

LIAWA Website Sponsor Proposal



New Jobs Portal
New Landscaper Training
Enhanced member portal
Enhanced Member Profiles

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LIAWA Website Build Sponsorship Prospectus



Introduction

The Landscape Industries Association of Western Australia (LIAWA) is embarking on an exciting journey to redesign and rebuild its website, creating a dynamic, user-friendly and resourceful platform for members, partners and the broader community. The upgraded site will include a dedicated **Jobs Listing Page**, providing a valuable platform for connecting skilled professionals with opportunities in the landscaping industry.

LIAWA is collaborating with Melbourne-based Web Force 5, a company that supports over 90 clients, including prominent organisations such as Landscaping Victoria, the Botanic Gardens & Parks Authority, Kings Park & Botanic Gardens and the Revegetation Industry Association of WA.

This is your chance to become a part of this transformation by sponsoring the new website and accessing premium advertising opportunities. By supporting the LIAWA website build, you'll directly contribute to elevating the landscaping industry in WA while increasing your brand's visibility to our members, partners, job seekers and potential customers.

Here's what you can look forward to:

- **Enhanced Member Portal:** Seamless access for members to connect and manage their profiles.
- **Streamlined Jobs Board:** A simpler, more efficient way to find and post opportunities.
- **New Landscaper Training:** Access to updated and accredited resources.
- **Events Calendar:** Members can effortlessly browse events by date and enjoy a seamless registration experience.
- **Awards Nominations:** Simplified access to nominate for the LIAWA Awards of Excellence, including the prestigious Landscaper of the Year award.
- **Improved Member Benefits:** Exciting additions are being designed to enhance the member and customer experience.

Sponsorship Opportunities

Platinum Partner (Exclusive)

Investment: \$5,000

Inclusions:

- **Exclusive "Powered by [Your Company]" branding** on the website footer across all pages.
- **Top Banner Advertisement** on the Jobs Listing Page for 12 months.
- **Premium Feature Listing** of your jobs on the Jobs Listing Page (highlighted and pinned to the top for priority visibility).
- Your logo on all **LIAWA marketing materials and newsletters** for 12 months.
- Recognition in the **launch press release** and social media announcements.
- Two dedicated **social media shoutouts** on LIAWA channels.

Gold Partner

Investment: \$3,000

Inclusions:

- **Sidebar Advertisement** on the Jobs Listing Page for 12 months.
- One **premium feature listing** for your jobs on the Jobs Listing Page per month.
- Recognition in the **launch press release** and social media announcements.
- Your logo displayed on the **website sponsor page** and linked to your site.
- One dedicated **social media shoutout** on LIAWA channels.

3. Silver Partner

Investment: \$1,500

Inclusions:

- One **rotating ad** on the Jobs Listing Page for 6 months.
- Two standard job listings highlighted as **featured**.
- Recognition on the **website sponsor page** and LIAWA newsletters.

4. Bronze Partner

Investment: \$500

Inclusions:

- Your logo listed on the **website sponsor page** for 6 months.
- One standard job listing highlighted as **featured**.



Additional Advertising Opportunities

- **Jobs Listing Page Advertisement:** \$250 per month
 - Sidebar or inline ad space within the Jobs Listing Page.
 - **Featured Job Listings:** \$50 per listing
 - Highlight and pin your job ad to ensure maximum visibility.
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Why Sponsor the LIAWA Website?

- **Expand Your Reach:** Gain visibility among WA's landscaping professionals, businesses, and job seekers.
 - **Showcase Your Leadership:** Position your brand as a supporter of industry growth and innovation.
 - **Leverage LIAWA's Network:** Benefit from LIAWA's extensive industry network and promotional efforts.
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How to Get Involved

To secure your sponsorship or discuss opportunities, contact Christine Stanton Executive Officer at

Email: liawaexec@landscaping.net.au

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Let's grow the landscaping industry together!

