

Buninyong Sustainability Inc
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Smart Living Expo 2023

Be Part of the Solution

Smart Living Expo

2023 Partnership 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 Living Expo

Now in its ninth year, the Smart Living Expo will be held in Buninyong on the 26th of February 2023. As part of Australia's biggest Sustainable Living Festival we 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 Living Expo is the largest event of its kind in Western Victoria and in 2023 we anticipate an even bigger attendance with the focus on **being part of the solution.**

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.

With the rapid acceleration toward an electric cars' future, 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 February, Buninyong will be an exciting place to visit!

Where does your company fit in?

We are seeking strong partners to help us deliver the Smart Living Expo in 2023.

We are reaching out to leaders in sustainability in our community and we hope that the expo fits with your commitment to a better future for our region and its communities. It 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 this Partnership opportunity to showcase the great work you are doing. It would be particularly beneficial if you could more strongly promote your sustainability aspirations and actions.

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

Event Details

Dates & Times:	Sunday, 26th February 2023, 10:00 am – 3.30 pm
Location:	Royal Park, cnr Hedrick and Warrenheip St, Buninyong.
Attendees:	We are expecting over 2000 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 electric 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
- Market stalls.

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.

For three weeks prior to the Expo, 3 banners will be on display around Ballarat. Posters and postcards 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 National 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 Partner.

Smart Living Expo – February 26, 2023

Emerald Sponsor	Mint	Lime	Donation
Minimum \$2500	\$1100	\$550	Goods Services

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		
Email newsletter mention			Yes	
Logo on email newsletter	Yes			
Prominent Logo on Posters	Yes			
Medium Logo on Posters		Yes		
Small Logo on Posters 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 Partnership ideas!
0427 338 482**

info@buninyongsustainability.org.au
www.smartbuildingandlivingexpo.com.au

(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.)