

INTERNATIONAL COMPOSTING AWARENESS WEEK

RESOURCEFUL LEADERSHIP
IS SURPRISINGLY SIMPLE

- INVEST IN COMPOST

www.compostweek.com.au

SUNDAY 4 MAY – SATURDAY 10 MAY 2008

A Compost Australia Event

**COMPOST
AUSTRALIA** 

A Division of the WASTE MANAGEMENT ASSOCIATION OF AUSTRALIA

Facilitated by

Centre for
Organic &
Resource
Enterprises

INTERNATIONAL COMPOSTING AWARENESS WEEK

Investing in the annual International Composting Awareness Week is an investment in Australia's future and your company's reputation.

In one event filled week, a series of educational and promotional events will be hosted around Australia to raise awareness of the importance of composting and to encourage composting in practice.

Your involvement in these events will enhance your organisation's responsible and environmentally conscientious image in relation to managing climate change, supporting healthy soil and delivering community sustainability.



BENEFITS OF YOUR SUPPORT

Supporting a valuable 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.

Help to revive Australia's soils

Australia is an old and weathered continent. Ancient soils combined with extensive cultivation have significantly reduced soil productivity. Compost is a natural and cost effective means to improve soil structure, nutrient quality, water infiltration and retention.

Business image

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.

ICAW creates
market opportunities
for organic material
sent to landfill

Advertising and promotion

Your investment will result in significant exposure during the planning and promotional phase of the program, as well as throughout ICAW. Promotion and advertising will be facilitated at individual events, as well as through radio and internet.

New business partners

ICAW events will bring together a range of compost product 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.

Support services provided by CORE

In partnership with state and local governments, corporate sponsors and various state-based waste management authorities and working groups, the Centre for Organic & Resource Enterprises (CORE) will provide support services to enable ICAW 2008 to be delivered nationwide. These services include but are not limited to Accounting, Administration, Budgeting, Event Co-ordination, Fundraising, Project Co-ordination, Publications Design, Publicity, Sponsorship Co-ordination, Telecommunications provision, Website Design, Website Building and Website Hosting.

ICAW SUPPORTERS IN 2007

Diamond Sponsors



Platinum Sponsors



Industry Sponsors



ICAW EVENTS

Education and Training Events

- Compost demonstrations in homes, schools, parks and gardens
- Site tours of compost facilities, community gardens and private gardens
- Community education sessions

Media Events

- Advertisements and interviews to promote individual events
- Interviews with recognized community leaders
- Product launches
- Roadshows

Promotions and Incentive Offers

- Product and service promotions, discounts, giveaways and competitions

Industry Awareness and Promotion

- Government briefings
- Displays at Local Government offices, composting facilities and community groups

Community Events

- The Compost Ball
- Community fairs
- Stalls at local growers or organic markets
- Tree planting and other community gardening projects

Composting
reduces irrigation
requirements

Improve soil quality,
structure, nutrient
quality, water infiltration
and retention

Design your own event - contact CORE to discuss your ideas and proposals

What are the 2008 Compost Leadership Awards?

The 2008 Compost Leadership Awards will be presented at the Compost Ball as part of International Composting Awareness Week 2008 (ICAW). The annual awards are designed to recognise leadership and innovation within the recycled organics industry. Awards to be presented include:

- Contamination Management Award.
- Recovery Contract Innovation Award.
- Government Innovation Award.
- The 'Close the loop' Award.
- Community Education Award.
- Leadership Award.
- Product Design Award
- Water Resource Management Award.

The nominations will be judged by a cross section of government and industry experts, then announced on the awards night. Nominations will be judged on how well they meet the criteria for each individual award.

The Compost Balls will be attended by people from organic recycling businesses, their major customers, state and local government, suppliers of goods and services to the industry and affiliated businesses. The event will include a dinner, entertainment, the awards presentation and provide excellent networking opportunities.

The awards presentation will be held at the Sydney and Melbourne Compost Ball functions and in other states should an ICAW function be held.

What sponsorship opportunities are there for my organisation?

Sponsoring the 2008 Compost Leadership Awards will be a rewarding investment for your organisation. Not only will you be supporting growth, leadership and innovation within the recycled organics industry, but we have tailored a number of packages to offer you the opportunity to promote your organisation and its products and/or services to a range of state government, local government, industry players, media and community who are connected with the recycled organics industry.

The following sponsorship packages are offered:

HOW TO SPONSOR

Principal Sponsor - \$10000 + GST (one only)

The Principal Sponsor of Compost Leadership Awards provides the opportunity to be the overall state sponsor of all the awards presented. Offered exclusively to one organisation in each state, the Principal Sponsor will be recognised for their valued support and will benefit from extensive promotion and publicity during the lead-in, judging process and the Compost Ball where the awards ceremony will take place. The Principal Sponsor will play an important role within the Compost Leadership Awards profile, this partnership will allow for exposure and recognition

Principal Sponsor benefits to your organisation

- Gold Sponsor naming rights for the 2008 Industry, State & Local Government Compost Leadership Awards in the state where held.
- Organisation logo on all promotional material including banners, audio visual presentations, entry forms, invitations and programs.
- Banner display (self supplied) at the Compost Leadership Awards.
- Invitation to make opening address at awards presentations.
- Invitation to participate on the judging panel for all or selected awards.
- Organisation logo and 50 word profile in the printed Awards Program and ICAW website with link to your organisation's website.
- Invitation to provide corporate promotional material or item (self supplied) to all guests at the Awards Presentation Ceremony at the NSW and/or Victorian Compost Ball.
- Rights to use ICAW logo on your own promotional material to publicise your involvement in the 2008 Compost Awards.
- Inclusions in photographs of award winners for use in post event publicity.
- Invitation to provide an article and email advertisement/editorial for distribution through ICAW website, WMAA & Compost email newsletters.
- Four complimentary (4) tickets to the Compost Ball and Awards Ceremony.
- Certificate of appreciation for your participation as Principal Sponsor and logo of winners plaque.

Individual Award Sponsor - \$2,500 + GST each

	Award Name	Open to...
1	Overall Leadership Award For leadership in the recycled organics industry	RO Industry
2	Contamination Management Award For most improved contamination management in Source Separated Organics	Government, private sector, NFP and RO Industry
3	Recovery Contract Innovation Award For most innovative organics recovery contract	Local Government, private sector, NFP
4	Government Innovation Award For most innovative use of compost in local government operations	Local Government
5	The 'Close the loop' Award For most progressive recycled organics purchasing policy/ program	Government, private sector and Not For Profit (NFP)
6	Community Education Award For leadership in compost community education	Local Government, RO Industry and NFP
7	Water Resource Management Award For the best product application for water resource efficiency and management	Local Government, RO Industry, End-users and NFP
8	Product Design Award For most innovative RO product design (for a specific application)	RO Industry

Summary of benefits to sponsor

- Organisation named as sponsor on the award presented.
- Organisation named as award sponsor on promotional materials including entry forms, press releases, event invitations and programs.
- Invitation to participate on the respective award judging panel.
- Two (2) complimentary tickets to the Compost Ball and awards ceremony.
- Inclusion of the company logo on the Compost Awards banner.
- Organisation logo, 50 word organisation profile and web link on ICAW website.
- Certificate of appreciation for your participation as an Individual award sponsor.

Support sponsor - \$1000 + GST each

Summary of benefits to sponsor

- Receive two (2) tickets to the Compost Ball where the awards will be presented
- Inclusion of the company logo on the Compost Awards banner
- Having a logo, 50 word organisation profile and link to your organisation's website on the ICAW website
- Certificate of appreciation for your participation as an Individual Award Sponsor

Commitment deadline: March 31st, 2008

To discuss further the opportunities outlined in this document please contact Angus Johnston at Compost Australia. 02 8746 5088 or angus@wmaa.asn.au

We look forward to your participation in the 2008 Compost Leadership Awards.

SPONSORSHIP CONFIRMATION

INTERNATIONAL COMPOST AWARENESS WEEK 2008 COMPOST AUSTRALIA

Company Name: _____ ABN: _____

Contact Person: _____ Position: _____

Address: _____

City: _____ State: _____ Postcode: _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

I/We are interested in becoming the:

- Principal Sponsor \$10000 + GST
- Individual Award Sponsor \$2500 + GST
- Support Sponsor \$1000 + GST

Payment

Upon receipt of your application you will be sent a letter of confirmation and a tax invoice.

Payment is due by 31st March 2008.

Method of payment: Cheque Credit Card EFT (Electronic Funds Transfer)

Card Type: Visa MasterCard Amex Diners

Card No: _____ Exp Date: _____

Cardholder Name: _____

Signature: _____

Agreement by sponsor

(1) Selected sponsorship – I/we understand that sponsorship preferences will be allocated in order of receipt of application and payment.

(2) Use of space (if applicable) – all exhibit material, furniture and selling aids will be kept within the perimeter of the assigned space

Organisation: _____ Date: _____

Print Name: _____ Signature: _____

Send your application form to:

Waste Management Association of Australia
Suite 4D, 5 Belmore Street BURWOOD NSW 2134
T: 02 8746 5000 F: 02 9701 0199
Email: angus@wmaa.asn.au