



WA Hiking Expo Sponsors - 2023

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, Expo entry banner etc. (Additional brand display options for sponsorship of \$1000 and over.)
 2. **Media** - recognition via other public announcements / presentations / interviews before and on event day (via radio, newspaper, podcast, Expo Facebook page).
 3. **Sponsor profile page** - on the [Expo website](#) (link from '[Who's There](#)' page; logo plus additional images and text allowance; discuss with us).
 4. **Video** - potential option for recognition via looping of sponsor/s video clips on large LED/LCD screen at the event (for sponsorship of \$1000 and over; discuss with us).
 5. **Expo marquee exhibitor site 100% discount** - Site fee (including pre-erected marquee) reduced to zero subject to level of sponsorship (minimum \$500); see Stallholder fee schedule for details and conditions applying.
 6. **Option for additional sponsor gear display areas** - See 7.8m x 7.8m undercover sites #22 and #37 on site map & images (subject to sponsorship level and conditions).
 7. **Donation in kind of prizes for pre-Expo fund-raiser lucky draw/s and/or Raffle plus Expo participant feedback surveys.**
 8. **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).
 9. **Image (ENVIRONMENT)** - be associated with fostering the general public's appreciation and enjoyment of the natural environment in a popular National Park near Perth.
 10. **Reach wide audience** - Achieve significant 'reach' and brand awareness across wide demographic of the Perth community;
 11. **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.
 12. **Option to broaden recognition** - via parallel sponsorship (separate from the Expo) of **HikeWest** (as per separate [HikeWest sponsorship policy](#)).
- (*) **Sponsorship of individual items is also an option** (eg climbing wall): Branding recognition is then more limited; via signage associated with the individual item/s and acknowledgment on website etc.