
2025 SPONSORSHIP PROSPECTUS



THE LANDSCAPE
— ASSOCIATION —



VISION & PURPOSE

VISION

To be the Association of choice for the Landscape industry in Australia.

OUR PURPOSE

To further the growth & professionalism of the landscape industry.



ABOUT TLA

Founded over 40 years ago, The Landscape Association (TLA) is the peak industry body serving landscape professionals in NSW and the ACT. With members from every sector of modern landscaping practice including designers, landscape and maintenance contractors, and suppliers of products and services, we offer solid, profitable and productive networks and tools to help your business grow.



UNITING THE INDUSTRY

TLA unites the relationship between our members, sponsors and the industry.

To achieve our purpose and vision, TLA needs to be responsive and offer real membership value. Key to this, is a close partnership with our sponsors.

In return, we facilitate meaningful, direct customer relationships with landscapers and landscape businesses.



WHY SPONSOR TLA?



SHOWCASE
PRODUCTS AND
SERVICES



GROW PIPELINE,
SALES AND MARKET
SHARE



INCREASE BRAND
AWARENESS



SHAPE INDUSTRY
ATTITUDES



BUILD KEY
RELATIONSHIPS
FOR THE FUTURE



DRIVE TRAFFIC TO
YOUR WEBSITE AND
SOCIAL MEDIA



SIGNAL YOUR
COMMITMENT TO
THE INDUSTRY



POSITION YOUR
BUSINESS AS A
LEADER

WHO WE ARE AND OUR REACH

450+

MEMBER
COMPANIES

2,000+

LANDSCAPING
PROFESSIONALS

230+

STUDENT MEMBERS

6,500+

DATABASE
CONTACTS

30+

CORPORATE
SPONSORS

90.2K

INSTAGRAM FOLLOWERS

10.6K

FACEBOOK FOLLOWERS

500+

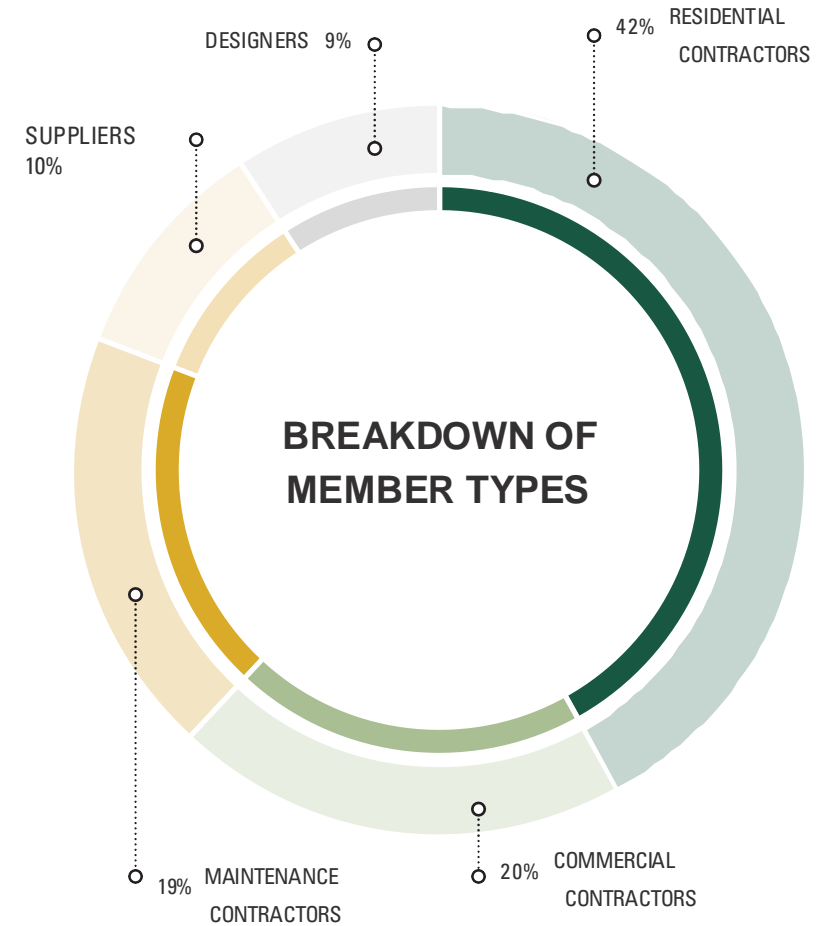
NEWSLETTER
SUBSCRIBERS

3,950

WEBSITE VIEWS
PER MONTH

45

YEARS STRONG



THE PLAN

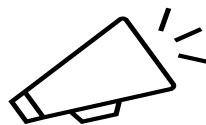
ENHANCE SPONSORSHIP



INCREASE MEMBER BENEFITS



PROMOTE THE OFFERING



KEY 2025 INITIATIVES

- Grow membership via new Member Acquisition Campaigns
 - Targeting maintenance, construction and design companies
 - Launch individual and other new membership categories
- Grow the TLA Landscape Expo on a new site from 2025
- Deliver the coveted Landscape Excellence Awards Program annually
- Member events with a focus on training and skills development
- Focus on career attraction and apprenticeships for members
- Consumer fronting campaigns for members and sponsors
- Increase our communication reach through sponsor relationships, members and industry publications.
- Deliver measurable ROI for our sponsors

2025 SPONSOR OFFERING

We want to enable you to direct your marketing budget to target the outcomes you want.

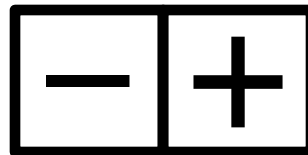
We have an annual base sponsorship pack, as well as options to customise your sponsor benefits to suit your business needs.

YEAR-ROUND RECOGNITION +

CHOOSE THE BOOST PACKS THAT MEET YOUR OBJECTIVES

Annual Sponsor Pack

Standard



Customised Boost Packs

Upgrade

2025 ANNUAL SPONSORSHIP OFFERING – \$4,900 + GST

| | Frequency |
|---|-----------------------|
| Marketing & Communications | |
| TLA Partner recognition – website home & partner page + publications | Unlimited |
| Use of new TLA Sponsor Badge (digital asset) | Unlimited |
| Supplier Directory listing | Unlimited |
| Supplier offer in TLA Member Rewards Program* (Continued growth & promotion) | * Requirement |
| Utilise TLA online Positions Vacant platform^ | Unlimited |
| One advertisement/content piece annually in member eDM^ | 1/year |
| Social media – Minimum one Partner story/year on TLA Instagram account + regular sharing^ | up to 4/calendar year |
| Opportunity to be featured in industry publications^ | 1/year |
| Complimentary TLA Supplier Business Membership | 1/year |
| Events | |
| <u>TLA Industry Events & Training</u> | |
| Advanced opportunity to support sponsor TLA events | Unlimited |
| Invitation to all TLA events and networking opportunities | Unlimited |
| Partner recognition at TLA member events | Unlimited |
| Invitation to exclusive TLA Sponsors & Award Winners function annually | |
| <u>Landscape Excellence Awards</u> | |
| Nomination into the TLA Supplier of the Year Awards Categories | Annual |
| 2 tickets to attend Landscape Excellence Awards Dinner | 2/year |
| Extended early bird rate ticket offering | Unlimited |
| Logo and recognition in Awards Program | 1/year |
| Logo and recognition in digital presentation | 1/year |
| Other benefits | |
| Discounted access to all Sponsorship BOOST Packs | Unlimited |

* Requirement of sponsorship
^Must supply content

2025 BOOST PACKS ON OFFER

| | Frequency | Annual TLA Sponsor | TLA Member | Non- Member |
|--|--------------|--------------------|--------------|--------------|
| Marketing & Comms BOOST PACKS | | | | |
| Standalone Direct Marketing campaigns - eDMs, Newsletters^ | up to 2/year | From \$1,000 | From \$1,250 | From \$1,600 |
| Standalone Social media campaigns - Organic and Paid posts^ | up to 2/year | From \$500 | From \$750 | From \$1,200 |
| 2025 LANDSCAPE EXCELLENCE AWARDS BOOST PACKS – Friday 7 November 2025 | | | | |
| <i>Sponsor recognition from Entries Open to Awards Night & post event media</i> | | | | |
| Platinum Sponsor Pack (1 only) - SOLD | | | | |
| Naming Rights + Landscaper of the Year Award + Total of 10 tickets | | \$25,000 | \$30,000 | \$35,000 |
| Gold Sponsor Packs (5 available) - ONLY 1 LEFT | | | | |
| Sponsor & present entire category + Total of 10 tickets | | \$10,500 | \$12,500 | \$15,000 |
| Silver Sponsor Packs (2 available) | | | | |
| Pre-drinks or Photo Booth + Total of 4 tickets | | \$5,000 | \$6,000 | \$7,000 |
| 2025 TLA LANDSCAPE EXPO – Wednesday 27 August 2025 | | | | |
| Mini – 3x1m stand | | From \$1,000 | From \$1,200 | n/a |
| Standard – 3x3m stand | | From \$1,700 | From \$2,100 | n/a |
| Large – 6x3m stand | | From \$3,000 | From \$3,400 | n/a |
| Jumbo – 9x3m stand | | From \$4,000 | From \$4,500 | n/a |
| Support Sponsorship (<i>3x3m premium stand & speaker opportunity</i>) | | \$5,000 | \$6,000 | n/a |
| Major Sponsorship (<i>large 6x3m premium stand, activation naming & speaker opportunity</i>) | | \$10,000 | \$11,000 | n/a |
| Naming Rights Sponsorship (<i>Co-branding of the event with TLA</i>) - SOLD | | \$16,000 | \$14,000 | n/a |
| TLA Member Event & Webinar BOOST PACKS (TBC) | | | | |
| Standalone event | | From \$2,500 | \$3,500 | \$5,000 |
| TLA event sponsorship (up to 4 sponsors) | | From \$1,000 | \$1,500 | \$2,500 |
| Standalone member webinar | | From \$1,500 | \$2,000 | \$3,000 |

*Detailed Awards & Expo packages on following pages

^Must supply content
Some BOOST Packs still in development for 2025

LANDSCAPE EXCELLENCE AWARDS - BOOST PACKS

PLATINUM NAMING RIGHTS SPONSOR

From \$25,000

- Naming rights - 2025 Landscape Excellence Awards (Brought to you by ...) including prominent logo placement on all collateral
- Celebrity MC introduction for welcome speech to open the Gala Dinner program (approx. 3mins) accompanied by sponsor video
- Sponsor & present all five (5), Landscaper of the Year Awards at the Gala Dinner
- Awards Dinner Tickets – full table of 10
- Sponsor recognition via website, TLA member emails/EDMs and social media from March-November, during Award Entry and Gala Dinner marketing campaigns
- 1 min Corporate video (provided by sponsor) repeated throughout the evenings program
- Logo and naming rights sponsor recognition in printed Awards program and main stage audio-visual presentation
- Team photo with celebrity MC plus access to professional photography and video reels from the evening
- Post Awards sponsor recognition within TLA media release, website and via industry media where possible

Pricing:

TLA Annual Sponsor \$25,000

TLA Member \$30,000

Non-Member \$35,000

All prices GST exclusive

LANDSCAPE EXCELLENCE AWARDS - BOOST PACKS

GOLD CATEGORY SPONSOR

From \$10,500

- Sponsor and present entire Excellence Award Category at the Gala Dinner (*Limited to 5 categories only, 3-5 Awards per category*)
- Awards Dinner Tickets – full table of 10
- Gold Sponsor recognition via website, TLA member emails/EDMs and social media from March-November during Award Entry and Gala Dinner campaigns
- 1 min corporate video (provided by sponsor) featured throughout the evenings program
- Verbal sponsor acknowledgment by the MC
- Logo and sponsor recognition in printed Awards Program and main stage audio-visual presentation
- Team photo with celebrity MC plus access to professional photography from the evening
- Post Awards sponsor recognition alongside winners on TLA website and via industry media where possible

Pricing:

| | |
|---------------------------|--|
| Annual TLA Sponsor | \$10,500 |
| TLA Member | \$12,500 |
| Non- Member | \$15,000 (all prices GST exclusive) |

SILVER EVENT SPONSOR

From \$5,000

Pre-Dinner Cocktail Party Sponsor

- Exclusive branding of one- hour, pre-dinner drinks event hosted on Darling Wharf *
- Access to professional photography from the cocktail party

OR

Gala Dinner Photo Booth Sponsor

- Five-hour photo-booth package in prominent venue location with sponsor signage *
- Booth branding and sponsor logo appears on all images (hard copy and digital).

PLUS

- Awards Dinner Tickets – 4 tickets
 - Verbal acknowledgment by celebrity MC
 - Logo and sponsor recognition in printed Awards Program and main stage audio-visual presentation
 - Sponsor recognition in Gala Dinner marketing collateral i.e. Member emails/EDMs and TLA website
- * Sponsor to provide signage

Pricing:

| | |
|---------------------------|---|
| Annual TLA Sponsor | \$5,000 |
| TLA Member | \$6,000 |
| Non- Member | \$7,000 (all prices GST exclusive) |

CONTACT US FOR MORE INFORMATION

Jodie Dean, CEO

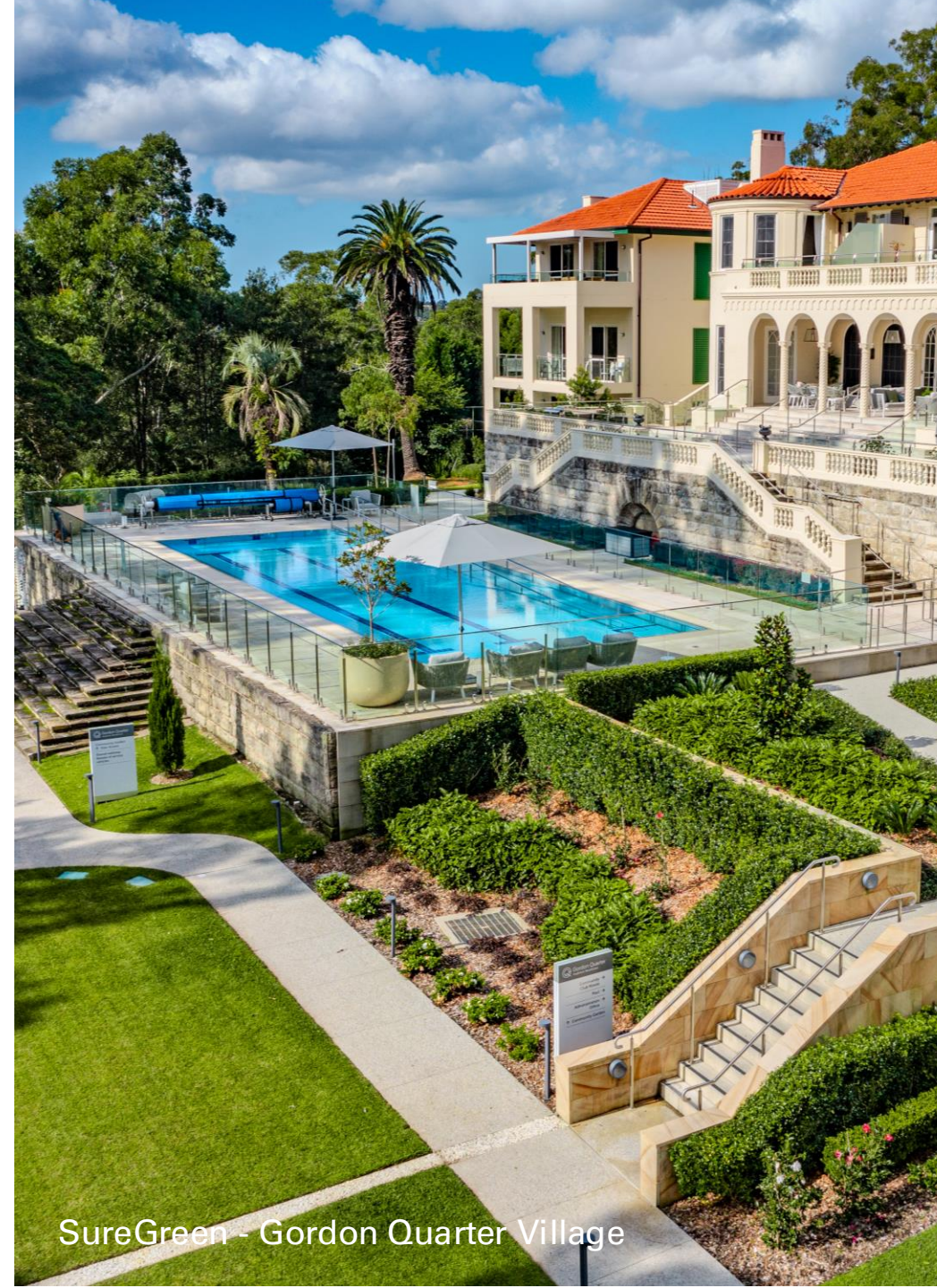
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SureGreen - Gordon Quarter Village