



PLC2020: URGENT ACTION

13-15 October 2020
Darling Island, Sydney, NSW

Sponsorship Opportunities

Hosted by:



**Biodiversity
Conservation
Trust**

Will you be part of the action @ PLC2020?

Each year the Australian Land Conservation Alliance brings together a conference program showcasing the diverse people, places and practices that contribute to the conservation and health of land.

PLC2020: URGENT ACTION is ALCA's 6th industry-leading forum, hosted by NSW Biodiversity Conservation Trust in Sydney from 13-15 October 2020.

We invite you to be part of the action alongside our network of partners unlocking sector potential and working together for positive action.

Already declared as the UN 'Decade on Ecosystem Restoration', there is growing awareness that the 2020s must be a decade of action to make our landscapes more resilient to climate change, drought and more extreme weather events.



Past and current strategic partners include:



Connect with your target audience @ PLC2020

Networking

Get in front of:

- Decision-makers who collectively manage over 3 million hectares and 3000 landholders
- Senior policy makers from all levels of government
- Multi-disciplinary and cross-sector land management professionals
- Students and early career practitioners

Thought Leadership

Hear from leading experts about:

- Landscape resilience, recovery and restoration
- Emerging environmental markets, the land sector and conservation
- Indigenous land management, farming and production
- People and communities moving the needle
- Investment, funding and finance
- Innovation, tools and practice
- Policy, Strategy & Vision

Marketing

Elevate your brand:

- Engage with high-value stakeholders at your exhibition space
- Focused networking with a diverse group of potential partners
- Names, emails, organisation and position titles of opt-in delegates
- Exposure before, during and post-conference via digital marketing to 50,000 ALCA supporters

Audience snapshot

Cross sector delegates anticipate the ALCA conference knowing it is the national forum critical to the success of the conservation, restoration and environmental recovery sector.



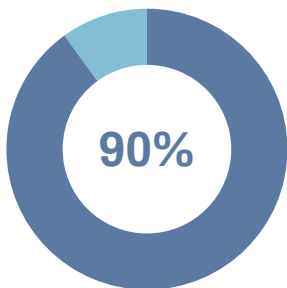
700+ ticket sales including side events and workshops



120+ speakers



70+ organisations represented



90% would attend another PLC conference

PLC19 Delegate Feedback

“ALCA is fostering a national conversation about landscape scale conservation practices and mechanisms.”

“The PLC showcases the breadth of work in private conservation. It stimulates connections that result in new projects and partnerships delivering even greater impact.”

Delegates by sector



■ Conservation
■ Government
■ Business

■ Landholder
■ Indigenous Land Trust



Download the full PLC19 report to sponsors

DOWNLOAD

Sponsors @ PLC2020

| | Headline Sponsor <div>1 Available</div> | Premier Sponsors <div>2 Available</div> | Major Sponsors <div>3 Available</div> | Valued Sponsors <div>5 Available</div> | Event Sponsors <div>8 Available</div> |
|---|---|---|---|--|---|
| | Email for details | 40,000 | 25,000 | 10,000 | 5,000 |
| Keynote presentation or panel session | ✓ | | | | |
| Co-sponsorship of invitation only sponsors event | ✓ | ✓ | | | |
| Branded video played in breaks | ✓ | ✓ | | | |
| 6 m square exhibition space in high visibility location, with access to power, table and chairs | ✓ | ✓ | | | |
| Delegate list with the chance to send a follow-up email* | ✓ | ✓ | ✓ | | |
| Pre-Event Promotion on ALCA social media | ✓ | ✓ | ✓ | | |
| All-Access conference tickets | 11 | 6 | 4 | 2 | 1 |
| Exhibition space with access to power, table and chairs | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo placement in event marketing materials, website and on-site | ✓ | ✓ | ✓ | ✓ | ✓ |
| Delegate list including name and organisation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitations to exclusive side events | ✓ | ✓ | ✓ | ✓ | ✓ |

*Headline and Premier sponsors get email addresses of opt-in delegates and the option to send a post-conference follow up email.

Can you do more?

Affirm your national leadership and showcase your brand by sponsoring a unique component of the program including:



Remote delegate support



Plenary lunch (two available)
or coffee cart



Targeted delegate support



Quick fire digital poster sessions



Technical workshops

CO₂

Carbon Offset



Intensives



Welcome Reception



Exhibition space to showcase
your business



Shared exhibition space for
community partners

Investment \$ Various

**To find the right
opportunity for your
business please contact:**

Joanna Osborn | Marketing & Partnerships
Australian Land Conservation Alliance
0438 409 914
joanna@alca.org.au

Nerida Bradley | CEO
Australian Land Conservation Alliance
0414 966 129
nerida@alca.org.au

We are ALCA

Australian Land Conservation Alliance is a public company limited by guarantee.

It brings together the leaders of Australia's most important on-ground conservation organisations.

Each ALCA member organisation has a seat on the Board which is held by their CEO or a Senior Executive.

This builds not only cooperation and partnerships but also accountability and transparency at the most senior level across Australia's key on-ground conservation organisations.



SOUTH ENDEAVOR TRUST

ALCA members work across 3 million + square kilometres with more than 3000 landholders, 50,000 supporters and 650 staff, generating over \$250 million in annual turnover.

▲
Walgett NSW.
Photo credit Colin Elphick - NSW BCT



▲ PLC19 conference photos by Harriet Ampt:
NSW Biodiversity Conservation Trust



The Australian Land Conservation Alliance acknowledges the Traditional Owners of the land on which the private land conservation conference will be held with sincere gratitude. We give heartfelt respect to their Elders past and present.