



TROPICANA

Tropical gardening and sustainability expo

Environmental awareness



Renewable energy



Sustainable gardening



Green living



2017 Sponsorship Prospectus

Rockhampton Botanic Gardens

Saturday 7 October 2017

9.00am - 1.30pm

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Rockhampton Regional Council is proud to host the region's second Tropicana event, the tropical gardening and sustainability expo.

Tropicana is a place where people come to learn about sustainable gardening, creating an environmentally sustainable lifestyle and find out what services and products are available in the region. In 2017 our goals are to:

- Improve understanding and skills in gardening in tropical areas
- Increase awareness of sustainable gardening opportunities
- Provide all tropical gardening and sustainability related industries the opportunity to promote their business/activity
- Provide the community with access to a range of knowledgeable service providers and industry experts
- Showcase innovative and environmentally friendly products and services
- Educate the community through a variety of presentations, workshops and hands-on activities

Tropicana will be held at the Rockhampton Botanic Gardens, Saturday 7 October from 9.00am to 1.30pm.

Rockhampton Regional Council will announce the winners of it's annual Spring Garden Spectacular competition winners will be announced at this year's event.

If you are interested in sponsoring the 2017 Tropicana Expo, please complete the Sponsorship Registration form.

All sponsorship packages can be tailored to suit individual company needs and can be negotiated as one or three year contracts. There is also the opportunity to combine sponsorship packages for the Spring Garden Spectacular and Tropicana.

Key contact:
Sports and Education Supervisor
Rockhampton Regional Council
4932 9000
sport@rrc.qld.gov.au

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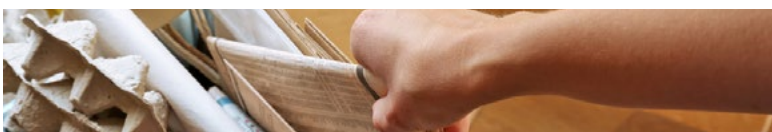


NAMING RIGHTS SPONSOR - \$5,500 (inc. GST)

Show your customers, clients and competitors what you stand for and enhance your reputation as an environmentally friendly business through your support of Tropicana.

Naming rights sponsor benefits:

1. Naming rights of event (*'Your Company' 2017 Tropicana*)
2. Logo and company name on all promotional and advertising material
3. Site in a prime location at the 2017 Tropicana
4. Opportunities to display banners in all workshop and presentation marquees (multiple banners may be displayed whilst the 2017 Spring Garden Spectacular presentations are underway)
5. Ongoing recognition throughout the day
6. Photo opportunities and media release mentions
7. Recognition of sponsorship through Council's social media platforms
8. Opportunity to connect with Tropicana site exhibitors through one electronic direct mail out (sponsor supplies message for Rockhampton Regional Council to disseminate).



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MEDIA PARTNER – \$2,200 (inc. GST)

Get the stories before others and connect with large numbers of potential new followers by becoming our media partner.

Media partner benefits:

1. Logo on promotional and advertising material
2. Dollar for dollar sponsorship (Council will provide \$2,200 plus ad production)
3. Ongoing recognition throughout the day
4. Photo opportunities and media releases subject to publication
5. Recognition of sponsorship through Council's social media platforms



MARQUEE SPONSOR - \$1,500 (inc. GST)

Take the opportunity to express your support of sustainable and environmental initiatives and enhance your reputation.

Marquee sponsor benefits:

1. Logo on selected promotional and advertising material
2. Site in a prime location at the 2017 Tropicana Expo
3. Opportunities to display banners in the sponsored marquee (multiple banners may be displayed whilst the 2017 Spring Garden Spectacular presentations are underway)
4. Ongoing recognition throughout the day
5. Photo opportunities and media releases subject to publication
6. Recognition of sponsorship through Council's social media platforms