



2024 SPONSORSHIP PROSPECTUS

MALENY WOOD EXPO

MAY 4 - 6, 2024
MALENY SHOWGROUNDS,
MALENY QUEENSLAND

www.malenywoodexpo.com

The Maleny Wood Expo is a proud initiative of Barung Landcare Association, and is now known as one of the best Wood Expos in Australia. In 2024, the Maleny Wood Expo celebrates its 25th year.

This event is proudly supported by Sunshine Coast Council and Visit Sunshine Coast.



Proudly supported by
Sunshine Coast Council



YOUR INVITATION

The Maleny Wood Expo is a regional environmental education event, promoting a range of sustainable living practices, with a major focus on the sustainable use of Australian native timbers, weed timbers and recycled and repurposed wood and materials.

Now in its 25th year, the Wood Expo has grown to be much loved and known as one of the best wood shows in Australia, and uniquely, one of the very few in the world with a sustainability and ethical focus.

A proud initiative of environmental non-profit, Barung Landcare, the Maleny Wood Expo serves as an event that supports local economic development, and is the organisation's largest community engagement and fundraising event. The Wood Expo is a unique platform for Barung Landcare to promote a range of community and environmental benefits through a diverse and collaborative program, not seen anywhere else.

This year, we are inviting sponsors to help expand the impact of the Maleny Wood Expo and celebrate 25 years of this incredible initiative.



The Maleny Wood Expo features a range of activities including the following :

- Sunshine Coast Wootha Prize Award Ceremony and Official Maleny Wood Expo Open
- Sunshine Coast Wootha Prize Exhibition - national woodworking competition and exhibition
- Wood displays and opportunities to meet and talk to the artisans
- Access to the highest diversity of quality, sustainable timbers in the one place
- Tool displays and demonstrations
- Wood Workshops including hand carving, coopering, boat building, spoon carving
- Weaving and other workshops utilising wood and natural plant materials
- Woodworking for all generations and demographics
- Raffles and an Electric Car Art Union
- Children's wood, craft and environmental workshops
- Woodworking demonstrations
- Mobile milling
- Chainsaw carvers
- Heritage woodcrafts
- First Nations workshops and displays
- Informative talks and presentations with a diversity of professionals
- Natural Resource Management and environment displays
- Native plants and wildlife habitat demonstration gardens, including timber species for sale
- Sustainable living displays and resources
- Live entertainment by local musicians
- Great variety of healthy and nourishing world food stalls
- Family-friendly, laid-back atmosphere





Proudly hosted by Barung Landcare, the Maleny Wood Expo has been a landmark event showcasing historical woodworking skills and talent from all over Australia since 1996.

Designed to promote sustainable use of our beautiful native timbers through the work of local and regional wood artisans, as well as educate the broader community about how to regenerate and protect Australia's precious natural resources, the Maleny Wood Expo is now recognised as one of the best wood shows in Australia and attracts up to 10,000 people to the Sunshine Coast region annually.

HISTORY OF THE MALENY WOOD EXPO



IMPACT & REACH OF THE MALENY WOOD EXPO



up to 10,000 visitors over 3 days



supporting over 150 artisans, businesses and performers



Following of over 7,000 people
Campaign reaches of over 200,000 people



over 20,000 visitors to the Maleny Wood Expo website



Media reach of over 2 million viewers across print and television advertising



Contributing over \$1.3 M to the Sunshine Coast economy

ABOUT THE 2024 SHOW

The Maleny Wood Expo has everything timber, from native tree seedlings, mobile milling and slabs to furniture and sculpture, hand-crafted products by furniture-makers, toy-makers, musical instrument-makers and box-makers, whittlers and carvers, and demonstrations by chainsaw, woodworking tool and equipment experts. The Wood Expo also hosts a range of environmental education organisations who support the general public to learn more about the important ways the community can get involved in conservation and regeneration efforts.

Located in the Sunshine Coast's beautiful Hinterland at the iconic Maleny Showgrounds, the Maleny Wood Expo also showcases sustainable alternatives for the home, natural resource management displays, First Nations perspectives and workshops, and much more.

For younger visitors there is the Junior Landcare Paddock, packed with workshops and activities, where children can use real tools to make toys, family gifts and other useful items. Teen and adult workshops allow for a range of intergenerational learning opportunities, and with historical woodcrafting practices kept alive and passed on, youth are supported to develop skills for life as part of these offerings.

There's entertainment for all with live local music, healthy, nourishing food and a family-friendly, laid-back atmosphere. A speakers program also encourages thought-provoking and meaningful discussions about environmental conservation, land management and timber production and sustainable sourcing and harvesting.

Expanding on the successes of a reinvigorated Maleny Wood Expo in 2023, the 2024 Wood Expo will include an expanded youth program of workshops and educational experiences for a younger generation, as well as an integrated Sustainability Expo in partnership with local businesses.

2024 is set to be a successful year, in celebrating 25 years* of the Maleny Wood Expo.

**The Maleny Wood Expo was cancelled in 2020, 2021 and 2022 due to the Covid-19 pandemic*

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Images by Steve Swayne



ABOUT THE SUNSHINE COAST WOOTHA PRIZE

'Wootha' is a local Kabi Kabi / Gubbi Gubbi name for Red Cedar, a beautiful tree that grew in the subtropical rainforests which once dominated Maleny, the Blackall Ranges and much of the East Coast of Australia. Early European settlers and timber getters who prized the Red Cedar above other species and cleared land for agriculture, were unfortunately responsible for significantly diminishing the distribution of this species. But small remaining remnants of rainforest along with the work of caring community members and Landcare groups such as Barung Landcare, has seen this beautiful timber tree and rainforest species make a comeback to the region and other areas of Eastern Australia. Today, Red Cedar is grown and harvested in much slower and more sustainable ways.

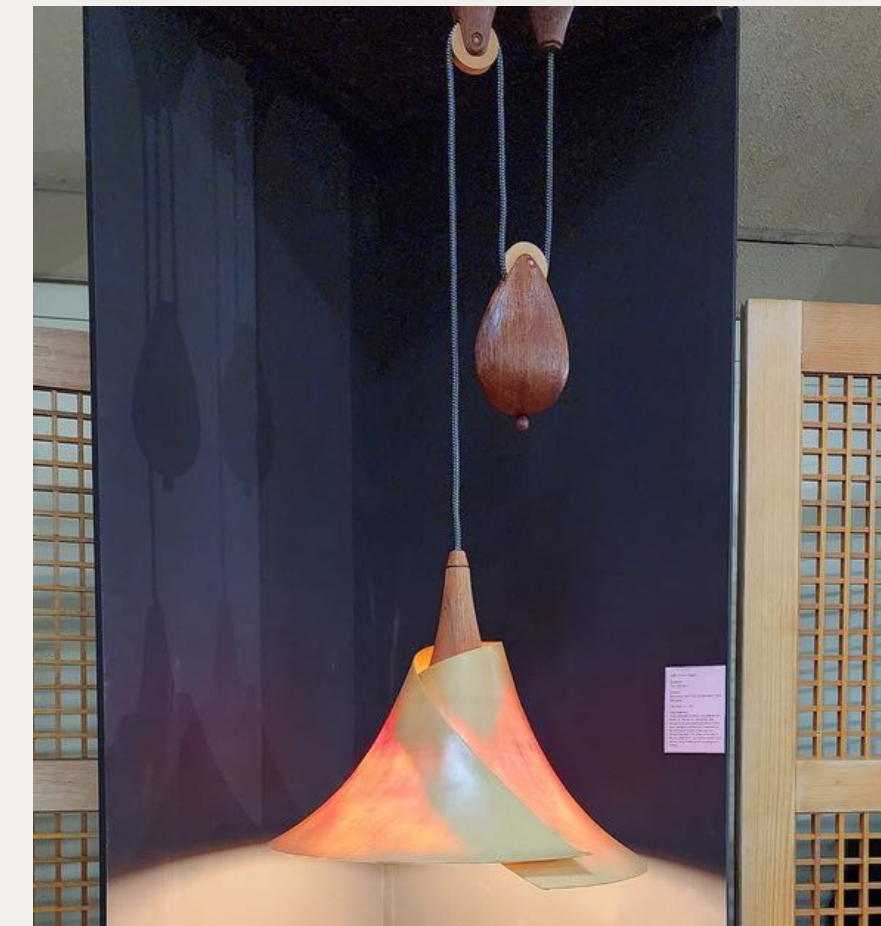
The Sunshine Coast Wootha Prize is a prestigious national woodworking competition that forms the feature exhibition at the Maleny Wood Expo.

The competition showcases beautiful and sustainably crafted pieces from wood artisans and furniture makers from all over Australia. This year's competition is open themed, meaning there are no limitations to how applicants may express themselves through their work under any of the categories of Furniture, Sculpture and Tiny Treasures.

Entrants are in the running to win:

- Overall first prize of \$10,000, Sponsored by Sunshine Coast Council
- Sculpture \$2,500
- Furniture \$2,500
- Tiny Treasures \$2,500
- People's Choice \$500

Sponsorship opportunities exist for organisations excited to support the prize categories of Sculpture, Furniture, Tiny Treasures and People's Choice. Winners are announced at the Awards Ceremony on the 3rd of May, and in national woodworking magazines, local print media and across national social media platforms.



YOUR BENEFITS AS A SPONSOR

Through a range of marketing and branding packages, demonstrate your commitment to supporting the following elements of the Maleny Wood Expo:

Youth skills development and intergenerational connection - The Maleny Wood Expo is one of the rare events in Australia, that invites families and young people to learn life-long skills in woodworking, traditional knowledge from First Nations people as well as environmental stewardship and conservation values from an experienced generation of mentors and leaders all in the one place - the Junior Landcare Paddock.

Environmental sustainability, conservation and regeneration of Australia's natural resources - Hosted by environmental non-profit, Barung Landcare, the Maleny Wood Expo is one of the organisation's largest educational events. From thought-provoking speakers on a range of topics, to interactive displays and workshops delivered by a wide range of environmental organisations, the Wood Expo is a weekend-long resource for landholders, woodworkers and the broader community to learn more about current sustainable practices in looking after our environment.

Sustainable living and more conscious consumerism - The Maleny Wood Expo has a strict sustainable timber policy that all exhibitors, woodworkers and stallholders need to comply with, as well as a single-use-plastic free policy, and supports local artisans, woodworkers, and Australian-owned businesses, making it one of the most ethical wood shows in the country. The Wood Expo also invites a range of exhibitors to showcase innovative solutions to sustainable living from homewares, to building materials and a range of technologies. It brings together a knowledgeable network of educators and suppliers.

Embracing local talent - Maleny has long been known as the birthplace of some of Australia's most talented performers, artists and musicians. The Maleny Wood Expo employs local youth and adult performers to create the family-friendly, immersive vibe that is like nothing else in Australia. From musicians, to street performers, to children's activities and more. A local event supporting local people.

Prestigious woodworking talent - The Sunshine Coast Wootha Prize attracts entries from some of the best experienced and emerging wood artisans and craftspeople in the country. This annual prize is an opportunity to support, celebrate and showcase a range of local and national talent.

Choose from sponsorship options to suit your needs and budget. Options range from specific themed sponsorship, workshop sponsorship and prize sponsorship. You are sure to find something that helps deliver on objectives.

SPONSORSHIP AND MARKETING PACKAGES

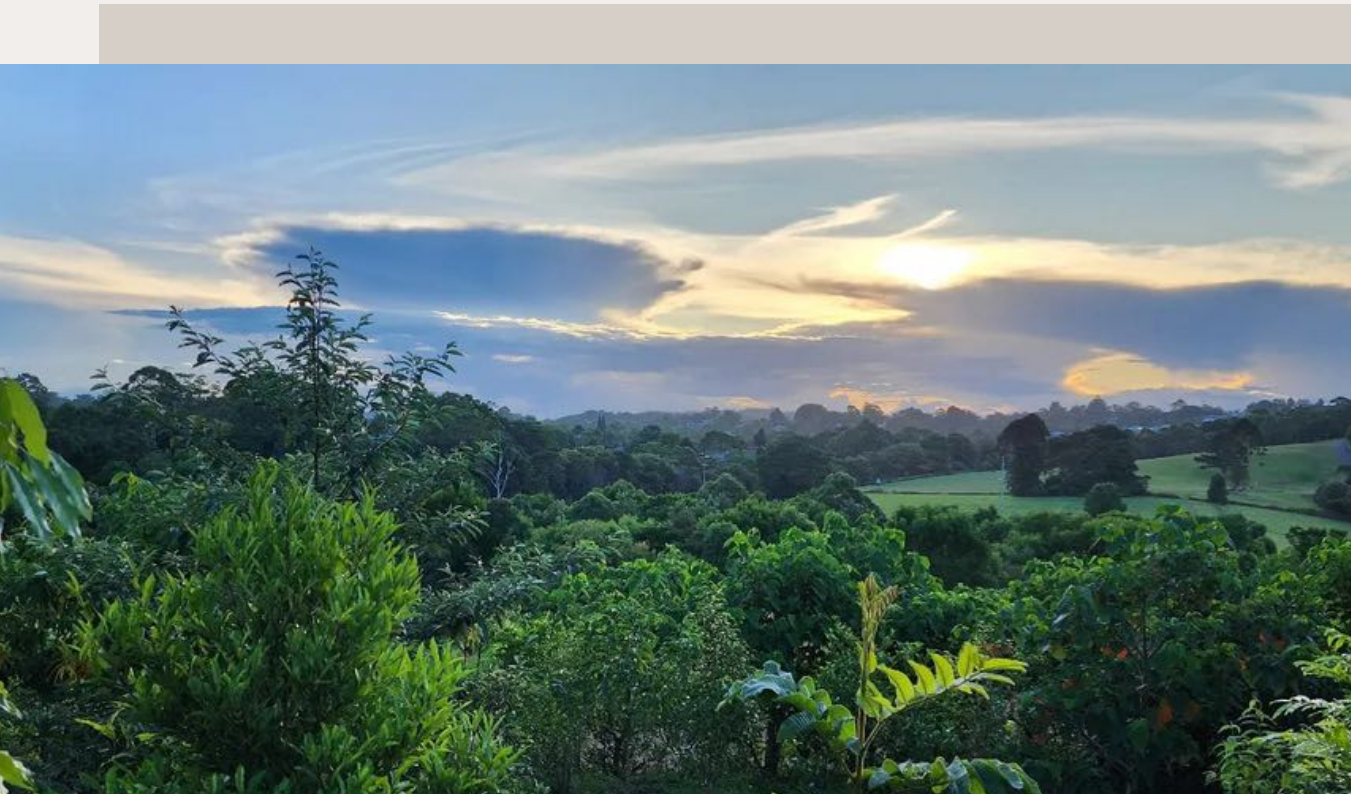
All prices are exclusive of GST

| Item | Quantity available | Logo on event collateral Advertisement posters and flyers, television reaching millions of viewers and readers | Digital Marketing Promotion Website Social media Newsletters | Maleny Wood Expo Program Booklet Distribution of 5,000 copies viewed by 10,000 + people (digital and hard copies) | Banners and flags around event grounds | Banner at Gathering Spaces | Mention by MC during event | VIP tickets to Sunshine Coast Wootha Prize Ceremony & Official Open | Weekend pass to Maleny Wood Expo | VIP workshop tickets | Cost |
|---|--------------------|---|---|--|--|----------------------------|----------------------------|---|----------------------------------|----------------------|----------|
| Major Event Sponsor | 1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | x10 | x10 | - | \$15,000 |
| Key Supporter | 4 | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | x10 | x10 | - | \$7,500 |
| Open Ceremony Supporter - Sunshine Coast Wootha Prize | 1 | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | x4 | x4 | - | \$2,000 |
| Junior Landcare Paddock - Children's Workshop Program Major Sponsor | 1 | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | x6 | x6 | - | \$3,000 |
| Junior Landcare Paddock - Children's Workshop Program Key Supporter | 3 | ✗ | ✓ | ✓ | ✗ | ✗ | ✓ | x6 | x6 | - | \$2,000 |

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|---|---|---|---|---|---|---|---|----|----|----|------------|
| Speaker Program Major Sponsor | 1 | X | ✓ | ✓ | X | ✓ | ✓ | x6 | x6 | - | \$3,000.00 |
| Speaker Program Key Supporter | 3 | X | ✓ | ✓ | X | X | ✓ | x4 | x4 | - | \$1,500.00 |
| First Nations workshop program | 3 | X | ✓ | ✓ | X | ✓ | ✓ | x4 | x4 | x2 | \$2,500.00 |
| Sunshine Coast Wootha Prize Furniture Category | 1 | X | ✓ | ✓ | X | ✓ | ✓ | x4 | x4 | - | \$2,500.00 |
| Sunshine Coast Wootha Prize Sculpture Category | 1 | X | ✓ | ✓ | X | ✓ | ✓ | x4 | x4 | - | \$2,500.00 |
| Sunshine Coast Wootha Prize Tiny Treasures Category | 1 | X | ✓ | ✓ | X | ✓ | ✓ | x4 | x4 | - | \$2,500.00 |
| Sunshine Coast Wootha Prize Evolve Category | 1 | X | ✓ | ✓ | X | X | ✓ | x4 | x4 | - | \$1,000.00 |
| Sunshine Coast Wootha Prize People's Choice Category | 1 | X | ✓ | ✓ | X | X | ✓ | x2 | x2 | - | \$500.00 |
| Entertainers program Sponsor | 2 | X | ✓ | ✓ | X | ✓ | ✓ | x4 | x4 | - | \$2,000.00 |



ABOUT BARUNG LANDCARE



Barung Landcare was established in Maleny and the Blackall Range in 1989, the same year that the National Landcare movement started.

Barung Landcare operates on the premise that sustainable production and biodiversity conservation can be complementary processes.

Drive the roads of the Blackall Range and you will see evidence of the landscape transformation led by Barung Landcare all around you. With more than 700 members, Barung works to develop ethical solutions for a sustainable future with a diverse education program, and achieves extensive on-ground works on both public and private lands resulting in greater awareness of local flora and fauna, improved water quality and better environmental practices.

Started by volunteers in backyards, Barung Landcare continues to welcome and acknowledge the support of volunteers whose contribution enables Barung to keep supporting important conservation and environmental regeneration projects across the Sunshine Coast Hinterland.

Barung Landcare celebrates over 30 years of 'working for our future' and providing over 2.5 million trees for onground projects. With the generous support of donors and sponsors, and volunteers in our community, we continue to do this.





CONNECT WITH US

If you would like to explore a tailored sponsorship package to suit your business needs, please contact us

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