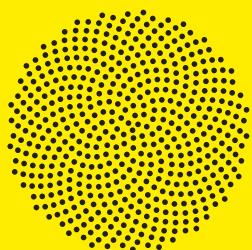


#Get Sunflowered Sponsorship Package 2016–2017





REACTIVATE HQ

226 COMMERCIAL ROAD
MORWELL, 3840
+61 (0)476045892
OUTR@RMIT.EDU.AU

LYNTON AZLIN

REACTIVATE LATOBE VALLEY
+61 (0)476045892

JANE DARLING-SLOYAN

REACTIVATE LATOBE VALLEY
+61 (0)476045892

ROSALEA MONACELLA

CO-DIRECTOR, OUTR
+61 (0)418226210



Overview

Get Sunflowered is part of the ReActivate Latrobe Valley initiative that will see a number of spaces across Latrobe City come to life when thousands of sunflowers bloom in summer. Each site will be transformed through a range of sunflower designs that will allow people to have different experiences, creating a happy and vibrant trail throughout our city.

About Us

ReActivate Latrobe Valley seeks to assist the community of the Latrobe Valley shift from existing forms of economic dependence to new sustainable and resilient models. The primary focus of this phase is to enable creative practices and community groups to act as the agent for change through the flexibility of temporary occupation.

OUTR (Office of Urban Transformations Research) is a Research Laboratory in the School of Architecture + Design at RMIT University, Melbourne, Australia that explores design as an agent of understanding and responding to the challenges of a rapidly changing complex world through live projects in collaboration with a range of industry, community and government stakeholders.



17th June, 2016

Get Sunflowered is an annual project of the ReActivate Latrobe Valley project in collaboration with artists and designers from Australia and abroad. The project demonstrates how redundant spaces in our towns can be transformed into something beautiful, and in the process bring people together to make positive change.

This is a collaborative community project supported by local government authorities, private enterprise and local community groups, that is concerned with the making of the work as much as the wondrous outcome itself. It is about bringing people together to bring about positive change.

There are 6 confirmed sites across 3 towns identified so far, with a possibility for 3 more sites, located in Churchill, Melbourne and Japan. These 9 sites will be transformed through a range of sunflower designs that will allow people to have different experiences, creating a vibrant and happy trail through the Latrobe Valley and beyond.

Sites range from vacant lots in the heart of town, overgrown tennis courts to a historical hospital site.

The sunflowers will be planted in October and November 2016, the flowers will bloom in late January and February 2017, and they will be harvested late February 2017.

The details of the sponsorship packages and opportunities available and their benefits are outlined in the following document.

We greatly appreciate your consideration of our proposal.

Yours sincerely,

Rosalea Monacella

Associate Professor
Director ReActivate Latrobe Valley
Office of Urban Transformation Research
School of Architecture & Design
RMIT University, Melbourne



So why sponsor an Event?

Sponsorship is the most powerful marketing media there is. This is because sponsorship has a combination of things that no other marketing media has:

- Authentic personal and emotional relevance
- Total 'integratability'
- Unparalleled flexibility
- Personal and emotional relevance

What you get with sponsorship is not just an audience but the privilege of connecting with people through something they care about – something they have already decided is important enough to invest their time, their money and their heart.

Through sponsorship, brands have the opportunity to demonstrate how they value the community, understand the experience and can enhance the experience in a very personal way. Do that and you will make your brand a welcome and valued part of the experience.

Contrast that with advertising. People care about what you're interrupting with the ad, not the ad itself. Event great ads get tired after just a few viewings. With few exceptions, people do not love the medium of advertising. It does not make people's lives better. There are other marketing media with great personal relevance. When it's done well, social media can be outstanding at establishing connections with target markets. But social media can't do the rest.

Brand exposure to a large audience of positively engaged people across Latrobe Valley in the lead up to, and during the event

- Generate leads through networking and exposure
- Create new partnerships and alliances
- Strengthen your position as a market leader through securing sponsorship with industry exclusivity
- Demonstrate a commitment to and investment in the local community of Latrobe Valley.

Our goal is to meet your needs and find the best way to honour your generous contribution as a partner and sponsor. We will work with you to develop a tailor-made package – be it special acknowledgement, brand visibility, community outreach and get involvement.

This document outlines the sponsorship packages available. Any package is open to negotiation and your input is valued. Should you prefer to make a donation to the Get Sunflowered event rather than a sponsorship arrangement, this also would be greatly accepted and appropriately acknowledged.

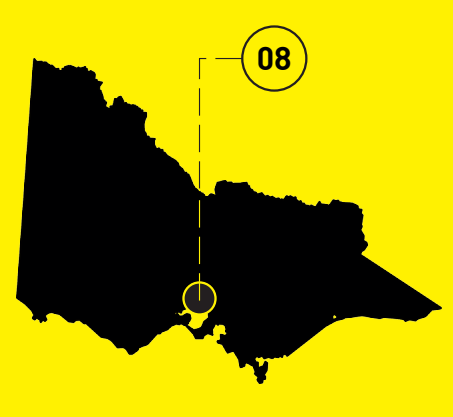
Locations





Victoria

Melbourne



Japan

Takasago



Sponsorship Levels

* can be a resource donation to the value of . . .

- Platinum \$10,000
- Gold \$5,000+
- Partner \$1000 - \$4,999
- Contributor \$250- \$999

Logo/Name Placement on GetSunflowered App/Website

Logo/Name Placement on GetSunfloweredPosters

Logo/Name Placement on Get Sunflowered Postcards

Logo/Name Placement on Print Ads

Display signage available during Get Sunflowered

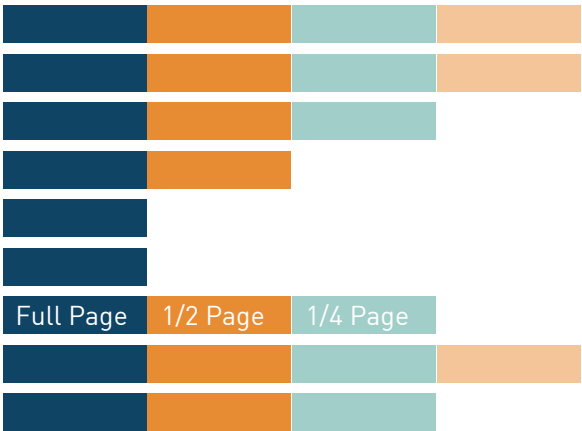
Promotional material shown on digital displays

Ad in Event Programme.

Company Brochures/Flyers handed out during Events

Logo displayed in ReActivate Headquarters.

Platinum Gold Partner Contributor



Opportunity to Headline and Host Official Party or Event

Opportunity to introduce a screening or speaker

Opportunity for Product Distribution to Get Sunflowered attendees

Product Placement in all welcome packages for attendees

Opportunity to provide welcome speech at Get Sunflowered event.



Logo on Get Sunflowered website

Social Media Promotions

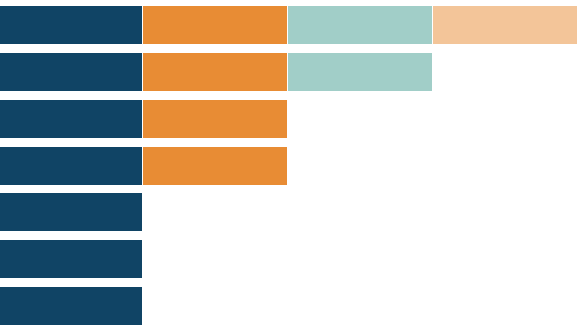
Multiple Social Media Promotions

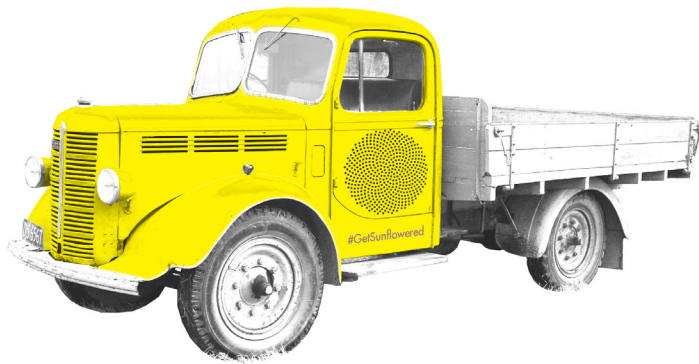
Highlighted in ReActivate Newsletter

Mention in Get Sunflowered Press Releases

Mentions in Get Sunflowered Media Interviews

Involvement in the strategic direction





Seeking: Vehicle

We are currently seeking a vehicle for purposes of the Get Sunflowered event. This vehicle will be used for work focused around the event, like transporting material and equipment, ferrying volunteers to and from the 9 different locations as well as for general errands.

The Get Sunflowered logo as well as the sponsoring party will be prominently located on the vehicle.

We are seeking this as a donation to Get Sunflowered. In return, the sponsoring party will receive all benefits in the platinum category of sponsors as detailed in the previous page, including their logo and names mentioned in all advertising and media material.



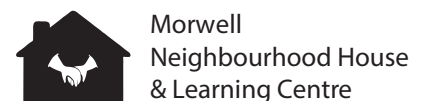
Partners

Partners receive branding on the event program, website and Facebook page, plus branding on the collateral or promotional item they elect to sponsor. Note that the costs of additional promotional items are in-kind for the provision of elected items.

Terms

These sponsorship fees are restricted to the 2016-2017 event only. Please note that all sponsorships will attract 10% GST. We also have DGR status. On acceptance of a sponsorship package, a tax invoice will be issued.

Past Sponsors and Partners



Past Collaborators



Ben Morieson

Melbourne, Australia

Ben Morieson has completed his Masters of Art in Public Space at RMIT University. His art practice to date has had an emphasis in public art situations. Much of Morieson's work is absurdist and often challenges the audience to separate irony from sincerity, or to clarify their own perceptions within an ambiguous context. The work takes many different forms ranging from the purely sculptural to that of performance or action, or video and photographic.

www.benmorieson.com.au

Karres+Brands

Hilversum, The Netherlands

Since 1997, Karres+Brands has worked on diverse projects, studies and competitions, both in the Netherlands and abroad. Their work encompasses every scale of spatial design, from area strategies and infrastructural projects to parks and gardens, and from urban planning assignments to product design. With this they rely on their enthusiasm and craftsmanship, continuously broadening their outlook towards developing appropriate and innovative responses to the challenges of today.

www.karresenbrands.nl



Stoss Landscape Urbanism

Boston, USA

Stoss is a Boston-based design firm that believes in the productive role of landscape in the making and re-making of cities and social spaces. With backgrounds in landscape architecture and urbanism, Stoss asks questions and looks for non-conventional solutions. How do you make nature in the city? How do you manufacture ecologies that bring urban spaces back to life? How do you design social spaces that take on a life of their own? These are questions that interest Stoss as a practice.

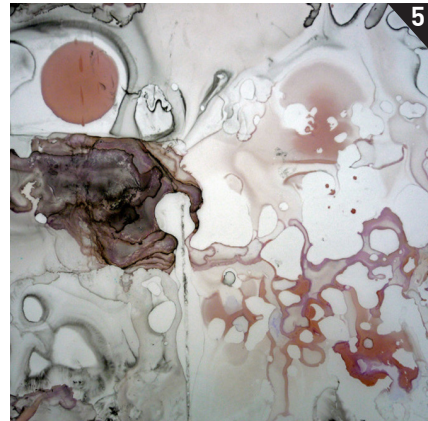
www.stoss.net

Endemic

San Francisco, USA

Led by Clark Thenhaus, Endemic is a small architecture and urbanism office interested in careful readings of cultural context, politics, history, and architecture's social salience and engagement with the public.

www.endemicarchitecture.com



Taylor Cullity Lethlean

Melbourne + Adelaide, Australia

Taylor Cullity Lethlean (TCL) is globally recognised landscape architecture practice with offices in both Melbourne and Adelaide. Since 1989, TCL has undertaken an investigation into the poetic expression of the Australian landscape and contemporary culture. This has permeated their design work in a multiplicity of public settings, from urban waterfronts to desert walking trails. In each case the detailed exploration of context, site and community have informed outcomes and enriched the patterning and detail of TCL's projects.

www.tcl.net.au

Featured Media

Latrobe Valley Express

"Resilient sunflowers grow on" 25 February 2016

Gippsland FM, "Wake up with Mario" program, 9 February 2015

Latrobe Valley Express

"Sunflower rainbow brightens Moe" 29 February 2016

The Age

"Sunflowers in full bloom in the middle of Morwell in the Latrobe Valley" 25 February 2015

ABC Radio Gippsland, "Statewide Drive" program, 26 February 2015

ABC Radio Gippsland

Interview with Tony Lea, VRI site, 28 February 2015

Latrobe Valley Express

"Valley in full bloom" 11 February 2016

Latrobe Valley Express Online

"Sunflowers set to power Morwell party happiness" 9 March 2015

ABC Radio Gippsland

Interview with Rhiana Whitson, 12 March 2015

3TR Radio

Morning program with Greg Allen, 13 March 2015

Latrobe Valley Express

"Blooming sea of yellow" 30 March 2015

RMIT Media

"Sea of 100,000 sunflowers blossoms in the Latrobe Valley" 30 March 2015

Leading Agriculture magazine

"Sea of sunflowers blossoms in Latrobe Valley" 28 April 2015

Making Connections magazine (RMIT)

"Rays of hope" 1 May 2015

Australian Financial Review

"Rays of hope" 4 June 2015

ABC Radio Gippsland

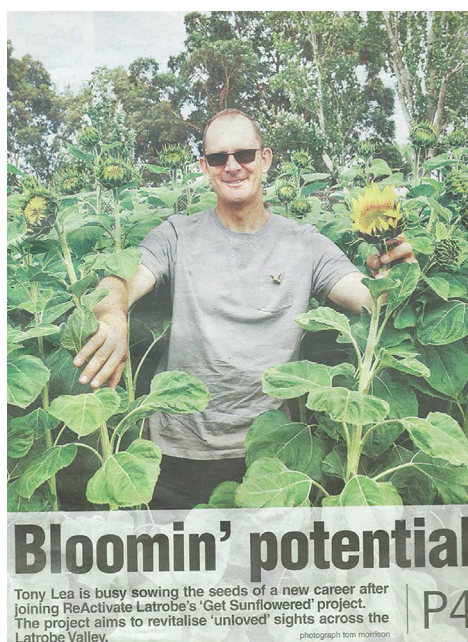
"Get Sunflower'd project makes shortlist for Tidy Towns awards" 4 June 2015

Latrobe Valley Express

"Rewarding experience" 8 June 2015

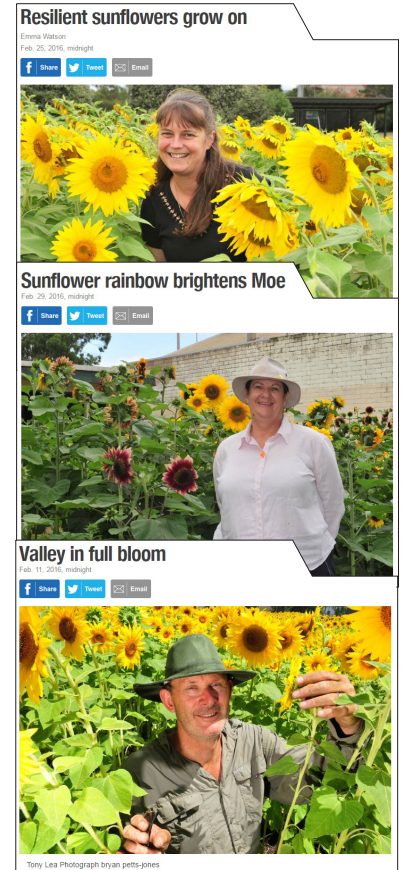
Landscape Architecture Australia magazine

"Seeds of Change" November issue 2015





Latrobe Valley Express



Awards

Tidy Towns Sustainable Communities Awards 2015 Winner,
Community Action and Leadership (Population above 3,000)

