

Partner Pack 2012



**Costa the Composter
our ambassador!**



International Composting Awareness Week Australia 7-12 May 2012

Better Soil, Better Life, Better Future

National Organic Week Australia 5-14 October 2012

Taste the Difference, Feel the Difference, Make a Difference

Partner Pack 2012

International Composting Awareness Week Australia (ICAW)

Monday 7th to Saturday 12th May 2012

The Centre for Organic & Resource Enterprises (CORE) is hosting and promoting International Composting Awareness Week (ICAW), now in its seventh year.

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 scales and accelerates the uptake of compost in the wider Australian community and environment. A new social media approach will be launched this year to increase ICAW's impact dramatically.

Support for the ICAW campaign is a highly visible opportunity to be directly involved in a program aimed at improving knowledge about how composting and compost directly meet the ecological and environmental challenges of the 21st Century; such as climate change and food waste avoidance.

ICAW also aims to encourage all Australians to reconceptualise organic waste as a valuable resource, to increase the recovery of organic material from waste streams and to boost the recycled organic marketplace by promoting the RO products in a range of applications from agriculture to landscape remediation to stormwater treatment.

Consequently, 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.

For more information please see: www.compostweek.com.au

Facebook page: www.facebook.com/ICAWaustralia

Twitter page: www.twitter.com/ICAWaustralia

ICAW 2011 – Outcomes

- Over 1,900 unique visitors on the ICAW website (19/05/11 - 19/06/11)
- 4,300 viewed pages recorded on the ICAW website (19/05/11 - 19/06/11)
- 72 events organised all over Australia
- Numerous media articles and broadcast:
 - 60 articles representing 1,692,132 "Opportunities to See" (in 2010)
 - The Australian (National), The Weekly Times (Victoria), The Land (NSW) newspapers among others covered ICAW 2010
 - 11 interviews representing 25,300 "Opportunities to Hear" (ICAW 2010)



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Promotional Opportunities

ICAW Partner Pack

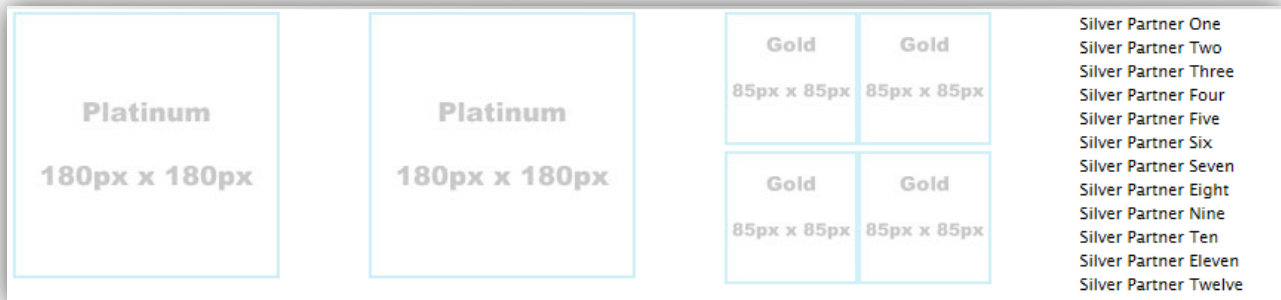
Benefits from ICAW	Partner <i>Unlimited</i>	Silver Partner <i>12 only</i>	Gold Partner <i>8 only</i>	Platinum Partner <i>ICAW + NOW</i> <i>4 only</i>	12 months exposure!
Exposure through the ICAW national media campaign	✓	✓	✓	✓	
ICAW is Proud Supporter of the <i>Australian Year of the Farmer 2012</i> 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	

- ✓ **Visibility from the ICAW national media campaign.**
- ✓ **ICAW is Proud Supporter of the *Australian Year of the Farmer 2012*** which provides you with highly visible exposure.
To find out more on the "Year of the Farmer" check their website: www.yearofthefarmer.com.au
- ✓ **Highlight your event(s) on the calendar page of the ICAW website.**
- ✓ **Access to customised marketing material** (on request): "Proud Silver Partner of ICAW 2012" for example.
- ✓ **Access to the Electronic Pack downloadable promotional material from website:** grant of rights to use the ICAW 2012 identity and logo (for one year) in your communications via password through www.compostweek.com.au on the Partner Resources Kit page.
- ✓ **Promotion and awareness through our social media community:** communication through our Facebook and Twitter ICAW accounts of our Partners.



Partner Pack 2012

- ✓ **Promotion through the Compost Ball:** Silver Partners will receive 4 Free Seats, Gold partners will receive 6 Free Seats and Platinum Partners will receive a Free Table (10 seats). **Unconfirmed seats may be reallocated.** Silver, Gold and Platinum logos will appear on the presentation. You will also have the opportunity to display your product at the entrance to the venue (on request) and to distribute your promotional material (self supplied).
- ✓ **Logo on website:** all Partners logos will be displayed on the Partners 2012 page of ICAW website. Platinum, Gold and Silver partners will have their logo or name displayed at the bottom of each page of ICAW website (except the Compost Ball page) with links to their websites as shown in image below (until the 12th September 2012):



Amount: \$1,000 to \$7,500 (Excl. GST)

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

Contact Claire Verrot from CORE: claire.verrot@corebusinessnet.com

Complimentary ways to be involved in ICAW 2012

- ✓ Events must be posted on www.compostweek.com.au
- ✓ Organise an educational compost session for your staff or local community
- ✓ Help increase media coverage of ICAW 2012 through your website, newsletters, press releases...
- ✓ Provide compost products for promotions
- ✓ Buy product from a certified compost supplier and promote it
- ✓ Display or present promotional materials
- ✓ Attend an ICAW event



Partner Pack 2012

National Organic Week Australia (NOW)

Friday 5th to Sunday 14th October 2012

The Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) are hosting and promoting the fifth annual National Organic Week (NOW) promotional campaign.

NOW is ten 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.

In addition to your participation in Australia's future, your involvement in this week will enhance your organisation's responsible and environmentally conscientious image in relation to managing climate change abatement, organic farming practices, food waste avoidance and composting. NOW will provide your organisation with highly visible exposure within your industry and wider community.

For more information please see: www.organicweek.net.au

Facebook page: www.facebook.com/nationalorganicweekaustralia

Twitter page: www.twitter.com/OrganicWeek2012

National Organic Week - Organic Consumer Choice Awards (OCCAs)

CORE and BFA promote and reward the best organic stakeholders around Australia. The customers vote for their favourite store through NOW Facebook page:

www.facebook.com/nationalorganicweekaustralia

For 2012, the number of categories increases and includes:

- **The Best Organic Retail Outlet Award** (*states and national awards*)
- **The Best Organic Specialist Store Award** (*states and national awards*)
- **The Best Organic Shopping Website Award** (*national award*)
- **The Best Organic Restaurant Award** (*states and national awards*)
- **The Best Organic Cafe Award** (*states and national awards*)
- **The Best Organic Market Award** (*states and national awards*)
- **The Best Conventional Supermarket with an Organic offer Award** (*states and national awards*)

NOW 2011 – Outcomes

- Over 1,500 visits (1/09/11 - 17/11/11) on NOW website
- 58 events organised nationally across Australia
- 29 nominations for the OCCAs
- Over 1975 fans on Facebook
- Over 140 followers on Twitter



Partner Pack 2012

Promotional Opportunities

NOW Partner Pack

Benefits from NOW	Partner <i>Unlimited</i>	Silver Partner <i>12 only</i>	Gold Partner <i>8 only</i>	Platinum Partner <i>NOW + ICAW</i> <i>4 only</i>	
Exposure through the NOW national media campaign	✓	✓	✓	✓	12 months exposure!
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	

- ✓ **Visibility from the NOW national media campaign.**
- ✓ **NOW is Proud Supporter of the *Australian Year of the Farmer 2012*** which provides you with highly visible exposure.
To find out more on the "Year of the Farmer" check their website: www.yearofthefarmer.com.au
- ✓ **Highlight your event(s) on the calendar page of the NOW website.**
- ✓ **Access to NOW logo and customised marketing material** (on request): "Proud Silver Sponsor of NOW 2012". Grant of rights to use the NOW 2012 identity and logo (for one year) in your communications.
- ✓ **Promotion and awareness through our social media community:** communication through our Facebook and Twitter NOW accounts of our Partners.



Partner Pack 2012

- ✓ **Logo on website:** all Partners logos will be displayed on the Partners 2012 page of NOW website. Platinum, Gold and Silver partners will have their logo or name displayed at the bottom of each page of NOW website with links to their websites as shown in image below (until the 12th February 2013):



- ✓ **Opportunity to give a short presentation at the OCCAs** (Organic Consumer Choice Awards): for Gold and Platinum Partners. Gold and Platinum Partners will also have their logos displayed on the presentation and the option to have a digital photograph taken including your sponsorship representative with the award winner.

Amount: \$1,000 to \$7,500 (Excl. GST)

Commitment by date: Wednesday 1 August 2012 for NOW only

Contact Claire Verrot from CORE: claire.verrot@corebusinessnet.com

Complimentary ways to be involved in NOW 2012

- ✓ Events must be posted on www.organicweek.net.au
- ✓ Organise an educational organic session for your staff or local community
- ✓ Help increase media coverage of NOW 2012 through your website, newsletters, press releases...
- ✓ Provide organic products for promotions
- ✓ Buy organic products and promote them
- ✓ Display or present promotional materials
- ✓ Attend a NOW event



Partner Pack 2012

ICAW and NOW 2012 - Partnership Confirmation Form

Commitment by date: **Thursday 1 March 2012 for ICAW or Platinum Partner (ICAW & NOW)**
Wednesday 1 August 2012 for NOW Partners ONLY

PARTNER DETAILS

Surname: First name:
 Organisation: Position:
 Mailing address:..... ABN:
 City: State: Postcode:
 Phone: Fax: Mobile:
 Email:.....

Funding Support Offered (exc.GST)

Partner promotional opportunities			Amount agreed
ICAW	Partner	\$1,000	
	Silver Partner	\$2,500	
	Gold Partner	\$5,000	
ICAW + NOW	Platinum Partner	\$7,500	
NOW	Partner	\$1,000	
	Silver Partner	\$2,500	
	Gold Partner	\$5,000	

Payment-Sponsorship isn't confirmed until payment is made

- Payments can be made by cheque, Visa and Mastercard.
- For cheque payments please make cheques payable to the "Centre for Organic and Resource Enterprises"

FEES PAYABLE: \$.....+ GST

Cheque/EFT (please fax your purchase order with the registration form) ABN: 79 771 962 256

Credit Card Mastercard Visa CCV

Card #:

Expiry date: /

Cardholder Name:Signature:

A Tax Invoice will be emailed to you on receipt of this form. If you do not receive this within 72 hours of sending your Registration Form, please phone CORE on 1300 885 566.

Please fax completed form to: 02 9929 2252

or post to: CORE, Suites 701-703, 107 Walker Street, North Sydney NSW 2060

or email to: claire.verrot@corebusinessnet.com

