

watergum

community for environment



**It's about being part of
something real**

2020 Corporate Sponsorship Prospectus



Community for Environment

The Australian environment is under pressure and people have a strong desire to help. Many just don't know where to start.

Watergum has made helping the environment accessible. We have a unique approach that engages the community to carry out hands-on environmental work.

- **We match people with activities that suit their interests and skills;**
- **They carry out meaningful work;**
- **They feel good about what they do;**
- **Real and tangible improvements are made to the environment.**

We are excited about engaging thousands of people to do positive environmental work and we would like to offer your organisation the opportunity to sponsor us to help expand our reach and services.

By sponsoring Watergum we will give you valuable brand exposure through our events, extensive marketing program and media coverage. We can also help your staff and customers feel good about being associated with a not for profit organisation which is making a real difference.





What does Watergum do?

Supports on-ground environmental groups

We have 50 member groups who focus on activities such as tree planting, weed removal, care for native animals and rubbish collection. We support these groups by providing them with financial and project management, insurance support and marketing services. This takes the administrative pressure off these often small organisations and allows them to concentrate on their core environmental work.

Citizen Science

Watergum helps the community get involved in scientific work that helps the environment. We manage six citizen science programs which run continuously throughout the year. These long-term projects enable people to collect data in a systematic and scientific way. We check and process this data and then make it publicly available. Our 12-year PlatypusWatch program monitors population trends in multiple creek systems and allows us to take action if required. Our Cane Toad Challenge program enables the community to get actively involved in trapping cane toad tadpoles and reduce the threat of this destructive pest.

Events

We also run numerous events each year including bus tours, tree planting days, and education and awareness seminars. Our Biggest Tree Planting days are major events that attract in excess of a 1,000 people and result in up to 15,000 trees being planted. This event also includes multiple nature-based stalls and entertainment in a market-like atmosphere. Our annual BioBlitz events, where small teams from the community are led by scientists into remote areas to look for rare and unusual plants and animals, also attract a high level of interest from the public and media.

Through these initiatives we directly engage thousands of people of all ages and from diverse backgrounds including school groups, community organisations, science institutions and the general public.

We also make contact with tens of thousands of people through our newsletter, very active social media presence and excellent coverage by newspapers, radio and television.



A solid organisation

For 18 years we have been an action orientated, non-political organisation that links community and environment through on-ground work.

Our governing committee is a balanced mix of professionals, volunteers and business people. Our paid staff are passionate, qualified professionals who choose to work for a non-profit organisation which is making a difference.

We are a growth orientated and innovative organisation, however careful planning guides our direction and all decisions are underpinned by sound financial data. We seek sponsorship in order to expand our services.

We believe we have a good business model and a great team and would like to help more people to help the environment.



Why sponsor us?



BRAND RECOGNITION

Your brand will be seen by 20,000 plus engaged people (and growing) through:

- signage and announcements at our programs and events;
- our website, newsletter and facebook page;
- coverage of our activities, by newspapers, radio and television.



GOOD CORPORATE CITIZEN

Your reputation as a good corporate citizen will be enhanced by:

- making staff proud that their employer is helping the environment;
- partnering with a non-profit organisation which can help attract and retain passionate customers.



SAFE AND SECURE INVESTMENT

Sponsoring Watergum is a safe and secure investment because we are:

- non-political and have partnered closely with Federal, State and Local Governments, and a wide range of small and large businesses for over 15 years;
- a well-managed organisation driven by planning and sound financial management;
- a science-based organisation that records all information collected in secure and publicly accessible databases and mapping systems.



Choose your package!

BioBlitz 2020

\$10,000 Gold Sponsor

1 available

- Recognition: audio visual display, website and verbal
- Advertising: Signage on stage, full page advertisement in newsletter before event. Logo on event t-shirt.
- Networking: 4 Survey tickets
- Social media: 3x facebook, branded email to participants

BioBlitz 2020

\$5,000 Silver Sponsor

2 available

- Recognition: audio visual display, website and verbal
- Advertising: Signage on stage, half page advertisement in newsletter before event. Logo on event t-shirt.
- Networking: 4 Survey tickets
- Social media: 2x facebook

BioBlitz 2020

\$2,500 Bronze Sponsor

3 available

- Recognition: audio visual display, website and verbal.
- Advertising: Signage at registration.
- Networking: 2 Survey tickets
- Social media: 2x facebook

BioBlitz 2020

\$500 Supporter

5 available

- Recognition: audio visual display, website
- Advertising: Signage at basecamp
- Social media: 1x facebook

PlatypusWatch

\$2,500 Program Sponsor

2 available

- Recognition: Logo on website 12 months. Verbal
- Advertising: Logo on flyers and banner
- Social media: 1x branded facebook posts, inclusion in program posts.

Waterbugs & Water Quality

\$2,500 Program Sponsor

2 available

- Recognition: Logo on website 12 months. Verbal
- Advertising: Logo on flyers and banners
- Social media: 1x facebook branded post, inclusion in program posts.

Seagrass

\$2,500 Program Sponsor

2 available

- Recognition: Logo on website 12 months. Verbal
- Advertising: Logo on flyers and banner
- Social media: 1x branded facebook posts, inclusion in program posts.

Cane Toad Challenge

\$5,000 Program Sponsor
2 available

- Recognition: Logo on website 12 months. Verbal
- Advertising: Logo on flyers and banner
- Social media: 1x branded facebook posts, inclusion in program posts.

Cane Toad Challenge

\$500 Program Supporter
5 available

- Recognition: website 12 months.
- Social media: inclusion on program posts.

Cat Claw Creeper

\$2,500 Program Sponsor
2 available

- Recognition: Logo on website 12 months. Verbal
- Advertising: Logo on flyers and banner
- Social media: 1x branded facebook posts, inclusion in program posts.

Tree Planting Day 2020

\$2,500 Event Partner
2 available

- Recognition: website 12 months.
- Advertising: Signage at event. Logo on marketing.
- Social media: 1x facebook branded post, inclusion in event posts.

Tree Planting Day 2020

\$500 Event Supporter
5 available

- Recognition: website 12 months.
- Advertising: Signage at event
- Social media: 1x facebook

Watergum

\$1,000 Supporter
5 available

- Recognition: website 12 months.
- Advertising: Signage at selected events
- Social media: 2x facebook

Cane Toad Challenge

Trap mould sponsor
\$30,000 1 available

- Your logo on our standard mould and will be printed on every trap distributed in Australia for lifetime.
- Your logo on the website for 12 months.

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www.watergum.org
info@watergum.org