

'Let it Grow -

Douglas Garden Awards'

SPONSORSHIP PROPOSAL



GARDENING IN DOUGLAS

The 'Let it Grow - Douglas Garden Awards' has been established to support and encourage all budding gardeners, both young and old, to showcase their green thumb talent through the innovation and design of their gardens. Council would like to recognise local gardening enthusiasts with a dedicated gardening program.

Entries for the competition will open from 1 July - 25 August 2017 with judging taking place in mid September 2017.

Most categories are intended for the home gardeners however there is an additional category for the professionals and also Schools and Childcare Centres.

- Residential Garden - regular home gardens
- Acreage Garden - large properties
- Edible garden - producing fresh, edible produce
- Sustainable garden - innovative gardens incorporating initiatives for being water-wise, managing pests, use of recycled materials
- Professional Gardener - includes resorts, businesses and home gardens established and /or maintained by a professional gardener
- School or Childcare Centre - includes schools, kindy or daycare centres.



SPONSORSHIP

Douglas Shire Council has developed the 'Let it Grow - Douglas Garden Awards' sponsorship packages which offer significant value to local businesses.

Business sponsorship will contribute towards the cost of prizes of the '**Home Gardener**' categories to be judged mid September 2017.

There are two tiers of sponsorship, **GOLD** and **SILVER**, which deliver great opportunities for local businesses to promote themselves. Donations can be made in products, services, vouchers or cash equivalent to that of the relevant tier.

GOLD SPONSORSHIP packages are available at a cost of \$250. **GOLD SPONSORSHIP** benefits include:

NAMING RIGHTS - The **GOLD SPONSOR** has naming rights to the award, so it is known in all media and promotions as "the XXX category award".

COUNCIL PROMOTIONS - The **GOLD SPONSOR** will feature prominently on a dedicated 'Let it Grow - Douglas Garden Awards' page on Council's website, with links to your business, and Facebook promotions.

OTHER PROMOTIONS - The **GOLD SPONSOR** will also feature prominently in the competition advertising on external media to Council.

Council is offering **SILVER SPONSORSHIP** packages for 'Let it Grow - Douglas Garden Awards'.

SILVER SPONSORSHIP packages are available for just \$100 and include:



MEDIA EXPOSURE - All **SILVER SPONSORS** will have their logo included on all promotional posters and will be mentioned in any media releases and print advertisements promoting the gardening competition.

COUNCIL PROMOTIONS - All **SILVER SPONSORS** will have their logo included on a dedicated 'Let it Grow - Douglas Garden Awards' page on Council's website, with a link to your business, and Facebook promotions.

Council is also offering a **SUPPORTERS PACKAGE** for \$50 or products with your name/logo to be included on the 'Let it Grow - Douglas Garden Competition' webpage.

Sponsors will also be invited attend the presentation ceremony.

The winner of the '**professional**' category will receive a trophy to help enhance their professional profile.

To secure your "Let it Grow - Douglas Garden Awards" sponsorship, contact CEO Unit on 4099 9444 or email enquiries@douglas.qld.gov.au