



Lardner Park GARDEN + HOME EXPO



Saturday 5th & Sunday 6th October 2024

Sponsorship Invitation

Lardner Park Garden + Home Expo Event Sponsors



Lardner Park Strategic Partners



Lardner Park Supplier Alliance



HISTORY OF THE EVENT & WHY SPONSOR?

Lardner Park is a local, not-for-profit organisation and began its modest journey back in 1963. The 120-hectare venue has developed into a major multi-event location in West Gippsland with 100% of our revenue generated going back into operating costs and continued development of our beautiful property.

After 19 years of organising the Garden & Home Expo, the local community group - Drouin Lions Club - allowed Lardner Park to take over the reins in order to maintain the momentum of this very successful event. The Drouin Lions Club still play an important role assisting our team wherever possible, whilst continuing to share their financial contribution with the local community.

The Lardner Park Garden & Home Expo would not exist without the continued support of our valued Strategic Partners and event sponsors, and we'd like to invite you to be part of this year's Expo.

The Lardner Park Garden & Home Expo will be extensively promoted on social media, through publication media partners and industry partner channels along with all contacts in our extensive data base. Sponsors are also offered a suitable site at the Expo to attend where there will be the opportunity to network and showcase your products and services.

Last year's event saw 120 exhibitors and 5000 visitors at the Expo where they were able to purchase, learn, be entertained and savour from an array of food vendors. Popular television and topical speakers will present throughout the 2-days and will be promoted in the lead up to the event. Your brand will also be exposed to patrons visiting Lardner Park - we host over 120 events and 200,000 visitors per year.

We'd love to acknowledge your valuable sponsorship of the event as soon as possible and ensure that your preferred trade stand location is available and locked in before sites sell-out, as well as advertising deadlines.

Pavilion naming rights sponsorships are available - if interested, talk to our team



SPONSORSHIP LEVELS & BENEFITS

Gold Level

SPONSORSHIPS AVAILABLE : 12

\$3,500 *inc. gst* | IN-KIND \$4,500 (RETAIL)

- ✓ Lardner Park Garden & Home Expo banner - your logo included
- ✓ Lardner Park website, your logo and link to your website included
- ✓ E-news, your logo included
- ✓ Social Media, including Facebook coverage/posts
- ✓ Print media - newspaper & topical magazines, flyers - your logo included
- ✓ Official program - full page advertisement - your logo & brand information included
- ✓ Television advertising - your logo included
- ✓ Lardner Park Garden & Home Expo Trade Stand in applicable* pavilion -
Nurseries & Gardens Pavilion OR Country Living Hub Pavilion
- 5m x 10m premium corner site + 2 trestles/4 chairs
OR
Home Pavilion
- 3m x 9m premium corner site + 2 trestles/4 chairs
OR
External site - > 9m x 18m premium site to be determined

**(product dependent)*
- ✓ Presentation opportunities x 2 daily on demonstration stage in applicable pavilion
- ✓ Exhibitor 2-day entry passes x 6
- ✓ Adult patron entry day passes x 5
- ✓ Alimentos 'Garden Cafe' - coffee vouchers x 10

SPONSORSHIP LEVELS & BENEFITS

Silver Level

SPONSORSHIPS AVAILABLE : 8

\$2,500 *inc. gst* | IN-KIND \$3,500 (RETAIL)

- ✓ Lardner Park Garden & Home Expo banner - your logo included
- ✓ Lardner Park website, your logo and link to your website included
- ✓ E-news, your logo included
- ✓ Social Media, including Facebook coverage/posts
- ✓ Print media - newspaper & topical magazines, flyers - your logo included
- ✓ Official program - 1/2 page advertisement - your logo & brand information included
- ✓ Lardner Park Garden & Home Expo Trade Stand in applicable* pavilion/area -
Nurseries & Gardens Pavilion **OR** Country Living Hub Pavilion
- 4m x 12m premium corner site + 1 trestles/2 chairs
OR
Home Pavilion
- 3m x 8m premium corner site + 1 trestles/2 chairs
OR
External site - > 9m x 9m premium site to be determined

**(product dependent)*
- ✓ Presentation opportunities x 2 daily on demonstration stage in applicable pavilion
- ✓ Exhibitor 2-day entry passes x 4
- ✓ Adult patron entry day passes x 3
- ✓ Alimentos 'Garden Cafe' - coffee vouchers x 5

SPONSORSHIP LEVELS & BENEFITS

Bronze Level

SPONSORSHIPS AVAILABLE : 6

\$1,500 *inc. gst* | IN-KIND \$2,500 (RETAIL)

- ✓ Lardner Park Garden & Home Expo banner - your logo included
- ✓ Lardner Park website, your logo and link to your website included
- ✓ E-news, your logo included
- ✓ Social Media, including Facebook coverage/posts
- ✓ Print media - newspaper & topical magazines, flyers - your logo included
- ✓ Official program - 1/4 page advertisement - your logo & brand information included
- ✓ Lardner Park Garden & Home Expo Trade Stand in applicable* pavilion/area -
Nurseries & Gardens Pavilion OR Country Living Hub Pavilion
- 3m x 9m premium corner site + 1 trestle/1 chair
OR
Home Pavilion
- 3m x 5m premium corner site + 1 trestle/1 chair
OR
External site - > 6m x 9m premium site to be determined
**(product dependent)*
- ✓ Presentation opportunities x 1 daily on demonstration stage in applicable pavilion
- ✓ Exhibitor 2-day entry passes x 4
- ✓ Adult patron entry day passes x 2

SPONSORSHIP AGREEMENT

Lardner Park Garden & Home Expo 2024 Sponsorship Agreement between Lardner Park and

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DETAILS OF AGREEMENT

SPONSORSHIP ENTITLEMENTS: as listed
(please select your preferred level of sponsorship)

- GOLD Level Sponsor
- SILVER Level Sponsor
- BRONZE Level Sponsor



ON BEHALF OF Lardner Park

ON BEHALF OF

Signature of the authorised person:

Signature of the authorised person:

Name of the authorised person:
Craig Debnam

Name of the authorised person:

Position held:
Chief Executive Officer

Position held: _____

Date:

Date:



Lardner Park



MORE QUESTIONS?

Get in touch with the team today!

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