

Buninyong Sustainability
(Friends of Royal Park Inc.)
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Smart Building and Living E-xpo

part of the



Care-Dare to Change 2020 Sponsorship Proposal

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Overview

Buninyong Sustainability (Friends of Royal Park Inc) is a not for profit organisation focussed on sustainability, food growing, education, and local community. We have established a community garden and orchard, open space for passive recreation and sport activities, and a multi-use hall facility using sustainable and demonstrable materials.

Our aim is to promote sustainable living in the Buninyong and Ballarat region.

Smart Building and Living Expo

Now in its seventh year, the Smart Building and Living Expo to be held in Buninyong on the 23rd of February 2020, is an established feature of Australia's biggest Sustainable Living Festival. The Sustainable Living Festival aims to inspire and empower everyday Australians to accelerate the uptake of sustainable living by raising awareness and providing the tools for change by showcasing leading solutions to the ecological and social challenges we face.

The Smart Building and Living Expo is the largest event of its kind in Western Victoria and in 2020 we anticipate an even bigger attendance with the focus on **climate change - ~~Care~~ Dare to Change**.

As always we will use a 'festival' approach to showcase local sustainable building and lifestyle services and products for those planning to build or retrofit sustainable home solutions, and those interested in sustainable transport, lifestyle and food choices. This event will provide an opportunity for the community to come and talk to some of our best local professionals and producers including builders, designers, solar hot water and photovoltaic installers, building, garden, food and lifestyle products. On the last Sunday in February, Buninyong is an exciting place to visit!

Where can your company fit in?

Smart Building and Living Expo offers you a major opportunity to engage with your local community, support a local not for profit organization while increasing your company profile in the wider region.

We would love to offer you a sponsorship opportunity at this expo to showcase the great work you are doing.

We invite you to join with us in this exciting and important event and help accelerate the uptake of sustainable living.

(Any funds raised from this event will be used to continue the maintenance of our facilities, community projects and promote sustainability in our local community.)

Event Details

Dates & Times:	Sunday, 23rd February 2020, 10:00 am – 3.30 pm
Location:	Royal Park, cnr Hedrick and Warrenheip St, Buninyong.
Attendees:	We are expecting over 1000 attendees!
Audience:	Our primary target is residents from the Buninyong, Ballarat and Central/Western Victorian regions. In particular, young families and retirees looking to build but also all members of the community looking to reduce their environmental impact through everyday lifestyle choices.
Cost:	Free

Activities, products and services must be in keeping with the theme of the day sustainable building and lifestyle and will include:

- Waste including e-waste
- Electric Vehicles and bikes
- Builders and designers, Energy, insulation, windows, retrofit or lighting products
- Food, garden
- Lifestyle products - cleaning, personal care, pets, vintage, recycled goods etc
- Community groups, Landcare, Permaculture

Media Campaign

A media plan has been created that will generate interest in and awareness of the expo in the local Ballarat region and beyond. We will be using predominantly below the line advertising including social media, web, and our extensive networks of key partners and exhibitors to reach well over 13000 people. Advertisements and stories in local newspapers and radio will have a much wider reach.

We will also be able to gain extensive coverage through the wider [Sustainable Living Festival](#) media campaign, web, social media and event booklets.

For three weeks prior to the Expo, 3 banners will be on display around Ballarat. Posters and fliers will be distributed throughout our networks.

Our total budget for paid and promotional media is \$3000 for print and web advertising with The Courier plus roadside banners and print posters. Media releases will target local newspapers, radio and TV coverage. See the [report](#) from 2019.

Web Site

We have a year-round web site, which includes a wide variety of information about the expo, its sponsors and exhibitors, and is featured on all appropriate media promotion and publicity. The event will also be publicised on the [Sustainable Living Festival](#) website which has an extensive social media profile.

On-Site promotion

If you become a major sponsor you would be offered the choice of a free indoor site with power or a prime outdoor site in a prominent position to market your business.

Shades of Green – an opportunity to Sponsor.

Smart Building and Living Expo - February 23rd 2020

**We welcome
GCWRRG as our
GOLD sponsor!**

Mint Sponsor	Lime	Olive	Donation
Not exclusive			Promotional
\$1100	\$550	\$220	goods

Prominent exposure on website including 50 words	Yes			
Great exposure on website including 20 words		Yes		
Good exposure on website			Yes	
Product giveaways	Yes	Yes	Yes	Yes
Prominent Email newsletter mention	Yes			
Great Email newsletter mention		Yes		
Logo on email newsletter	Yes			
Prominent Logo on Posters	Yes			
Small Logo on Posters		Yes		
Text mention on Posters			Yes	
Facebook Photo post	Yes			
Facebook mention	Yes	Yes	Yes	
Your choice of site at event - free	Yes	Yes		
Outdoor Site at event - free			Yes	
Limited product exposure				Yes

For more information: www.smartbuildingandlivingexpo.com.au

email: info@buninyongsustainability.org.au

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