

KAB NSW 2024 CONGRESS



Clearing the Path: Effective litter abatement and disposal strategies



28 & 29 August 2024

Pavilion - Regent St.
67 Regent St, Regents Park (Sydney)



Incorporating the KAB NSW

**LITTER
CONGRESS**
LESS LITTER. LIVE BETTER.

Invitation

On behalf of Keep Australia Beautiful NSW (KAB NSW), I take great pleasure in inviting you to join us for the KAB NSW 2024 Congress: *Clearing the Path: Effective litter abatement and disposal strategies*, to be held at Dooleys Regent St. Pavilion on 28 and 29 August 2024.

Incorporating the KAB NSW

**LITTER
CONGRESS**
LESS LITTER. LIVE BETTER.

Litter poses a multifaceted challenge to our communities, ecosystems, and economies. Yet within this challenge lies the potential for innovation, collaboration, and progress. Our ability to create transformative change takes place when we reframe litter not only as waste, but as a resource.

After more than 10 years of successfully delivering the only Litter Congress in Australia and following attendee feedback, in 2024, KAB NSW is expanding the scope of our flagship annual event.

By incorporating discussions and initiatives around disposal strategies, this expanded event is designed to appeal to a diverse range of stakeholders and experts. This expansion reflects a commitment to addressing the entire lifecycle of waste, from prevention to disposal, and emphasises the importance of holistic approaches to environmental stewardship.

Bringing together experts, advocates, policymakers, and industry leaders, we aim to address litter head-on. We will explore holistic approaches that encompass prevention, cleanup, and the use of discarded materials through insightful discussions, shared experiences, and strategic collaborations.

Partnering with the annual KAB NSW Congress will provide your organisation with unparalleled opportunity to increase your profile and enable you to communicate, promote and advertise your product and service to a highly targeted audience. Please take some time to consider the packages available and contact us if you require any further assistance or clarification.

Please join me on the journey to a litter-free future. I look forward to welcoming and working with you as a valued partner of the KAB NSW 2024 Congress.



Val Southam
Chief Executive and Executive Director
Keep Australia Beautiful NSW

Sponsorship opportunities



The following partnership opportunities have been developed to provide maximum exposure for your products and services during the KAB NSW 2024 Congress.

The congress is designed to allow for a multitude of formal and informal networking opportunities allowing you to interact with delegates and exchange ideas in a relaxed environment. There are a variety of packages available designed to provide maximum exposure for your organisation in all promotions before, during and after the event.

If you would like to expand your partnership package or have an innovative sponsorship product you would like to promote, please contact us. We would like to discuss how we can assist you in meeting your marketing objectives.

Why partner with KAB NSW?

This partnership opportunity is an invitation for organisations who share our brand values and objectives to help us achieve our vision of a litter free and environmentally sustainable NSW.

Corporate partnerships allow KAB NSW to expand the reach and impact of our program to achieve our goals and at the same time provide your organisation with maximum impact and association.

Becoming a partner of the annual KAB NSW Congress is a low cost, value for money investment.

Sponsorship of the congress provides an excellent opportunity to:

- Promote your organisation, support your brand and maintain a high profile among key influencers and decision-makers before, during and after the event
- Stimulate discussion on issues that affect your organisation
- Demonstrate your position and commitment to a circular economy for Australia
- Connect, engage, interact and influence your target audience
- Establish, renew and build relationships with existing clients, prospects and stakeholders
- Enable your target audience to experience your product/service and people
- Establish your position as the leader of trends and reforms within the industry
- Launch new initiatives and products
- Build your brand, gain valuable knowledge and establish key contacts that will be able to help you build your business

About KAB NSW



Keep Australia Beautiful NSW is the premier non-profit organisation leading behaviour change by engaging the community to continually improve our local environment.

Over our 40-year history we have built a state-wide network of dedicated businesses, community groups, councils, schools and individuals assisting our causes.

We deliver many programs throughout the state to promote sustainability and reduce litter:

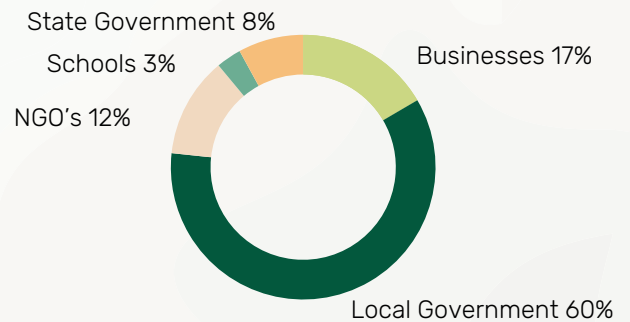
- Tidy Towns Sustainability Awards (regional)
- Sustainable Cities Awards (metropolitan)
- EnviroMentors® environmental education program
- Annual KAB NSW Congress
- Local Govt Litter Index
- Adopt-a-Patch (corporate volunteer days)



Our audience and reach

Figures listed are for the quarter 1 Oct – 31 Dec 2023

2023 SEMINAR ATTENDEES



17,834

WEBSITE VISITS PER QUARTER

www.kabnsw.org.au

MARKETING DATABASE

> 9,000

CONTACTS

SOCIAL MEDIA

	Reach/Impressions	Followers
Facebook	48,449	2,833
LinkedIn	10,248	572
Instagram	352	370

About the Congress

Key themes for identified for 2024 include:

- **Community Engagement and Education Initiatives:** Successful community-based initiatives, educational programs, and awareness campaigns that have effectively reduced littering and illegal dumping in different regions.
- **Corporate Responsibility and Sustainable Practices:** The role of business and industry in reducing waste generation, promoting recycling, and adopting sustainable packaging practices.
- **Enforcement Strategies and Collaboration:** Strategies for effective enforcement of anti-littering and illegal dumping, including partnerships between law enforcement agencies, local governments, and community organisations.
- **Legal Framework and Policies:** Existing regulations and policies at local, regional, and national levels aimed at combating littering and illegal dumping. What are the gaps and opportunities for improvement?
- **Incentive Programs and Economic Solutions:** The effectiveness of incentive programs such as deposit-refund systems, economic incentives for recycling, and penalties for illegal dumping.
- **Technological Solutions and Innovation:** Innovative technologies such as smart waste management systems, cameras and drones, and data analytics for tracking and managing litter and illegal dumping hotspots.
- **International Perspectives and Case Studies:** Experiences and best practices from different countries and regions in tackling littering and illegal dumping, referencing cultural differences and common challenges.
- **Behavioural Psychology and Public Outreach:** Explore behavioural insights and psychology behind littering behaviour and effective communication strategies for promoting responsible waste disposal habits.
- **Impact on Public Health and Social Equity:** The impact of litter and illegal dumping on marginalised communities and strategies for promoting environmental justice and public health equity.
- **Partnerships with Schools and Youth Organisations:** The importance of involving youth in anti-littering efforts, promoting environmental stewardship, and integrating environmental education into school curricula.
- **Future Trends and Emerging Issues:** Emerging trends such as the impact of e-commerce packaging on littering, e-cigarettes and vapes, the rise of biodegradable/compostable materials, and the potential of circular economy principles to mitigate waste generation.



Venue

Pavilion - Regent St.
67 Regent St
Regents Park NSW 2143

Nestled within the vibrant community of Regents Park, the recently refurbished Regent St. Pavilion features spacious meeting rooms and a new outdoor alfresco dining space on the green.

Regent St. Pavilion is conveniently located in Western Sydney, just a short five-minute walk from the Regents Park Train Station. Complimentary parking is also available onsite.

Contact

For all queries regarding sponsorship, please contact Keep Australia Beautiful NSW

T: 0400 449 100

E: events@kabnsw.org.au

Gold



Gain premium brand exposure by showcasing your organisation to a captive and targeted audience. Build strategic connections with key decision makers and showcase your products and services.

EXCLUSIVE OPPORTUNITY

Investment:
\$15,000 + GST

What's included:

- Corporate logo and acknowledgement as a Gold Sponsor:
 - Printed on the front cover of event promotional material (includes event brochures and advertising where possible)
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 200-word company profile in congress program
- 200-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- The sponsor may provide a freestanding banner to be positioned at the front during the congress sessions (sponsor is responsible for delivery, installation and removal of banner)
- 5 x Full Registration Packages (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Full page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Dedicated email blast to confirmed delegates either prior to or immediately after the congress including logo, link to your website, 300 words of text and one image
- Trade table display located in a prominent position to maximise your exposure to the attendees
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Silver



As one of only two Silver Sponsors, your organisation will benefit from a strong alignment with the congress through the many opportunities for branding and exposure prior to, during and after the event.

MAX. TWO PACKAGES

Investment:
\$10,000 + GST

What's included:

- Corporate logo and acknowledgement as a Silver Sponsor:
 - Printed on the front cover of event promotional material (includes event brochures and advertising where possible)
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 100-word company profile in congress Program
- 100-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- 2 x Full Registration Packages (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Half page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Trade table display located in a prominent position to maximise your exposure to the attendees
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Bronze



Become a Bronze Sponsor and access attractive opportunities for outstanding brand exposure

What's included:

- Corporate logo and acknowledgement as a Bronze Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- 1 x Full Registration Package (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

MAX. FIVE PACKAGES

Investment:
\$6,000 + GST

Networking Event



The Networking Event on Wednesday 28th August 2024 offers the opportunity to bring together congress attendees and speakers in an informal networking setting whilst enjoying drinks and canapés.

EXCLUSIVE OPPORTUNITY

Investment:
\$7,500 + GST

What's included:

- Corporate logo and acknowledgement as the Networking Function Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- At the Networking Event:
 - Acknowledgement by the MC as the function sponsor
 - Sponsor advertisement/corporate logo on table signage
 - The Sponsor may address the guests during the function (5 minutes maximum)
 - The sponsor may provide two freestanding banners which will be positioned in a prominent location for the function duration
 - The Sponsor may supply a 'promotional item' for each attendee. A sample or description of the gift must be provided to the organisers for approval at least two weeks prior to the event
- 2 x Full Registration Packages (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country.

Lanyards



This is an opportunity to have your organisation logo printed on the lanyards worn by all attendees providing considerable exposure throughout the event.

EXCLUSIVE OPPORTUNITY

Investment:
\$5,000 + GST

What's included:

- Corporate logo and acknowledgement as the Lanyards Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- Company name/logo and website printed on the delegate lanyards (one colour print)
- 1 x Full Registration Package (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Session



Session Sponsorship offers the opportunity to align your organisation with a particular topic or speaker

*List of sessions to be published in June 2024

ONE SPONSOR PER SESSION

Investment:
\$5,000 + GST

What's included:

- Corporate logo and acknowledgement as a Session Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- Your company logo will be displayed on the opening slide for your session
- 1 x Full Registration Package (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Opportunity to provide a 30 second pre-roll video to play at the start of your sponsored session (sponsor to provide and subject to approval by the congress organiser.
- Opportunity to distribute marketing material on tables/seats within the conference room at commencement of session (sponsor responsible for delivery, distribution and collection of any unused materials).
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Lunch



The lunch break area captures all delegates, providing you with significant exposure before and during the event.

Companies have the opportunity to sponsor lunch on one or both days of the congress.

ONLY TWO AVAILABLE

Investment:
\$2,000 + GST

Available for Wednesday 28th
or Thursday 29th August 2024
or sponsor both days for
\$3,500 + GST

What's included:

- Corporate logo and acknowledgement as the Catering Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- Just prior to and during the Lunch Break on your nominated day:
 - Company logo displayed on signage within the catering area on the selected day
 - Mention by the MC and company logo displayed at the conclusion of the session prior to lunch on the selected day (via PowerPoint)
- 1 x Full Registration Package (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Tea Breaks



These breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments. Companies have the opportunity to sponsor the tea breaks on one or both days of the congress

ONLY TWO AVAILABLE

Investment:
\$3,500 + GST

Available for Wednesday 28th
or Thursday 29th August 2024
or sponsor both days for
\$5,500 + GST

What's included:

- Corporate logo and acknowledgement as the Catering Sponsor:
 - Printed on event promotional material
 - Inclusion in all relevant electronic communications
 - On event webpage
 - On the sponsors slide shown at regular intervals throughout the event (along with other event sponsors)
 - On the table signs at the congress
- 50-word company profile in congress Program
- 50-word company profile and web-link from sponsors' page on event website
- Recognition during the congress opening and closing addresses
- Just prior to and during the Tea Breaks on your nominated day:
 - Company logo displayed on signage within the catering area on the selected day
 - Mention by the MC and company logo displayed at the conclusion of the session prior to breaks on the selected day (via PowerPoint)
- 1 x Full Registration Package (each package includes all sessions, lunches & tea breaks, 1 x Networking Event Ticket, Congress Program, access to papers/presentations)
- 30% discount on any additional registration packages purchased
- Quarter page advertisement in the Congress Program
- Promotion through KAB NSW's social media networks
- Advance list of congress attendees (those who have given permission to be published in the Congress delegate list). The list includes First Name, Surname, Organisation and State/Country

Display table



LIMITED SPACES AVAILABLE

What's included:

- Display space in the pre-function area including trestle table and 2 chairs (please note that the space does not include walls so we recommend using free standing banners)
- Exhibitor listing (Logo, Phone, Email and Website contacts)
- Catering for 1 x staff member
- 1 x Networking Event Ticket

Investment:
\$2,000 + GST

The fine print

Sponsorship terms and conditions

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by KAB NSW and all prices in this document are exclusive of the GST. GST is calculated at the date of publication of this document. KAB NSW reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Sponsorship Agreement. Upon receipt of the Sponsorship Agreement a tax invoice for the required 50% deposit will be issued. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by Friday 28 June 2024. Applications received after Friday 28 June 2024 must include full payment. Applications will be processed in strict order of receipt and KAB NSW reserves the right to reject a Sponsorship Application at any time.
3. All monies are payable in Australian dollars. Payments made by credit card may be subject to a merchant fee of 3%.
4. Sponsorship entitlements including organisation logo on the event website and other marketing material will be delivered upon receipt of the required deposit payment.
5. All monies due and payable must be received cleared by KAB NSW prior to the event. No organisation will be listed as a Sponsor in any official event material until full payment and a has been received by KAB NSW.
6. Inclusion of corporate logos, organisation profile and other information in printed materials is subject to meeting publication deadlines and specifications. The preferred format for logos is vector .EPS or .AI. Advertising should be submitted as a print ready PDF and any images must be high resolution, suitable for printing (minimum 300 dpi). The placement of banners and promotional material is subject to approval by KAB NSW. All artwork is to be approved by KAB NSW prior to printing.
7. KAB NSW makes no guarantee as to the number of delegates that may attend the event
8. CANCELLATION POLICY: Any cancellation of sponsorship must be advised in writing, however, once promotion of your sponsorship has commenced, no refunds will be available, and you will be liable for full payment. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
9. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent from KAB NSW.
10. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, Invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the event.
11. UNAVOIDABLE OCCURRENCES: In the event that the event is cancelled or delayed outside the control of the Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, work stoppages, slowdowns or disputes, or other similar events, then the Sponsor may be issued a refund after all fixed expenses are paid, any remaining funds will be distributed to Sponsors. The Sponsor shall not claim for any loss or damage.
12. INSURANCE AND LIABILITY: KAB NSW shall not be liable to the sponsor, or any other person, for any loss, damage or injury sustained at or in connection with their sponsorship.



Keep Australia Beautiful NSW

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