



Sponsorship

Opportunities

2018

*a proud initiative of*





## What is Outdoors October?

Outdoors October is dedicated to encouraging active recreation amongst nature. In its sixth year, the month long promotion aims to increase participation in outdoor recreation and provide opportunities for people to share in healthy pursuits and try new activities outside.

Outdoors October is designed to encourage West Australians of all ages and abilities to get active outdoors. The 2018 focus is on encouraging families to get outside to undertake activities together. This initiative between Outdoors WA, the West Australian government and the outdoor recreation sector celebrates the health benefits of being active outdoors. We invite you to 'Go on, get outside!' and join us in growing Outdoors October to make it WA's most celebrated outdoor campaign.

Support by major government departments and over 40 recreation clubs ensures participants can try something extraordinary in our marvellous parks and open spaces, or they can join together with major community organisations to support their recreation based charity events. Most importantly though, they can improve their health while having fun and exploring our great outdoors.

Opportunities to share your interest and reasons for supporting outdoor recreation for West Australians will be provided through a strong social media campaign as well as involvement in the launch of Outdoors October. As a Sponsor, your valuable contribution to Outdoors October will be generously acknowledged by Outdoors WA and the recreation sector. Previous Outdoors October campaigns have gained the attention of print, radio and TV outlets. In 2018, Sponsors will be promoted on the Outdoors October and Outdoors WA websites, Facebook, Instagram & Twitter pages and print media.

We offer a range of sponsorship opportunities however, we are happy to work with you should you require something specific to suit your needs. I encourage you to review these Sponsorship Opportunities and contact us to secure your Sponsorship Opportunity.

On behalf of Outdoors WA, we hope you'll choose to partner with us in 2018 and be a part of taking Outdoors October to the next level.

Many thanks,

Jamie Bennett  
Executive Officer  
Outdoors WA Inc.



## Sponsorship Opportunities

### PLATINUM \$3,000

One Available

- Organisation to have naming rights to the Outdoors Ambassador Program & be invited to attend the OO Ambassador BBQ. Ambassador webpage to make mention of Sponsors support of Ambassadors. All media releases associated with Ambassadors will mention organisations name and generous support.
- Organisation to receive 2 complimentary tickets to the Women in Outdoors (female only) & European Film Festival. Display of banner available at these events if suitable.
- Organisation may display 2 promotional banners at the launch event and have up to 5 staff present.
- Organisation's logo will feature on OO flyer, OO Photo Competition flyer, website/email banners, both Outdoors WA & Outdoors October websites, Instagram Photo Frame & Pledge Template as Platinum Sponsor.
- EDM (Electronic Direct Mailing) article about organisation distributed to OWA Community (approx 600). PLUS all OO articles or promos to feature organisations name or logo as a Platinum Sponsor.
- Other media releases featuring organisation as a sponsor will be distributed where relevant
- Social Media posts will include sponsoring organisation (minimum 4)

### GOLD SPONSOR \$1,000

Two Available

- Organisation may display 1 promotional banners at the launch event and have up to 3 staff present.
- Organisation's logo will feature on OO flyer, OO Photo Competition flyer, website/email banners, both Outdoors WA & Outdoors October websites, Instagram Photo Frame & Pledge Template as Gold Sponsor.
- EDM (Electronic Direct Mailing) article about organisation distributed to OWA Community (approx 600). PLUS all OO articles or promos to feature organisations name or logo as a Gold Sponsor.
- Media releases featuring organisation as a sponsor will be distributed where relevant.
- Social Media posts will include sponsoring organisation (minimum 4)

### EVENT SPONSOR \$500

Opportunity to sponsor the Outdoors October Launch, Women in Outdoors Hike & European Film Festival are available.

- Organisation may display 2 promotional banners at the specific event in which they are supporting and may have up to 4 staff present.
- Organisation's logo will feature on OO flyer, OO Photo Competition flyer, website/email banners, both Outdoors WA & Outdoors October websites, Instagram Photo Frame & Pledge Template. PLUS all promotion relating to the specific event that has been sponsored.
- EDM (Electronic Direct Mailing) to feature organisations name or logo as an event sponsor when mentioning OO.
- Media releases featuring organisation as a sponsor will be distributed where relevant.
- Social Media posts will include sponsoring organisation (minimum 2)





# Sponsorship Acceptance

Thank you for taking the time to view our Sponsorship Opportunities. Outdoors WA is dedicated to ensuring sponsors receive optimal benefits while supporting Outdoors October, with the possibility of all packages being tailored to your specific needs.

All enquiries and correspondence regarding these sponsorship opportunities should be directed to:  
Tracy Lindsey - Marketing, Events & Communications Coordinator T +61 417 128 896 E [tracy@outdoorswa.org](mailto:tracy@outdoorswa.org)

I, \_\_\_\_\_ of \_\_\_\_\_ would like to show my support of Outdoors October by being a \_\_\_\_\_ Sponsor in 2018. I agree to the terms outlined in this Sponsorship Prospectus.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Title \_\_\_\_\_

## TERMS AND CONDITIONS

- All print and online promotional materials incorporating the sponsor's logo will be approved by sponsor.
- This proposal will cover the sponsor benefits listed for the year 2018 at the agreed sponsor fee. Should the benefits be changed in any way the sponsorship fee can be renegotiated by either party and updated by mutual agreement.
- Outdoors WA reserves the right to accept additional sponsors for this initiative where determined suitable.

## CONTACT INFORMATION

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT TERMS

An Invoice with Bank Transfer details will be provided upon confirmation of Sponsorship package.

