

# INTERNATIONAL COMPOST AWARENESS WEEK

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SPONSORSHIP KIT 2018



# WHAT IS INTERNATIONAL COMPOST AWARENESS WEEK (ICAW)?

International Compost Awareness Week (ICAW) is a strategic marketing campaign about the benefits to the community of composting and recycling organics. Hosted annually by the Centre for Organic Research & Education (CORE) in May, ICAW receives extensive publicity and media coverage around Australia. While ICAW is a concentrated week of events, the campaign is promoted throughout the year resulting in extensive media coverage viewed by the broader community. This provides sponsors with a substantial exposure opportunity.

Your support and involvement in ICAW will enhance your organisation's reputation and image with the community and focus attention on an activity that most households participate in, in one form or another – organics recycling.

## WHY SPONSOR?

### SUPPORT A CLIMATE CHANGE INITIATIVE

Composting is nature's way to sequester carbon back into the earth. This process has occurred over millions of years reducing the presence of carbon in the atmosphere and cooling the earth's climate.

### EXPOSURE TO AN AUDIENCE OF OVER 200,000 PEOPLE

ICAW has a media partnership with Universal Magazines who publishes Good Organic Gardening, Eat Well and Well Being Magazine. The campaign will be promoted through their printed magazines, e-newsletters and Facebook pages.

### BE KNOWN AS A SOCIALLY RESPONSIBLE BUSINESS

ICAW has established a reputation across Europe, North America and Australia for supporting and promoting composting, a powerful and essential natural recycling process. Your customers and employees are increasingly demanding that businesses take responsibility for their own impacts to the environment. Your company's association with ICAW will increase your competitive advantage, improve company culture and generate significant community goodwill.

### BRAND RECOGNITION AND PROMOTION

Your investment will result in significant exposure during the ICAW campaign period. Promotion and advertising will also be facilitated at individual events, as well as through radio and online.

### GREAT NETWORKING OPPORTUNITIES

ICAW events will bring together a range of compost products and service providers with community, government and industry interest groups. Each event will provide valuable opportunities to further business ventures and discover new business partners.

# 2018 SPONSORSHIP PACKAGES

SPONSORSHIP LEVELS			
ICAW Sponsor Category	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Annual Contribution (GST Exclusive)	\$3,000	\$2,000	\$1,000
Benefits			
Prominent placement for your logo on the ICAW website for one year linking to your website.	✓ <i>LARGE size logo throughout website</i>	✓ <i>MEDIUM size logo throughout website</i>	✓ <i>SMALL logo on sponsors page only</i>
Free license* to use the ICAW logo for one year - Promote your link to organic programs and enjoy an enhanced Corporate Social Responsibility profile.	✓*	✓*	✓*
Highlight your events/promotions on the event calendar page of the ICAW website, throughout the year.	✓	✓	✓
Automatic CORE membership (listed as a 'Participating Member').	✓	✓	✓
<b>Social media promotion:</b> Benefit from promotion on our social media channels. Reach thousands online and their wider networks	<i>Mention at time of joining, during and after the Week</i>	<i>Mention at time of joining and during the Week</i>	<i>Mention at time of joining</i>
<b>Brand exposure:</b> Complimentary ICAW flyers for your events with your logo alongside other sponsors logo. Flyers also distributed at any event CORE is promoting ICAW at. Talk to us about numbers of flyers needed <u>in advance</u> .	✓	✓	
Your logo will appear on the sliding banner on the homepage of the ICAW website as well as on the Sponsors & Supporters page	✓	✓	✓
Brands (name and product) featured on the ICAW Product & Services Directory webpage (on request)	✓ <i>Unlimited</i>	✓ <i>1 only</i>	
Secured mentions across our direct email campaign - <b>Get on board early for more mentions</b>	✓	✓	
<b>Media exposure:</b> Media release inclusion includes acknowledgement as Major Sponsor, logo displayed and opportunity to insert quote.	✓		

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# 2018 SPONSORSHIP PACKAGES

## WEBSITE STATISTICS ANNUAL 2017 STATS

**Total Visitors - 9.5k+**

**New Visitors - 7.7k+**

**Return Visitors - 1.7k+**

## CAMPAIGN PERIOD (FEB - MAY 2017)

**Total Visitors - 5.4k+**

**New Visitors - 4.2k+**

**Return Visitors - 1.1k+**

## SOCIAL MEDIA STATISTICS



**3.6k+**



**340+**

### PLATINUM SPONSORSHIP

Platinum sponsorship offers a range of tailor made options and additional benefits. The CORE team works extensively on an individual basis with organisations and individuals wishing to sponsor more to the annual program or a specific event.

**To discuss bespoke opportunities in confidence, please contact us on [info@core.asn.au](mailto:info@core.asn.au). Limited positions are available. Sponsorship deadline applies.**

### IN-KIND SPONSORSHIP

In previous years we have received a proportion of in-kind support from sponsors. This has included media, cross-promotion and competition prize giveaways. We would be delighted to hear from you if you are able to provide products or services in-kind for our event.

### SPONSORSHIP APPLICATION DEADLINE: FRIDAY 27TH APRIL 2018

**For more information about ICAW, visit:**

[www.compostweek.com.au](http://www.compostweek.com.au)

[www.facebook.com/ICAWaustralia](https://www.facebook.com/ICAWaustralia)

[www.twitter.com/CompostWeek\\_AU](https://www.twitter.com/CompostWeek_AU)

### ABOUT THE CENTRE FOR ORGANIC RESEARCH & EDUCATION (CORE)

The Centre for Organic Research and Education (CORE) is a not-for-profit organisation supporting and promoting the beneficial reuse of recovered organic resources. This work helps to promote the organic cycle, particularly organic recycling, food production and organic products. Highlights during the 12 month program include International Compost Awareness Week Australia (ICAW) and National Organic Week (NOW).

The CORE network is substantial. The CORE team works with industry and government partners and connects thousands of CORE Members. Over the years, shared agendas have included climate change abatement, organic practices, food waste avoidance and composting. CORE programs have served to promote products made from recovered and recycled resources. They have helped open up new markets, from treating run-off from wrecking yards and city streets to helping farmers reduce chemical input, save water and increase yields.