



sustainable living expo
home energy water



Working for a sustainable future

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Sustainable Living Expo 2012 – Sponsorship Invitation

Building on Success

Energy and Water Expo re-named Sustainable Living Expo

The Energy and Water Expo, held at the **Centre for Sustainable Living** in Denmark, has been growing year-on-year since it was first held in 2009.

Last year's expo attracted 31 exhibitors and drew a thousand people. It included displays, seminars and workshops all held at a site renowned internationally as a leading light for environmental initiatives across the Great Southern Region of Western Australia.

2011 saw Green Skills raise more than \$20,000 in sponsorship and in-kind contributions for the expo.

Building on this success, a new name has been developed, the **Sustainable Living Expo – Home, Energy, Water**. The expo will be held on the weekend of **February 18-19, 2012**.

The new name reflects the expo's wide family of exhibitors focused on sustainable technologies and practices.

Our byline – home, energy, water – acknowledges the grassroots of the expo and our continuing focus on energy and water.

The new name comes with a new logo designed to appeal to a broad spectrum of the community and provide a long-term identity for the event.

Reach a Growing Market

A number of past sponsors have already offered in-principle support for our 2012 expo and we have received requests from exhibitors for space.

We are anticipating an enthusiastic 'purchase-ready' market at next year's expo, providing your organisation with a great opportunity for exposure and brand recognition.

By taking part you will be demonstrating leadership and supporting a regional community to reduce its environmental impact by implementing a wide range of environmentally sustainable technologies and behaviours.

The Sustainable Living Expo 2012 will also harness public interest developed through the ongoing Denmark Walpole **Green Town Project**. The Green Town project is a comprehensive community awareness campaign program that has included workshops and home energy audits, reaching hundreds of households in the local area. It has stimulated a community-wide desire to change habits and adopt sustainable technologies. This has been reinforced by increasing charges for power and water.

Making an early decision to take part will ensure your organisation can secure the maximum benefit from our promotional activity that will begin during October 2011 with a live web page, promotional materials and media releases.

Exhibition space is available both inside the venue and in a wide range of outdoor spaces. We can accommodate static displays as well as attended exhibits. We can arrange attendants for you if you need extra help

Sponsorship Options.

<p>Gold</p> <p>\$5,000 plus</p>	<p>Gold Sponsors have the option to present up to two seminars, workshops or talks during the expo.</p> <p>Gold Sponsor exhibitor areas will be sized and positioned to suit the sponsor's needs.</p> <p>Gold Sponsors are offered the option of two staff provided by the Expo to man the sponsor's display.</p> <p>Gold Sponsor logos are given prominent placement on:</p> <ul style="list-style-type: none"> • EXPO webpage • EXPO stationery • All media releases • All promotional material such as posters, flyers and program • All paid print advertising <p>Gold Sponsors are featured in a expo promotional story in at least one edition of "What's On At CSL" a fortnightly e-newsletter sent to more than 400 subscribers. Gold Sponsors will also be featured in other newspaper publications.</p> <p>Gold Sponsors are acknowledged at the Centre for Sustainable Living site with a public plaque on display for 12 months.</p>
<p>Silver</p> <p>\$1,000 - \$4,000</p>	<p>Silver Sponsors have the option to present a seminar, workshop or talk (up to two hours).</p> <p>Silver Sponsor exhibitor areas and positioning will be negotiated with the sponsor.</p> <p>Silver Sponsors are offered the option of one staff provided by the Expo to man the sponsor's display.</p> <p>Silver Sponsor logos are placed on:</p> <ul style="list-style-type: none"> • EXPO webpage • Community announcements and media releases • Posters, flyers, program • Some paid print advertising (minimum of 2)
<p>Bronze</p> <p>\$500-\$1000</p>	<p>Bronze sponsors have the option of presenting a seminar, workshop or talk (up to 1 hour).</p> <p>Bronze sponsor exhibits are located along easy access points.</p> <p>Bronze sponsor logos are included on:</p> <ul style="list-style-type: none"> • EXPO webpage • Posters, flyers and some community announcements

All sponsors have the option of listing their organisation in an online directory hosted on the Centre for Sustainability website.

To take up a sponsorship, simply fill out our sponsorship form and send to expo@greenskills.org.au or post to Green Skills, PO Box 577, Denmark, WA 6333 or Fax (08) 9848 3455.

A response indicating your interest would be appreciated by **Friday 28th October 2012.**

A comprehensive report of the 2011 expo events, sponsors, exhibitors, media coverage and public feedback is available at <http://www.denmarkcsl.com.au/conferences.htm> or contact our office on 08 9848 3310 for more information.

Yours sincerely



Stan Vermeeren, Manager Denmark Green Skills