



PARTNER PACKAGES



2021-22

www.landscapingvictoria.com.au

PARTNER PACKAGES

		Platinum	Gold	Silver	Bronze	Supplier Plus	Supplier
		1 SOLD \$36,000	3 SOLD \$17,500	5 1 LEFT \$14,000	30 \$4,850	Unlimited \$2,890	Unlimited \$965
MEMBERSHIP	Category Exclusivity Option by Board Approval & by price negotiation						
	LV Membership (Supplier Category) Value \$965 (see separate list of Member Benefits)						
	LV Database Value \$1,800 (only available to BRONZE and above)						
ADVERTISING	Earthstyle – Full Page Article Value \$3,100 x 1 (choose Spring/Summer OR Autumn/Winter editions)	 Article	 Article	 Article			
	Earthstyle – Full Page Premium Ad x 2 Value \$2,745 x 2 (inside cover) (Spring/Summer AND Autumn/Winter editions)	 Inside Cover					
	Earthstyle – Full Page Premium Ad Value \$2,745 (first 10 pages) (Spring/Summer OR Autumn/Winter editions)		 First 10 pages				
	Earthstyle – Full Page Ad Value \$2,620 (Spring/Summer OR Autumn/Winter editions)			 First 15 pages			
	Earthstyle – ½ Page Ad Value \$1,145 (choose Spring/Summer OR Autumn/Winter editions)				 Main Pages	 Main Pages	
	LV News – Weekly e-Newsletter (48 editions) Your logo clicks-through to your website OR Partner page on LV website	 Masthead + Footer 48 editions	 Footer 48 editions	 Footer 48 editions	 Footer 48 editions		
	Masthead Logo (Platinum) Value \$480 (per inclusion)						
	Footer Logo (All partners) Value \$130 – \$80 (per inclusion)						
	LV Banner Ad Value \$360 (per inclusion)					 Mid-Level 2 inclusions	
	LV Job List & Events Update - Weekly EDM (48 editions)						
	Masthead Logo Value \$480 (per inclusion)	 Masthead + Footer 48 editions	 Strip Ad Min 16 editions + Footer	 Strip Ad Min 16 editions + Footer	 Footer 48 editions		
	Strip Logo/Category Separator Value \$460 – \$360 (per inclusion)						
	Footer Logo (All partners) Value \$130 – \$80 (per inclusion)						
	LV Emails – Your Logo on LV Email Footer Value \$1,500 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						
	LV Socials - Brand Specific Post Value \$200 per post Instagram Increase your followers via our micro-influencer posts to this niche industry market	 6 posts p/a	 4 posts p/a	 2 posts p/a		 2 posts p/a	
INDUSTRY EVENTS	LV Customised Industry Exposure Value \$2,600 “Presented by”, priority advertising on all pre- and post event activity (event costs additional). LV to cover digital hosting costs as needed. Cost of F2F events (catering, venue hire etc) is additional and shared between co-hosts						

LEVEL & NUMBER OF PACKAGES AVAILABLE		Platinum	Gold	Silver	Bronze	Supplier Plus	Supplier
PACKAGE PRICE (INC GST)		¹ SOLD \$36,000	³ SOLD \$17,500	⁵ 1 LEFT \$14,000	30 \$4,850	Unlimited \$2,890	Unlimited \$965
LV WEBSITE	Your Logo in Masthead Position on LV site <i>Value \$3,900</i> Prominent static position with click-through to your site (public facing)						
	Your Logo on Homepage of LV site <i>Value \$1,950</i> Scrolling logo with click-through to your site (public facing)						
	Your Company Profile <i>Value \$1,600 - \$880</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 \$4,950 – sell for \$3,100</i> Includes your logo on all pre- to post event collateral, branded category video, live presentation of your allocated award category, plus 2 tickets				<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>
	Entry Tickets to Awards Night <i>Value \$215 per person</i> No. of tickets per partner	 10	 6	 4	<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>
MEMBER DAY	Member Golf Day <i>Value \$950</i> Your brand in all pre- to post event collateral, tee signage, opportunity to supply signage for lunch room.				<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 \$4,750</i> Includes your logo on all pre- to post event collateral, sponsor board signage, marquee presence inc. video content in marquee	<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>	<i>Optional Extra</i>
THE BEST MAGAZINE	The Best Magazine Advertising <i>Value \$3,230 (Inside Cover)</i> Full page ad in The Best Magazine						
	The Best Magazine Advertising <i>Value \$2,850 (Full Page)</i> Full page ad in The Best Magazine						
	The Best Magazine Advertising <i>Value \$2,170 (Half Page)</i> Half page ad in The Best Magazine						
BONUS	Partner Summit / Lunch Invitation to annual Partners Summit & Lunch Number of seats funded by LVML as indicated. Additional Tickets \$250 p/p	 2	 2	 2	 1		
VALUE	Value Proposition The total value of all elements if purchased as standalone items	\$92,345	\$46,745	\$40,540	\$13,730	\$3,390	\$965

Note: Landscaping Victoria Master Landscapers reserves the right to adjust any benefit as needed in order to deliver benefits to both the Members and the Partner as a result of conditions or interruptions outside our control.

Where an event is cancelled or changed, benefits of a similar value will be offered.

Cover Photo courtesy of Josh Norman Landscapes. Designed by @acre_studio, landscape construction @joshnormanlandscapes, concrete by @conc.au. Photo @erikholtphotography

PARTNERSHIP BENEFITS IN DETAIL

MEMBERSHIP

All Partnership Packages include membership. Each membership entitles you to Landscaping Victoria Master Landscapers Supplier membership to 30th June, 2022 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
- Business profile 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.



Warners Nursery, 2019 Supplier of the Year



Networking and camaraderie



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.

Premium 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. LVML Management reserves the right to coordinate complementary Partners for each event in order to develop a balanced program for the year.



Member Day – Golf



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 attracting over 100 attendees.

Typically Member Days also incorporate a charitable component, supporting LVML's nominated charity.

Sponsor signage on course is provisioned by LVML, and Sponsors are encouraged to bring their own banner to display in the lunchroom.

Sponsorship of a Member Day is included in Platinum, Gold and Silver Packages, with the \$950 investment for additional advertising and exposure being optional for Bronze, 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.

INDUSTRY AWARDS NIGHT

This is the big one! The landscaping industry night of nights!



Held in November each year, the Victorian Landscape 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 the video of your allocated Award category
- Present the trophy to the winner of your allocated Awards category and be photographed with the winner. Photos remain the property of LVML and may be used in post-event media.
- Presenting Partner allocations are inclusive for Platinum, Gold and Silver Partners, with the balance accessible as an optional package extension to Bronze Partners and all other Supplier Members.

MAJOR SPONSOR

If you would like to see your business name up in lights as the Major Sponsor for the Victorian Landscape Awards then contact our office today – an opportunity like this will not last long. Your logo will appear on:

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

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 Victorian Landscape Awards.

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.

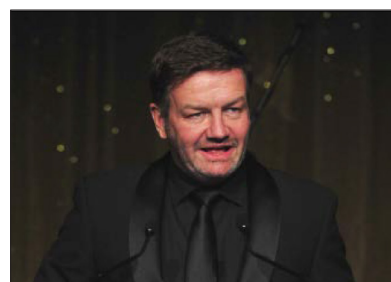
PRESENTING PARTNER

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: \$3,100 per Award category.



Reputable Presenters



Professional Entertainment



A Rewarding Opportunity

MELBOURNE INTERNATIONAL FLOWER & GARDEN SHOW

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 LVML 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.



MIFGS Show Gardens



Boutique Gardens

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.



Advisory Centre

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 LVML members when it comes to engaging the services of a professional in the landscaping domain.

Standing tall in the gardens again in 2022 will be the LVML Dome, centrally located between the Show Gardens, Boutique Boulevard and the Achievables Avenue. LVML members engage in half hour consultations with the public and offer free advice, and other visitors are drawn in to the stand with LVML 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, even those a little left of field!



The Best Magazine

THE BEST MAGAZINE

Perfect for retailers, suppliers and contractors whose business needs to be seen by the public, The Best 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.

ADVERTISING

EARTHSTYLE

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

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

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

To extend the reach for this trade-focussed magazine, it is also published digitally on Issuu with active hyperlinks to advertiser sites.

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

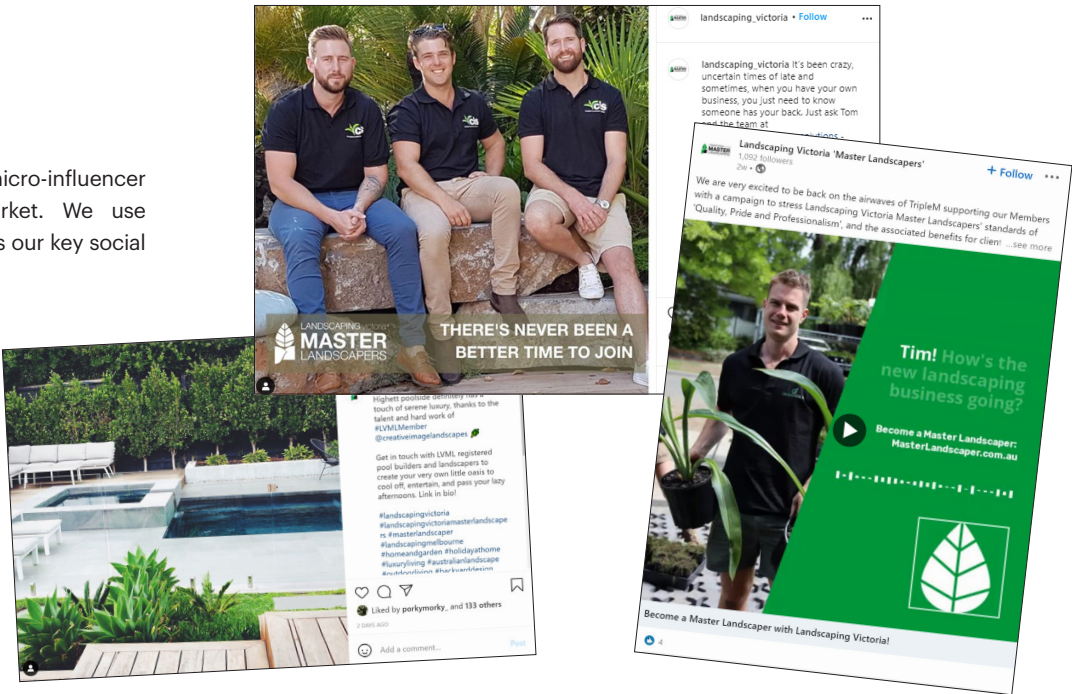


Click on the images above to view Earthstyle in digital format

LV SOCIALS

Increase your followers via our micro-influencer posts to this niche industry market. We use Instagram, Facebook, and LinkedIn as our key social platforms.

Limited opportunities are available.

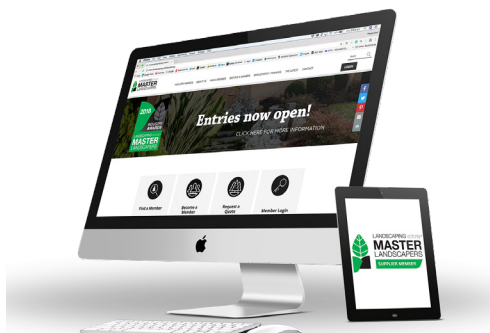


ADDITIONAL SPONSORSHIP OPPORTUNITIES

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 9566 7284 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.

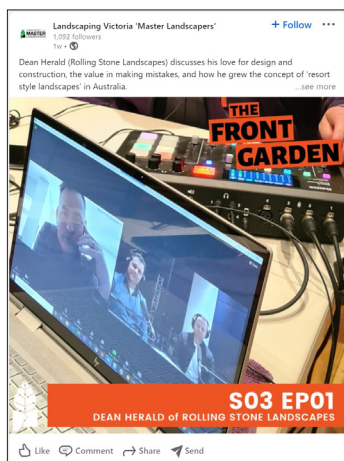
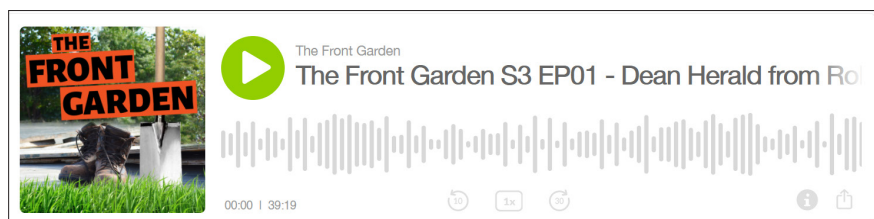
LVML WEBSITE



A company profile of each Premium Partner will appear on the LVML 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.

All Premium Partners and Suppliers of every level have a profile incorporating business details and images (optional) in the 'Find a Professional' pages.



THE FRONT GARDEN PODCAST

Hosted by Landscaping Victoria Members Tyson Owen from Signature Landscapes and Chris Weiss from Formation Landscapes, [The Front Garden](#) is a podcast from Landscaping Victoria covering the latest in landscaping, news trends and stories from people within the industry to make a landscapers career a little easier.

Advertising: Professionally produced and voiced by a selection of artists, ads run for 30-45 secs and are available to be booked in blocks of 10 episodes.

SOUND GOOD TO YOU?

Great! We'd love to have you on board as a Partner for 2021-2022, however you do need to get in quick as we have limited Packages available.

Please get in touch with:

Darren Free, Membership Engagement Officer via member@landscapingvictoria.com.au, or

Megan Flower, CEO via mflower@landscapingvictoria.com.au



LANDSCAPING victoria®

MASTER
LANDSCAPERS

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"/>
Platinum	Gold	Silver	Bronze*	Supplier Plus	Supplier
\$36,000	\$17,500	\$14,000	\$4,850	\$3,260	\$965

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 27th September 2021.
- ☐ Four equal installments commencing with first payment on receipt of signed agreement, second installment on 27th July 2021, third installment on 30th August 2021 with the balance to be paid 27th September 2021.

Step 3: Please provide your Contact Details

Note: Upon receipt of this Preliminary Agreement, if you are not already a Member you will be sent a full Membership Application which must be completed and ratified by the Board before full Partnership is granted, and a detailed Agreement sent to you for signing. If you are already a Member, a detailed Agreement will be sent upon receipt of this preliminary agreement.

Company Name:

Your Name:

Phone:

Email Address:

For further information please contact:

Darren Free, Membership Engagement Officer
or Megan Flower, CEO

Landscaping Victoria Master Landscapers
Sector Offices, Suite 7, Level 3

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