WA Hiking Expo Sponsors
Recognition benefits & options
(for event-wide sponsorship)*

1. **Brand** - recognition via display of organisation's logo (including web link where practicable) on Expo website, Facebook page and elsewhere on all official Expo e-newsletters footers and Expo promotional materials e.g. flyers, posters, banners etc;

2. **Media** - recognition via other public announcements / presentations / interviews before and on event day (via radio, newspaper, podcast, Expo Facebook page);

3. **Video** - recognition via looping of sponsor profile on large screen at the event (discuss additional images and text allowance with us);

4. **Marquee site discount -** $100 (50%) discount on single site; $100 (30%) discount on double site;

5. **Sponsor profile page** - on the [Expo website](link) (link from ['Who's There'](link) page; logo plus additional images and text allowance; discuss with us);

6. **Donation in kind for pre-Expo fund-raiser Raffle** - (**option**; check with us)

7. **Image (HEALTH & WELL-BEING)** - be associated with supporting and promoting a popular, healthy outdoor recreational activity in WA which appeals to wide age demographic (from young families to seniors);

8. **Image (ENVIRONMENT)** - be associated with fostering the general public's appreciation and enjoyment of the natural environment in a popular National Park near Perth;

9. **Reach wide audience** - Achieve significant 'reach' and brand awareness across wide demographic of the Perth community;

10. **Your team's involvement** - opportunities for sponsor's staff to contribute at the event and/or during planning and gain wider brand recognition on event day. Talk with us about specific opportunities.

11. **Option to broaden recognition** – via parallel sponsorship (separate from the Expo) of **HikeWest** (as per separate [HikeWest sponsorship policy](link)).

(*) **Sponsorship of individual items is also an option**: Branding recognition is then more limited; mainly via signage associated with individual item and acknowledgment on website etc.