best position exhibition space)
- Hotlink on Big Scrub Landcare (Big Scrub Rainforest Day) website
- Substantial local and online exposure offered
- Branding visible in 2018 photography and festival video
- Logo and business name featured across all festival media
- Business acknowledged between each talk by MC and over the public announcement system

2

Major Sponsor (\$3000 – two only)

- Listing (Logo and Business Name) as a Major Sponsor on ALL promotional material (advertising, program, posters, and social media)
- Marque branding (your business branding signage displayed behind presenters on the second (workshop) and third (presentations) marque entrance, stage, and listed on the program (e.g. “Business X Stage”). Note: sponsor to provide and install branding
- Complimentary exhibition space in the exhibition ground (premium/second best position exhibition space)
- Business logo and hotlink on Big Scrub Landcare (Big Scrub Rainforest Day) website
- Substantial local and online exposure offered
- Branding visible in 2018 photography and festival video

3

Community Tree Planting Sponsor (\$1500 – one only)

- Listing (Logo) as the Community Tree Planting Sponsor on MOST promotional material (program, posters, and social media).
- Tree planting area branding (your business branding signage at the community tree planting area)
- Complimentary exhibition space in the exhibition ground (premium position exhibition space)
- Substantial local and online exposure offered

4

Entertainment Sponsor (\$1250– one only)

- Listing (Logo) as the Entertainment Sponsor on MOST promotional material (program, posters, and social media)
- Entertainment area branding (your business branding signage at the children's entertainment area)
- Complimentary exhibition space in the exhibition ground (premium position exhibition space)
- Substantial local and online exposure offered

5

Friend of the Event Sponsor (\$1000 - unlimited)

- Listing (Logo) as a Friend of the Event Sponsor on MOST promotional material (program, posters, and social media)
- Complimentary exhibition space in the exhibition ground (premium position exhibition space)
- Substantial local and online exposure offered



OTHER OPPORTUNITIES

BSL welcome you to partner with us through other opportunities.



Presenter, Workshop Facilitator, Walk & Talk Leader, Entertainment

Opportunities for expert presenters, workshop facilitators, walk and talk leaders and entertainers are usually by invitation only. However if you would like to be considered for the line up for the 2018 event please get in touch and your request will be reviewed by our event committee.



Exhibitor Space

Market your organisation to thousands of BSRD visitors by exhibiting your product and services at the event in your branded marquee. Exhibitor spaces provide a unique opportunity to bring your brand to the attention of a broad cross section of the Northern Rivers community with a keen interest in the environment. Commercial exhibitors including food vendors will be asked to make a donation to help fund the event



In-kind Sponsorship

If your budget does not allow for cash sponsorship you don't have to miss out. BSRD is always interested in talking to organisations that can make an in kind contribution to the event and we are happy to talk to you about how we can support you to make it worth your while.



Volunteer

Are you planning on attending the event and can you spare us 2 hours of your time as a volunteer? We need volunteers to help us out on the day. Get in touch and we will let you know how to help.



FAQ's

What is the Big Scrub Rainforest?

Prior to European settlement, the Big Scrub covered 75,000 ha and was the largest contiguous area of Lowland Subtropical Rainforest (LSR) in Australia and accounted for 38% of the total area of LSR in NSW and QLD. Tragically, less than one percent of this former rainforest remains, fragmented remnants scattered across the landscape between the northern NSW towns of Byron Bay, Ballina and Lismore.

These remnants are internationally significant, with species whose lineage goes back more than 200 million years to the great rainforests of Gondwana. The remnants support a rich biodiversity, home to hundreds of species including over 38 threatened flora species and 61 threatened fauna species.

The survival of these remnants is at stake. Without Big Scrub Landcare, the rainforest will quietly disappear.

What is the Big Scrub Rainforest Day?

The Big Scrub Rainforest Day (BSRD) is recognised both regionally and nationally as one of Australia's premier annual Landcare community engagement events that has attracted over 26,000 attendees since 1999. It provides community members with a unique opportunity to learn more about our wonderful, internationally significant local rainforest and its restoration. We celebrate community involvement in the ecological restoration of the rainforest through a fascinating festival program focusing on ecology, science and the environment.

What are the benefits of becoming a sponsor?

Sponsoring is widely acknowledged as an effective marketing tool. We offer you the potential to add value to your business and inspire your staff, clients and customers. We also offer the opportunity to market your product to our diverse and discerning audience.

Become a Big Scrub Rainforest Day sponsor to:

- Showcase your products and services
- Strengthen your brand within the Northern Rivers Community
- Demonstrate your care for the environment to your community, your staff, customers and stakeholders
- Reach a vibrant audience of up to 5000 community members with an interest in environmental and sustainability issues
- Connect with the highest caliber Australian ecologists, rainforest regenerators, naturalists and scientists
- Support a community event that helps to restore lowland subtropical rainforest locally
- Position your business as an environmentally friendly or sustainable industries organisation
- Link with a high-profile community environment event

What are the objectives of the event?

The objectives of the 2018 BSRD are to:

- Engage with the community to encourage the ecological restoration of the Big Scrub Rainforest
- Celebrate the ecological and social value of the Big Scrub Rainforest and achievements of BSL and its partners in its restoration and care over the past two decades
- Offer a jam-packed event program full of walks and talks, presentations and practical workshops for our target audience that are fun, foster appreciation, a sense of connection and stewardship for the Big Scrub Rainforest and other special places in our region
- Emphasise the issues that affect the ecological achievements of BSL and its partners in its restoration and care over the past two decades value of the Big Scrub Rainforest
- Raise the profile of the 'ecological restoration movement' of the Big Scrub Rainforest that has occurred in Northern NSW over the past three decades - showcasing the sites/projects/people from various environmental groups/organisations in our region
- Identify mutual benefits in protecting the Big Scrub Rainforest and our special places into the future
- Provide direction for the target audience in practical management options, tools, partnerships, and resources available for the ecological restoration of the Big Scrub Rainforest

What can I expect at the BSRD 2018?

The 2018 event will consist of a festival environment at the beautiful Rocky Creek Dam in the Byron Bay hinterland.

Attendees at the event can expect:

- Guided bird, plant use & rainforest restoration walks
- Practical workshops & talks facilitated by some of Australia's leading ecologists, bush regenerators, naturalists & scientists
- Fabulous food & entertainment
- Information, displays & stalls
- Fun environmental activities for the whole family

How many people attend the event?

The event has attracted over 26,000 attendees since it started in 1999. 2018 is our 20th annual event! We expect the event to attract 4,500 attendees (that was how many people attended the 2016 event).

How is the event promoted?

The event generates advertising and media stories across print, TV and radio and in 2016 was hailed as the best conservation festival on the planet.

We advertise and promote the event in the following print media:

- Byron Shire Echo
- Nimbin Good Times
- Northern Rivers Echo
- The Northern Star
- Bangalow Herald
- The Dunoon Gazette
- Lismore Local Matters
- ABC North Coast
- Prime 7
- Regional Landcare networks (10,000 + reached)
- E-news shared through participating organisations & their contacts (10,000 + reached)
- Big Scrub Landcare members and friends (1000+ followers and 450 members)
- Website (2000 views in March 2018)

Where do I go for more information?

Send us an email at info@bigscrubrainforest.org and we will forward your email to the appropriate member of the Big Scrub Rainforest Day committee. You can also send us a letter at : PO Box 106, Bangalow NSW 2479 or give us a call on 02 6627 2844.