

Partner Pack Summary 2012



Costa the Composter
our ambassador!



International Composting Awareness Week Australia (ICAW) 7-12 May 2012

Better Soil, Better Life, Better Future

ICAW is six days of targeted media and locally-staged activities designed to increase awareness of the benefits of composting and compost use at all scale and accelerate the uptake of compost in the wider Australian community and environment. **Financial support for ICAW is a profound, enduring and strategic investment in the future of our community's sustainability and environmental health and provides you with highly visible exposure.**

www.compostweek.com.au | www.facebook.com/ICAWaustralia | www.twitter.com/ICAWaustralia

National Organic Week Australia (NOW) 5-14 October 2012

Taste the Difference, Feel the Difference, Make a Difference

NOW is 10 days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems and accelerate the uptake of these in the wider Australian community and environment. **Your involvement in this week will enhance your organisation's responsible and environmentally conscientious image and will provide you with highly visible exposure within your industry and wider community.**

www.organicweek.net.au | www.facebook.com/nationalorganicweekaustralia | www.twitter.com/OrganicWeek2012

Benefits from ICAW	Partner Unlimited	Silver Partner 12 only	Gold Partner 8 only	Platinum Partner ICAW + NOW 4 only	12 months exposure!
Exposure through the ICAW national media campaign	✓	✓	✓	✓	
ICAW is Proud Supporter of the <i>Australian Year of the Farmer 2012</i> which provides wider exposure	✓	✓	✓	✓	
Highlight your event(s) on the calendar page of the ICAW website	✓	✓	✓	✓	
Access to customised marketing material	✓	✓	✓	✓	
Access to downloadable material from ICAW website	✓	✓	✓	✓	
Promotion and awareness through our social media community	✓	✓	✓	✓	
Logo or Name on ICAW website	✓	✓	✓	✓	
Promotion through the Compost Ball (and other events)		✓ <i>4 FREE Seats</i>	✓ <i>6 FREE Seats</i>	✓ <i>1 FREE Table</i>	
Logo on ICAW poster			✓	✓	
Budget	\$1,000	\$2,500	\$5,000	\$7,500	

Benefits from NOW	Partner Unlimited	Silver Partner 12 only	Gold Partner 8 only	Platinum Partner NOW + ICAW 4 only	12 months exposure!
Exposure through the NOW national media campaign	✓	✓	✓	✓	
NOW is Proud Supporter of the <i>Australian Year of the Farmer 2012</i> which provides wider exposure	✓	✓	✓	✓	
Highlight your event(s) on the calendar page of the NOW website	✓	✓	✓	✓	
Access to customised marketing material	✓	✓	✓	✓	
Promotion and awareness through our social media community	✓	✓	✓	✓	
Logo or Name on NOW website	✓	✓	✓	✓	
Opportunity to give a short presentation at the OCCAs (Organic Consumer Choice Awards)			✓	✓	
Budget	\$1,000	\$2,500	\$5,000	\$7,500	

Commitment by date: Thursday 1 March 2012 for ICAW or Platinum Partner (ICAW & NOW)

Wednesday 1 August 2012 for NOW Partners ONLY

For more information please request the detailed Partner Pack from Claire Verrot: claire.verrot@corebusinessnet.com