

Buninyong Sustainability Inc
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Smart Building and Living E-xpo

RACE to ZERO - RACE TO THE

**BUNINYONG
2022 SMART
BUILDING &
LIVING E-XPO**

SUNDAY 20th MARCH
10AM - 3.30PM ROYAL PARK, BUNINYONG
(CNR HEDRICK & WARRENHEIP STREETS)

WWW.SMARTBUILDINGANDLIVINGEXPO.COM.AU

Join the Race to Zero and Race into
Smart Building and Living Expo
Sunday the 20th of March 2022

2022 Sponsorship Proposal

Overview

Buninyong Sustainability 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 eighth year, the Smart Building and Living Expo to be held in Buninyong on the 20th of March 2022. This year, due to COVID and a change in the dates we will not officially be of Australia's biggest Sustainable Living Festival however we still align with its 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 2022, having missed the 2021 event due to COVID 19 we anticipate an even bigger attendance with the focus on **climate change – Race to Zero**.

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.

Our electric vehicle display has proven to be the largest in Western Victoria and isn't there a lot of excitement in this now with so many more cars to choose from! Car owners and dealers are invited to showcase their vehicles.

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 this Sunday in March, 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, 20th March 2022, 10:00 am – 3.30 pm
Location:	Royal Park, cnr Hedrick and Warrenheip St, Buninyong.
Attendees:	We are expecting over 1500 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 our friends at the National [Sustainable Living Festival](#) social media and expect to part of [Ballarat's Begonia Festival](#) for the first time (yet to be officially confirmed).

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 \$3500 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 2020.

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 [Begonia 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 – March 20, 2022

Our exclusive GOLD sponsorship is now open for negotiation!	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

Contact Expo Director Andrea Mason to discuss your sponsorship!

0427 338 482

email: info@buninyongsustainability.org.au

For more information: www.smartbuildingandlivingexpo.com.au

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