

Reform in Paradise II

Environmental Reform and the Green Economy

02 - 03 June 2010 • Aotea Centre • Auckland • New Zealand

www.edskonference.com



Background....

The Environmental Defence Society (EDS) has a reputation for organising highly topical and thought-provoking conferences.

EDS organised its first conference in 2003 and has organised six in its 'national conference series' since then.

- The New Zealand Landscape Conference, Auckland (2003)
- The New Zealand Coastal Conference, Auckland (2004)
- Seachange 05 Conference, Auckland (2005)
- Beyond the Resource Management Act 1991, Auckland (2007)
- Conflict in Paradise: the transformation of rural New Zealand, Auckland (2008)
- Reform in Paradise: threat or opportunity? Auckland (2009)

The 2009 conference rated highly with delegates. Survey results showed:

(1 = poor, 5 = excellent)

- Compared to similar conferences: 90% rated this conference a 4 or 5
- Overall relevance/usefulness of the programme: 88% rated it either 4 or 5
- Structure of the programme: 86% rated it either 4 or 5
- Quality of presentations: 82% rated them either 4 or 5

Endorsement from Hon Dr Nick Smith for EDS's 2009 conference:

I'm pleased to support *Reform in Paradise*, this year's EDS conference. It's good to see Ecologic and the New Zealand Council for Infrastructure Development involved as co-organisers. That reinforces the breadth of interests in the important issues being debated.

The conference programme explores a number of key challenges that are at the forefront of the Government's Bluegreen reform programme. This is all about exploring ideas that will lift our environmental and economic performance as a country.

Reform in Paradise is a timely and well considered initiative that should add considerable value to our policy development process.

The 2010 Conference....

EDS's *Reform in Paradise* conference, held in June 2009, examined potential reforms to New Zealand's environmental management institutions. Now that the stage 1 RMA reforms have passed into law, the government is considering more detailed changes to the legislative and policy framework affecting resource use and management. This ongoing programme of reform will affect such diverse areas as the foreshore and seabed, aquaculture, conservation land, freshwater, urban management and infrastructure.

At the same time there have been proposals to broaden the "100% Pure New Zealand" tourism brand as a tool to market the entire country overseas. If such a move is linked with policies to support a greening of the economy, this could result in positive outcomes for New Zealand's environment and economy. If not, the credibility of the brand could become seriously undermined.

EDS's June 2010 national conference *Reform in Paradise II* will examine how the ongoing environmental reform process can be harnessed to support a greening of the economy, which in turn can support a strong green branding for the country. Speakers will unpack the key elements of a green economy and explore future trends in international markets. Sessions will then critically evaluate prospective changes in environmental management and examine how these might be better designed to support both a healthy natural environment and economic growth.

Reform in Paradise II will bring together innovative overseas thinkers and New Zealand's environmental, political and industrial leaders to examine the challenges and chart a way forward. The conference has been designed to include a combination of big picture, thought-provoking presentations and practical workshop sessions designed specifically for resource managers and planners.

The EDS annual conference is now well-established as a high quality and stimulating national event. *Reform in Paradise II* will be a 'must attend' event for all those within an interest in resource use and who want a better future for New Zealand.

www.edskonference.com

Partnerships....

This not-for-profit conference is being organised by the **Environmental Defence Society** (EDS), a New Zealand based, not-for-profit environmental advocacy and research organisation.

EDS is seeking key partners for the event to ensure that the programme is balanced and provides the highest quality thought leadership for attendees.

The conference partners will provide support for the event by promoting the conference to its networks, providing expert input into the conference programme and assisting to attract delegates and additional sponsorships.

Benefits to the partners from this investment are negotiable but are expected to be similar to the benefits attaching to Foundation Sponsorship.

Sponsorship....

EDS is also currently seeking financial support for the conference from key stakeholders. The conference is not-for-profit and relies on sound sponsorship to keep registration fees at reasonable levels so as to maximise access. Full details of all the available sponsorship options are listed in this document. If your organisation is interested in offering support to the event please contact us.

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The Market....

This conference is targeted at the broad range of people who have an interest in and/or are involved in, or affected by, environmental management. This large body of people includes business leaders and managers, infrastructure providers, farmers and the wider agricultural sector, marine farmers, fishers, resource management professionals, economists, governmental representatives at all levels, iwi, environmental advocates, researchers and tertiary students. Those with a vested interest in the integrity of New Zealand's 'brand' are also targeted including tourism operators and our exporters.

Our primary target market demographic is well-established, professionally employed, 25-45 years of age, a significant proportion work for large corporates or governmental agencies and many for themselves or in smaller firms. They are environmentally responsible and interested in sustainable options and in the future of New Zealand. We are also targeting CEOs and senior executives in relevant sectors.

Investment Opportunities....

Meaningful sponsorship of a conference or event is an investment in your organisation's marketing message and brand. We have developed what we think are some rather special opportunities for your organisation to communicate its marketing message to our target market. We will be happy to assist your organisation with leverage of your investment so that you get the best value possible. If these opportunities and benefits differ from your requirements but you would like to support the conference please don't hesitate to talk to us about it.

Foundation Sponsor	\$30,000 plus GST	SOLD
Gold Sponsor	\$20,000 plus GST	
Silver Sponsor	\$12,500 plus GST	
Bronze Sponsor	\$5,000 plus GST	
Conference Dinner	\$8,000 plus GST	
Espresso Cart	\$3,000 plus GST	
Satchel	\$10,000 plus GST	
Drinks Function	\$2,000 plus GST	

THE OPPORTUNITIES AND BENEFITS

Foundation Sponsor

\$30,000 plus GST **SOLD**

Programme

- Opportunity to nominate two representatives to assist the Organising Committee with the development of the conference programme
- Opportunity for one suitably qualified representative from your organisation to speak at the conference and one to chair a session. Topic and speaker to be confirmed in consultation with the Organising Committee and subject to appropriate positions remaining available

Recognition

- Recognition as the sole Foundation Sponsor in all pre-conference publicity and on all printed material by inclusion of your company logo in the Registration Brochure and Conference Handbook
- Complimentary display space provided in a prominent position in the refreshments/ networking area (table & chair provided)
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as the Foundation Sponsor on sponsor signage onsite
- Acknowledged verbally as the Foundation Sponsor at the opening and closing of the conference business programme
- Company logo displayed on the screen prior to one of the prime speaking sessions (chosen in consultation with you)
- Company brochure of advertising material inserted into delegate satchels (to be supplied by you)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- Five complimentary full conference registrations (including five tickets to the Conference Dinner)
- The Foundation Sponsor will have the opportunity to purchase additional reserved seating at the Conference Dinner for employees and/or VIP guests (subject to additional tickets being available)

Public Relations

- Acknowledged as the Foundation Sponsor in all press releases leading up to the conference and any other media activity where possible

Additional Benefit

- The opportunity to maximise support of the conference by adding an employee event or training opportunity onto the conference (before or after)

Availability: Limited to one

Gold Sponsor

\$20,000 plus GST

Programme

- Opportunity to nominate a representative to assist the Organising Committee with the development of the conference programme
- Opportunity for a suitably qualified representative from your organisation to speak at the conference or to chair a session. Topic and speaker to be confirmed in consultation with the Organising Committee and subject to appropriate speaking positions remaining available

Recognition

- Recognition as a Gold Sponsor in all pre-conference publicity and on all printed material by inclusion of your company logo in the Registration Brochure and Conference Handbook
- Complimentary display space provided in a prominent position in the refreshments/ networking area (table & chair provided)
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as a Gold Sponsor on sponsor signage onsite
- Acknowledged verbally as a Gold Sponsor at the opening and closing of the conference business programme
- Company logo displayed on the screen prior to one of the sessions
- Company brochure of advertising material inserted into delegate satchels (to be supplied by you)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- Three complimentary full conference registrations (including three tickets to the Conference Dinner)
- Gold Sponsors will have the opportunity to purchase additional reserved seating at the Conference Dinner for employees and/or VIP guests (subject to additional tickets being available)

Public Relations

- Acknowledged as a Gold Sponsor in all press releases leading up to the conference, and any other media activity where possible

Additional Benefits

- Have the opportunity to maximise support of the conference by adding an employee event or training opportunity onto the conference (before or after)

Availability: Not limited

Silver Sponsor

\$12,500 plus GST

Recognition

- Recognition as a Silver Sponsor on all printed material by inclusion of your company logo in the Registration Brochure and Conference Handbook
- Complimentary display space provided in a prominent position in the refreshments/ networking area (table & chair provided)
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as a Silver Sponsor on sponsor signage onsite
- Your sponsorship acknowledged verbally during the conference
- Company logo displayed as part of a scrolling display of sponsors logos on the screen during the session breaks
- Company brochure of advertising material inserted into delegate satchels (to be supplied)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- Two complimentary full conference registrations (including two tickets to the Conference Dinner)

Availability: Not limited

Bronze Sponsor

\$5,000 plus GST

Recognition

- Recognition as a Bronze Sponsor on all printed material by inclusion of your company logo in the Registration Brochure and Conference Handbook
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as a Bronze Sponsor on sponsor signage onsite
- Company logo displayed as part of a scrolling display of sponsors logos on the screen during the session breaks
- Company brochure of advertising material inserted into delegate satchels (to be supplied)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- One complimentary full conference registration (including one ticket to the Conference Dinner)

Availability: Not limited

Conference Dinner Sponsor

\$8,000 plus GST

Programme

- Opportunity to provide a speaker to address the dinner guests prior to the start of the dinner (to be discussed with and agreed by the Organising Committee)
- Opportunity to provide an MC for the dinner (to be discussed with and agreed by the Organising Committee)

Recognition

- Recognition as Conference Dinner Sponsor in the Registration Brochure and Conference Handbook
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as Conference Dinner Sponsor at the start of the dinner (acknowledged by MC)
- Company logo displayed on the screen during the Conference Dinner
- Company logo and/or message printed on dinner menus to be displayed on each table at the dinner
- Company brochure of advertising material inserted into delegate satchels (to be supplied)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- Opportunity to provide a (branded) gift to all dinner guests. We can assist you by providing some suggestions should you require them (costs to be met by sponsor in addition to initial investment)
- Two complimentary full conference registrations (including two tickets to the Conference Dinner)
- Two additional tickets to the Conference Dinner
- Opportunity to reserve prime seating locations at the dinner

Availability: Limited to one

Espresso Cart

\$3,000 plus GST

Recognition

- Naming rights to the espresso cart facility
- Opportunity to provide a banner to be displayed adjacent to the espresso cart
- Branded 'coffee card' placed in each delegate satchel so that delegates can take advantage of your generously provided 'free' espressos (card provided by sponsor)
- Recognition as espresso cart provider on all printed material by inclusion of your company logo in the Registration Brochure and Conference Handbook
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as espresso cart provider on sponsorship signage onsite
- Acknowledged verbally during the conference programme when delegates are encouraged to utilise the espresso cart
- Company brochure of advertising material inserted into delegate satchels (to be supplied by you)
- List of delegates (containing those who have agreed to name disclosure)

Hospitality

- One complimentary conference registration (including one ticket to the Conference Dinner)

Availability: Limited to one

Satchel Sponsor

\$10,000 plus GST

This is an opportunity to have the conference satchels branded with your logo. The conference name and EDS logo will appear also. Satchels will be provided by EDS within their set budget (in consultation with the sponsor regarding style).

Recognition

- Satchels branded with your logo along with the conference name and EDS logo
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgment as sponsor on sponsorship signage onsite
- Company brochure of advertising material or gift inserted into delegate satchels (to be supplied)
- List of delegates (containing those who have agreed to name disclosure)

Availability: Limited to one

Drinks Function

\$2,000 plus GST

A popular choice - sponsor the drinks prior to the Conference Dinner.

Recognition

- Naming rights to the Drinks Function (i.e. kindly sponsored by...)
- Recognition as a sponsor in the Registration Brochure and Conference Handbook
- Inclusion of your company logo and hyperlink to your company's website on the conference website
- Acknowledgement as Drinks Function sponsor at the end of the session preceding drinks
- Acknowledgment as sponsor on sponsorship signage onsite and on table signage displayed during the function

Hospitality

- Two complimentary invitations to the Conference Dinner
- Opportunity to invite VIP clients and guests to attend the Drinks Function at no additional charge (limited to 10)
- Opportunity to reserve seating at the Conference Dinner (additional tickets available for purchase)

Availability: Limited to one

To discuss these opportunities or your involvement with the conference please contact us.

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