



LANDSCAPING victoria®

**MASTER
LANDSCAPERS**

PARTNER PACKAGES 2018-19

Introduction to Landscaping Victoria Master Landscapers

Landscaping Victoria Master Landscapers is a progressive association of committed professionals working in an exciting and expanding industry.

It comprises commercial and residential landscape builders, landscape designers, landscape gardeners, students and educators, and landscape service and product suppliers.

In a multi-billion dollar industry they share the common goal of promoting the Association's standards of:







-  **Quality**
-  **Pride**
-  **Professionalism**

Over the last five decades Landscaping Victoria Master Landscapers has grown to be a strong force with a growing public profile, the capacity to add huge value for its members, and the strength to effectively influence industry trends and standards.

Members of Landscaping Victoria Master Landscapers believe that the interests of the community at large can best be served through the observance of a Code of Ethics which recognises that community confidence in the landscaping industry is enhanced by:

- 1. Honesty and Courtesy**
- 2. Skill and Competency**
- 3. Integrity for work and Industry**

To further these aims, Landscaping Victoria Master Landscapers members are expected to:

-  Enhance and foster professional and ethical practice in rendering services;
-  Maintain the highest standards of honesty and integrity to clients, fellow members and the community;
-  Comply with all laws and regulations in the conduct of their business;
-  Encourage educational development and training at all times;
-  Encourage a spirit of harmony and co-operation between members;
-  Act in a manner which advances the standing of the industry in the community.

See more at www.landscapingvictoria.com.au/about-us

PARTNER PACKAGES

| Platinum | Gold | Silver | Bronze | Supplier Premium | Supplier Plus | Supplier |
|----------|----------|----------|---------|------------------|---------------|-----------|
| 1 | 3 | 7 | 30 | Unlimited | Unlimited | Unlimited |
| \$33,000 | \$15,500 | \$11,500 | \$4,350 | \$3,085 | \$2,225 | \$900 |

MEMBERSHIP

Category Exclusivity Option by Board Approval & by price negotiation

LV Membership

Value \$900 includes:

(see separate list of Member Benefits)

LV Database

Value \$1,500 includes:

(only available to Supplier Premium and above)

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ADVERTISING

Earthstyle – Full Page Insert

Value \$3,970 x 1

(choose Spring/Summer OR Autumn/Winter editions)

Earthstyle – Full Page Article

Value \$3,100 x 1

(choose Spring/Summer OR Autumn/Winter editions)

Earthstyle – Full Page Premium Ad x 2

Value \$2,615 x 2 (outside back cover)

(Spring/Summer AND Autumn/Winter editions)

Earthstyle – Full Page Premium Ad

Value \$2,495 (inside front or back cover)

(Spring/Summer OR Autumn/Winter editions)

Earthstyle – Full Page Ad

Value \$2,325

(Spring/Summer OR Autumn/Winter editions)

Earthstyle – ½ Page Ad

Value \$1,095

(choose Spring/Summer OR Autumn/Winter editions)

LV News – Fortnightly e-Newsletter

(24 editions)

Your logo clicks-through to the Partner page of the LV website

Masthead Logo (Platinum)

Value \$650 (per inclusion)

Headline Logo (Platinum/Gold)

Value \$525 – \$475 (per inclusion)

Footer Logo (Silver/Bronze)

Value \$350 – \$250 (per inclusion)

Mid Level Ad

Value \$350 (per inclusion)

LV Weekly Job List & Events Update

(48 editions)

Masthead Logo

Value \$650 (per inclusion)

Strip Logo/Category Separator

Value \$450 – \$350 (per inclusion)

LV Emails – Your Logo on LV Email Footer

Value \$1,400

Every communication that leaves the LV office will feature your logo in Partner category order, then alpha order with one click-thru to Partner profile page of the LV website

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INDUSTRY EVENTS

LV Customised Industry Exposure

Value \$2,500

"Presented by", priority advertising on all pre- and post event activity (event costs additional)

Your Company Signage

Value \$700 (per event)

Display your own banner at all functions (excludes Awards)

| | | | | | | |
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| LEVEL & NUMBER OF PACKAGES AVAILABLE | | Platinum | Gold | Silver | Bronze | Supplier Premium | Supplier Plus | Supplier |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------|-----------|-----------------------|-----------------------|-----------------------|-----------------------|
| | | 1 | 3 | 5 | 30 | Unlimited | Unlimited | Unlimited |
| PACKAGE PRICE (INC GST) | | \$33,000 | \$15,500 | \$11,500 | \$4,350 | \$3,085 | \$2,225 | \$900 |
| LV WEBSITE | Your Logo in Masthead Position on LV site <i>Value \$3,700</i> Prominent static position with click-through to your site (public facing) | | | | | | | |
| | Your Logo in Footer Position on LV site <i>Value \$1,850</i> Scrolling logo with click-through to your site (public facing) | | | | | | | |
| | Your Company Profile <i>Value \$850 – \$1,500</i> Listed on public facing page | | | | | | | |
| LANDSCAPE AWARDS NIGHT | Headline Partner <i>Value \$10,000+</i> Includes your logo in priority position on all pre- to post event collateral, video logo and presentation speech before presentation of Landscape of the Year plus all media and pr after the event | <i>Optional Extra</i> | | | | | | |
| | Presenting Partner <i>Value \$4,700</i> Includes your logo on all pre- to post event collateral, video logo and presentation of LV allocated award category | | | | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> |
| | Entry Tickets to Awards Night <i>Value \$195 per person</i> No. of tickets per partner | 10 | 6 | 4 | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> |
| MEMBER DAY | Member Day <i>Value \$880</i> Advertising in all pre-event collateral. On site signage (as supplied by Partner) | | | | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> | <i>Optional Extra</i> |
| MIFGS | Presenting Partner <i>Value negotiable</i> Subject to negotiation | <i>Optional Extra</i> | | | | | | |
| | Supporting Partner <i>Value \$4,500</i> Includes your logo on all pre- to post event collateral, sponsor board signage, Dome presence inc. video content | | | | | | | |
| | LV Magazine Advertising <i>Value \$2,995 (back cover)</i> Full page ad in our A4 Magazine | | | | | | | |
| | LV Magazine Advertising <i>Value \$2,655 (full page)</i> Full page ad in our A4 Magazine | | | | | | | |
| | LV Magazine Advertising <i>Value \$1,995 (half page)</i> Half page ad in our A4 Magazine | | | | | | | |
| BONUS | Partners Lunch Invitation to annual Partners Lunch | 4 | 2 | 2 | 2 | | | |
| VP | Value Proposition | \$99,245+ | \$44,070+ | \$33,525+ | \$13,055 | \$4,195 | \$2,695 | \$900 |

Note: Landscaping Victoria Master Landscapers reserves the right to amend, adjust, change or substitute any benefit for an alternate solution of a similar value where an event is cancelled or changed due to unforeseen circumstances.

PARTNERSHIP BENEFITS IN DETAIL

MEMBERSHIP

All Partnership Packages include membership. Each membership entitles you to Landscaping Victoria Master Landscapers Supplier membership to 30th June, 2019 with all associated benefits including:

- ☞ Industry accreditation via the use of our partner logo which can be used on your website, emails, stationery (style guide provided)
- ☞ Opportunity to be crowned 'Supplier of the Year' at the Landscaping Victoria Master Landscapers Industry Awards
- ☞ Support on industry issues
- ☞ Networking opportunities
- ☞ Invitations to industry and member-only events
- ☞ Training and professional development opportunities
- ☞ Specially created literature and communication developed just for members
- ☞ Member only access to the Landscaping Victoria Master Landscapers website
- ☞ Free Schedule of Rates book
- ☞ Business name included on 'Find a Supplier' section of website
- ☞ Access to member stickers and car decals for your company vehicles
- ☞ Access to the Member Benefit Program (launched in late 2018).



Supplier of the Year 2017 – Prestige Surfaces

Advertising

A number of advertising opportunities are offered via the various Partner Packages.

EARTHSTYLE

Published twice every year, Earthstyle is distributed to our entire member database as well as industry partners.

Spring/Summer is published in late October to coincide with the Landscaping Victoria Master Landscapers Industry Awards.

Autumn/Winter is published in April and reviews the Melbourne International Flower & Garden Show.

Refer to the Benefits Table on pages 2–3 for details of the advertising relevant to your chosen Package e.g. 1/3 page to full page inclusions.

Advertising over and above, or in addition to Partner Packages can be booked separately. Refer to page 8.



KEY: Use the following key symbols to check the benefits applicable to your chosen Package

Platinum



Gold



Silver



Bronze



Supplier PREMIUM



Supplier PLUS



Supplier Member



Advertising continued

LV NEWS

Published fortnightly, LV News is the e-newsletter our members refer to for all news, advice, updates and events throughout the year.

Partners who take out a Premium Package (Platinum through to Bronze) will enjoy seeing their logo in the masthead, headline or footer position throughout the year. Each logo hyperlinks to either your nominated website or the Partner page of the LV website, subject to your level of Partnership.



2018 Partner Luncheon

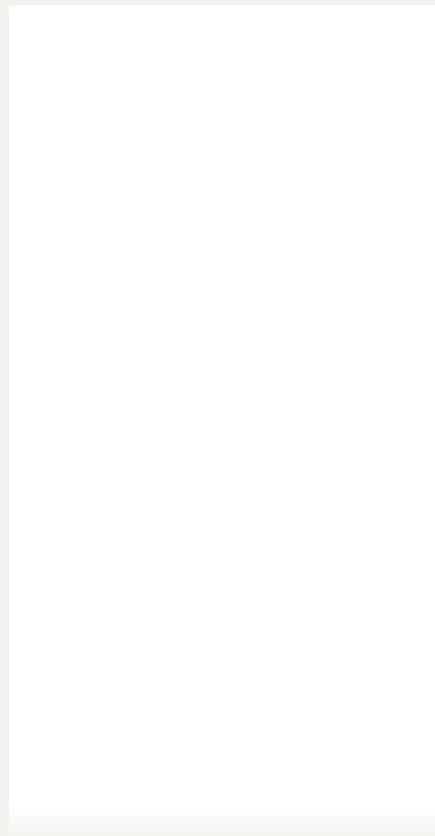
Sidebar advertising appears below the Partner logos and is built into the Supplier PREMIUM and Supplier PLUS packages. It is also available as ad space to be purchased separately by any Supplier member.

WEEKLY JOB LIST

Published weekly, the Job List is sought after by members looking to employ new staff, and to quote on potential jobs that are briefed into LV by the public via our online enquiry channel. Additionally, members can stay up to date with all the latest training sessions, industry and business events that are on offer through the Association and our affiliated partners.

Inclusions are built into the Platinum, Gold and Silver Partner Packages for advertising in the Masthead and Category Separator locations throughout the year.

Please refer to the Benefits Table on pages 2–3 for full details.



LV EMAIL FOOTER

Every communication that leaves the LV office will feature Partner logos in category order, then alpha order with click-thru to your nominated website.



← This is an example of a Category Strip Ad available for



Functions

A number of opportunities are offered via the various Partner Packages.

INDUSTRY NIGHTS

Having our valued Partners attend and support various functions throughout the year is important to us, and networking provides a key opportunity for you to meet our members and spread the word about your particular business.

Package Partners may be invited to co-host an Industry Night with up to three other Partners. The objective of these nights is to present an engaging get-together where all Association members can broaden their personal networks and knowledge within the industry by connecting with other members they might not ordinarily meet, and learning about new products and services offered by industry partners and suppliers.

Limited Industry Nights are held each year, and event costs are additional to the Partner Packages. LV Management reserves the right to coordinate complementary Partners for each event in order to develop a balanced program for the year.



Networking and camaraderie

INDUSTRY AWARDS NIGHT

Held in October each year, the Landscaping Victoria Master Landscapers Industry Awards recognise excellence in design and construction as well as acknowledging Supplier, Apprentice and Landscape of the Year.

Packages that include the option to be a Presenting Partner at the Awards entitle you to:

- ☞ Ongoing promotion as an Awards Partner through all of the Association's communications
- ☞ Tickets to the Awards Night (no. of tickets varies by category)
- ☞ Your logo on all pre- to post event specific collateral, including any related media and press releases
- ☞ Your logo included on video for the allocated Awards category
- ☞ Present the trophy to the winner of your allocated Awards category and be photographed with the winner. Photos remain the property of LV and may be used in post-event media.
- ☞ Presenting Partner allocations for 2018 are inclusive for Platinum, Gold and Silver Partners, with the balance accessible as an optional package extension to Bronze Partners, then Supplier PREMIUM, and Supplier PLUS Partners in turn. Please refer to pages 2–3 for details.



Industry Awards Night



MEMBER DAY

Sponsorship of a Member Day is included in Platinum, Gold and Silver Packages, with the \$850 investment for additional advertising and exposure being optional for Bronze, Supplier Premium and Supplier PLUS Partners, as well as Supplier Members.

Previous Member Days have seen around 100 members attend Golf Days, Bowls Days and other casual and relaxed events in which to network with fellow members and suppliers.

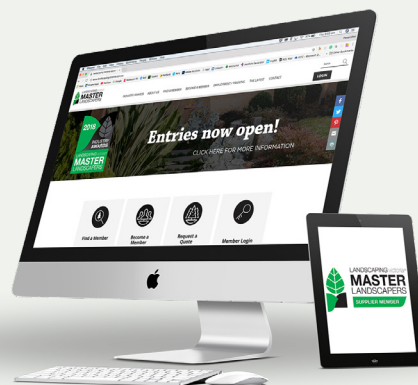
Website

LV WEBSITE

A company profile of each Premium Partner will appear on the LV website visible via both the public and member-only pages.

In addition to this, the Platinum Partner will see their logo in a masthead position on the website with hyperlink to a nominated URL with Gold, Silver and Bronze Partners being recognised via logo and hyperlink on a scrolling footer on the home page.

Supplier PREMIUM, Supplier PLUS and Supplier members business details will be listed in the 'Find a Supplier' pages.



More Benefits

MIFGS

The Melbourne International Flower & Garden Show attracts over 100,000 visitors every year and is the jewel in the crown when it comes to showcasing landscaping in Victoria, and indeed Australia.

Members of Landscaping Victoria Master Landscapers continue to take out the top honours year after year in design and construction awards, and the reaction of the public to the Show Gardens created is nothing short of incredulous.

Additionally, our members play a pivotal role in providing the know-how, expertise, materials and labour to execute this world-renowned event.

Through their packages, Platinum and Gold Partners will provide valuable support to Landscaping Victoria Master Landscapers to present our services to the public and educate them in the benefits of only engaging with LV members when considering landscaping for their property. Supporting Partner logos will appear in all event collateral as well as all pre- and post event media materials.

Included advertising in the LV Magazine further provides Platinum, Gold and Silver Partners with an advertising channel to reach the public who attend this show, and advertising space in the LV Magazine is available as an option to all other Partners and Supplier members.

Over 10,000 copies of the LV Magazine are distributed across the 5 day event.



MIFGS Show Gardens

Sound good to you?

Great! We'd love to have you on board as a Partner for 2018–2019, however you do need to get in quick as we have limited Packages available.

Complete the Agreement on the back page and send it to megan@landscapingvictoria.com.au or call 1300 365 428.

Should the described Packages not quite fit with your business/marketing plans, please call Megan Flower on 1300 365 428 to discuss your requirements – there are individual advertising options available, as well as various other events that form part of our calendar at which your support would be appreciated and from which you can gain valuable exposure and marketing benefits.

Refer to the next 2 pages to see how you can Build Your Own sponsorship with us.

BUILD YOUR OWN

Ad Space

Partner Package not quite for you? Not a problem. We have a variety of other advertising, marketing and sponsorship opportunities for you to take advantage of.

EARTHSTYLE

Published twice every year, Earthstyle is distributed to our entire member database as well as industry partners. Spring/Summer is published in late October to coincide with the Landscaping Victoria Master Landscapers Industry Awards and our Autumn/Winter edition is published in April and reviews the Melbourne International Flower & Garden Show.

Ad space from a 1/3 page up to a full page is available with discounted rates for two (2) insertions. Drop us a line at admin@landscapingvictoria.com.au to request our Rates Sheet.



Earthstyle

LV MAGAZINE

Perfect for retailers, suppliers and contractors whose business needs to be seen by the public, the LV Magazine – published for distribution at MIFGS – provides just the right vehicle in which to advertise your goods and services. With over 10,000 copies distributed in 5 days, this content rich A4 magazine provides consumers with critical advice and direction on how to access Landscaping Victoria Master Landscapers members for professional services from provision of plants and supplies, right through to maintenance and construction. If you are looking for advertising credibility, this is the magazine to be seen in.



LV Magazine

Industry Awards Night

MAJOR SPONSOR

This is the big one! The landscaping industry night of nights! If you would like to see your business name up in lights as the Major Sponsor for the Landscaping Victoria Master Landscapers Industry Awards then contact our office today – an opportunity like this will not last long.

Your logo will appear on:

- all pre-event collateral including our online booking system, e-comms and newsletters
- all Awards Night elements in place including video playback screens, programs, menus, tickets, and of course our media board (which all winners are photographed in front of)
- all post-event collateral and media.

Contact the Landscaping Victoria Master Landscapers office today to reserve your Sponsorship.

To maximise your enjoyment of this event, each Sponsorship includes two tickets to attend the Awards night, scheduled for Saturday October 27th at the Pullman Albert Park.



Reputable Presenters

Investment: Get in first and take out the sole rights for an investment of \$10,000, or become a co-sponsor for \$5,000 (a maximum of 2 Major Sponsors will be signed to ensure prominence of advertising space and acknowledgment throughout the event).

ENTERTAINMENT SPONSOR

There's no need to get out your dancing shoes or warm up your vocal chords for this one as we will call in the professionals, but if you are looking for a unique opportunity to promote your business, here's another way in which you can play an integral role in sponsoring the Landscaping Victoria Master Landscapers Industry Awards Night for 2018.

Your business will be recognised with your logo appearing as per the Major Sponsor elements listed above, with the addition of your logo on the background screen to the entertainment segment.

Investment: Two sponsorships are available at \$4,000 each.



Professional Entertainment

PRESENTING PARTNER

Limited opportunities are available to support this event as a Presenting Partner.

Your business will be in the spotlight quite literally when a representative from your company will be invited to present an award to a winning entrant. With your logo on:

- all pre- to post event collateral,
- video content
- and the category trophy and certificate, you will benefit from your investment long after the event is over.

You will also be photographed with the winner and given access to those images for your own marketing purposes.

Investment: \$2,850 per Award category.



A Rewarding Opportunity

Melbourne International Flower & Garden Show 2018

BOUTIQUE GARDENS COMPETITION

Separate Sponsorship Packages can be planned for businesses wanting to partner with Landscaping Victoria Master Landscapers at MIFGS 2019 for the complete exposure of their brand.

The Boutique Gardens Competition provides a valuable platform for potential sponsors. It is a competition open to all landscapers, students, designers and construction businesses from across Australia and provides a vehicle for finalists to showcase their design talents, push design boundaries and gain valuable industry experience through building a Show Garden with the support and guidance of some of the best mentors in the industry.

Branded as the "Boutique Boulevard", Sponsors feature heavily on branded point of sale flags and signage, increasing your exposure to the public attending, as well as getting in on potential media coverage of the area.

Call 1300 365 428 to discuss sponsorship options with us.



2018 Boutique Gardens

LANDSCAPING VICTORIA STAND

In addition to the Boutique Gardens Competition, Landscaping Victoria Master Landscapers has its own presence at MIFGS, showcasing what the Association stands for and educating the public as to why they should always look to utilise LV members when it comes to engaging the services of a professional in the landscaping domain.

Standing tall in the gardens again in 2019 will be the LV Dome, centrally located between the Show Gardens, Boutique Boulevard and the Achievables Avenue. LV members engage in half hour consultations with the public and offer free advice, and other visitors are drawn in to the stand with LV marketing materials and free giveaways.

If you can visualise visitors tip-toeing through the tulips to talk to our members, or rolling across vast expanses of lawn to lap up the information we offer throughout the show, then call us today to discuss your concept – when it comes to making an impression at MIFGS we are open to all ideas, event those a little left of field!



Advisory Centre



Member Day

If your idea of networking is more social than formal, then this is the sponsorship opportunity to suit your marketing budget.

Member Days vary from year to year, with Barefoot Bowls and Golf being popular activities.

Open to all members and their staff to attend, a Member Day offer attendees great networking and a chance to celebrate the year that was, all in a relaxing, social environment.

Your logo will appear on all pre- and post event collateral as well as all e-comms leading up to the event. Sponsors may also have the opportunity to present prizes at the event (subject to final number of sponsors and prize allocations).



Member Day – Golf

Additional Sponsorship Opportunities

From time to time, Landscaping Victoria Master Landscapers will become involved in other industry events, conferences and shows. We are always open to sharing the exposure we receive at these events with businesses, whether that be through in-kind or financial sponsorship. Call us on 03 8761 9137 if there are any avenues you would like to explore in conjunction with us that are not mentioned in this document. We'd be more than happy to chat about any potential concepts that lead to the growth of the landscaping industry or the broader 'green' industry as a whole.

PRELIMINARY AGREEMENT

Step 1: Choose your Partnership Package (prices include GST)

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Platinum | Gold | Silver | Bronze* | Supplier Premium* | Supplier Plus* | Supplier* |
| \$33,000 | \$15,500 | \$11,500 | \$4,350 | \$3,085 | \$2,225 | \$900 |

Step 2: Please indicate your preferred payment option

- One-off upfront payment on receipt of signed agreement
- Two equal installments commencing with first payment on receipt of signed agreement with the balance to be paid 29th September 2018
- Four equal installments commencing with first payment on receipt of signed agreement, second installment on 28th July 2018, third installment on 1st September 2018 with the balance to be paid 29th September 2018

Step 3: Please provide your Company Details

Note: Upon receipt of this Preliminary Agreement, you will be sent a full Membership Application which must be completed and ratified by the Board before full Partnership is granted.

Company Name:

Address:

Phone:

Web Address:

Email:
(for general correspondence)

Email:
(for accounts)

Purchase Order No.:
(if required)

Step 4: Please acknowledge the Terms and Conditions

This is a binding agreement between Landscaping Victoria Master Landscapers and the above named Company for services and member benefits delivered between 1 July 2018 – 30 June 2019. Requests for cancellations or part refunds will not be accepted once this agreement is signed.

**ON BEHALF OF
THE COMPANY**

**ON BEHALF OF
LANDSCAPING VICTORIA**

| | |
|---------------------------------------|---------------------------------------|
| Authorised Name: <input type="text"/> | Authorised Name: <input type="text"/> |
| Signature: <input type="text"/> | Signature: <input type="text"/> |
| Date: <input type="text"/> | Date: <input type="text"/> |

For further information please contact:

Megan Flower | General Manager
Waterman Business Park
Suite 37, 44 Lakeview Drive, Scoresby VIC 3179
t 8761 9137 e megan@landscapingvictoria.com.au