



**20 | NATIONAL
25 | LANDCARE
CONFERENCE
AWARDS**

**Landcare: Nature, Agriculture,
Land and People Positive**

Sponsorship Prospectus

**Australia's largest knowledge
sharing and networking landcare event.**



Australian Government





SUPPORT AUSTRALIA'S LARGEST ENVIRONMENTAL AND AGRICULTURE COMMUNITY

The 2025 National Landcare Conference and 2025 National Landcare Awards will be hosted at the Gold Coast Convention and Exhibition Centre from Sunday 21 to Wednesday 24 September 2025. The program dates for 2025 are:



We are thrilled to welcome landcare champion and ABC TV presenter, Costa Georgiadis as our master of ceremonies, and look forward to collaborating with sponsors and exhibitors at this premiere landcare knowledge sharing event.



WHY LANDCARE?

The landcare community isn't just about conservation and agriculture - it's at the forefront of safeguarding the future of Australia's natural environment.

As climate change and an accelerating biodiversity crisis threaten the very fabric of our landscapes - our soil, our waterways, our native plants and wildlife - tens of thousands of landcarers are taking action. As part of the solution, they're stemming the tide, breathing life back into habitats, restoring ecological balance, and working to leave a thriving legacy for generations to come.

By supporting the 2025 National Landcare Conference and 2025 National Landcare Awards, you will:



Demonstrate your company's commitment to the future of Australia's natural environment, aligning with your ESG goals.



Connect with key industry players, delegates, other sponsors and exhibitors, government and business representatives.



Access the latest insights and trends from the experts on the ground, to inform your own sustainability strategies and innovation efforts.



Boost your brand perception by aligning with Australia's leading environmental conservation and sustainable agriculture community.

SPONSORSHIP OPPORTUNITIES

With multiple event sponsorship opportunities to suit a range of budgets, the three-day 2025 National Landcare Conference and 2025 National Landcare Awards offers field trips, social and networking events, knowledge sharing sessions and exhibition opportunities:

Opportunity	Access to delegate list*	Speaking opportunity	*** Full Conference ticket	Corporate banner to be displayed in panel/plenary/ dinner session	Logo on website, event signage and digital marketing	Recognition of sponsorship in social media post	National Landcare Awards Gala Dinner tickets	Opportunity to co-host side events	Exhibition booth
Conference Sponsor \$30,000	YES	YES	4	YES	YES	YES	Table of 10	YES	YES
Stream Sponsor 5 x \$20,000	YES	YES	2	YES	YES	YES	2		
**First Nations Landcare Gathering \$10,000	YES (sponsored event attendees)		2	YES	YES	YES	2		
**NextGen Landcare Summit \$10,000	YES (sponsored event attendees)		2	YES	YES	YES	2		
**Welcome Reception Event Sponsor \$10,000	YES (sponsored event attendees)		2	YES	YES	YES	2		
2025 National Landcare Awards Sponsor 4 x \$30,000	YES (sponsored event attendees)	YES	2	YES	YES	YES	Table of 10		
Information Exhibition (Poster) Sponsor \$2,500			2		YES		1		
Media Sponsor \$20,000	YES		2	YES	YES	YES	Table of 10		
Field Trip Sponsor 8 x \$5,000			2		YES		2		
Lanyard Sponsor \$5,000			2		YES		2		
Merchandise Satchel \$5,000			2		YES		2		
Exhibition Pod 2m x 1m 15 x \$4,200			2				2		YES
Exhibition Pod 4m x 1m 15 x \$5,500			2				2		YES

*In accordance with Australian privacy legislation | **Multiple available | ***Not field trips



PANEL: Cultural Land Management

Suzanne Thompson

Raphael Clarke

Victor Steffensen

Facilitator: Ricky Archer



IN-KIND SUPPORTER OPPORTUNITY

We value the opportunity to work with like-minded not for profit organisations who welcome the opportunity to promote the benefits of landcare and volunteers. Organisations interested in being a supporter need to have a communications reach that can help us promote the events, speakers, 2025 National Landcare Awards finalists and winners, and educational resources on the Landcarer platform.

As a supporter, the requirements to be included in the branded collateral for marketing and communications activity are:

- ▶ publish monthly posts on their social media channels with content provided by Landcare Australia tagging the event hashtags #NationalLandcareConferenceAwards #LandcareAustralia
- ▶ engage monthly with content on the Landcarer portal about the National Landcare Conference and National Landcare Awards finalists and winners.

Landcare Australia will include the supporter logo on the following branded collateral:

- ▶ National Landcare Conference website
- ▶ National Landcare Conference registration portal
- ▶ Digital marketing collateral (where possible)
- ▶ Event signage.

BRAND, MARKETING AND ENGAGEMENT

At the 2022 National Landcare Conference and 2022 National Landcare Awards, the delegate engagement, media and communications data was:



8.41 million
people reached through media relations



400
in person delegates and 1,000 online delegates



141
speakers



620
National Landcare Awards Gala Dinner guests



98%
would recommend attending future National Landcare Conferences



2,000+
media and social mentions

BRAND, MARKETING AND ENGAGEMENT



The 2025 National Landcare Conference and 2025 National Landcare Awards will be supported by a national, multi-channel marketing and stakeholder engagement campaign reaching millions of Australians across four phases:



**Call for Abstracts Campaign and Early Bird Registrations
December 2024**



**Launch the 2025 National Landcare Conference Program
May 2025**



**2025 National Landcare Conference and 2025 National Landcare Awards events
21-24 September 2025**



Post conference wrap up communications and survey.

Our impactful marketing and communications activities will showcase your support for landcare through multiple high-visibility channels. Your brand will reach Landcare Australia's engaged audience of over 89,000+ social media followers, 51,000 newsletter subscribers, and will be highlighted across our event website, event app, newsletters, publications, the Landcarer platform and a national media campaign.

Additionally, our team will collaborate closely with your marketing and communications team to amplify your landcare story, helping you share this meaningful partnership with your stakeholders.

Your company's logo will feature on signage and marketing collateral during the 2025 National Landcare Conference and Awards, placing your brand in front of more than 500+ delegates, exhibitors, business and government VIP guests.





AWARD CATEGORIES AVAILABLE FOR SPONSORSHIP

2025 Coastcare Award - SOLD

2025 First Nations Landcare Collaboration Award

2025 Junior Landcare Award

2025 Women in Landcare Award

2025 NextGen Landcare Award





Landcare Award categories sponsored by the Australian Government:

**2025 Australian Government
Climate Innovation Award**

**2025 Australian Government
Sustainable Agriculture
Landcare Award**

**2025 Australian Government
Individual Landcarer Award**

**2025 Australian Government
Community Partnerships
Landcare Award**

2025 Bob Hawke Landcare Award

**2025 General Jeffery Soil
Health Award**

PARTNER WITH US

If you would like more information about the 2025 National Landcare Conference and 2025 National Landcare Award sponsorship packages or how we can create a bespoke package for you, please contact us partnerships@landcareaustralia.com.au





ABOUT LANDCARE

Landcare is a grassroots movement of individuals, groups and organisations across Australia with a shared vision to restore, enhance and protect our natural environment and vital agricultural lands. Landcare enables people to actively care for the natural environment in their community through environmental conservation and sustainable land

ABOUT LANDCARE AUSTRALIA

35 years young, Landcare Australia is the national not for profit organisation supporting the landcare community in its work to protect local ecosystems that contribute to the sustainability and productivity of the land and water that sustains us.

Landcare Australia partners with government and business to undertake on-ground projects, deliver funding to local projects, and raise awareness of the significance of landcare.

Together with the landcare community, Landcare Australia's efforts improve biodiversity, build resilience in Australia's food and farming systems, and create stronger communities.

Landcare Australia is actively working with landcare groups and other environmental community groups, Traditional Owners and First Nations communities, young adults, and supporting educators through our Junior Landcare program, and engages farmers and landholders in emerging environmental markets.

www.nationallandcareconference.org.au





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