

HINTERLAND BUSH LINKS PARTNERSHIP PROPOSAL



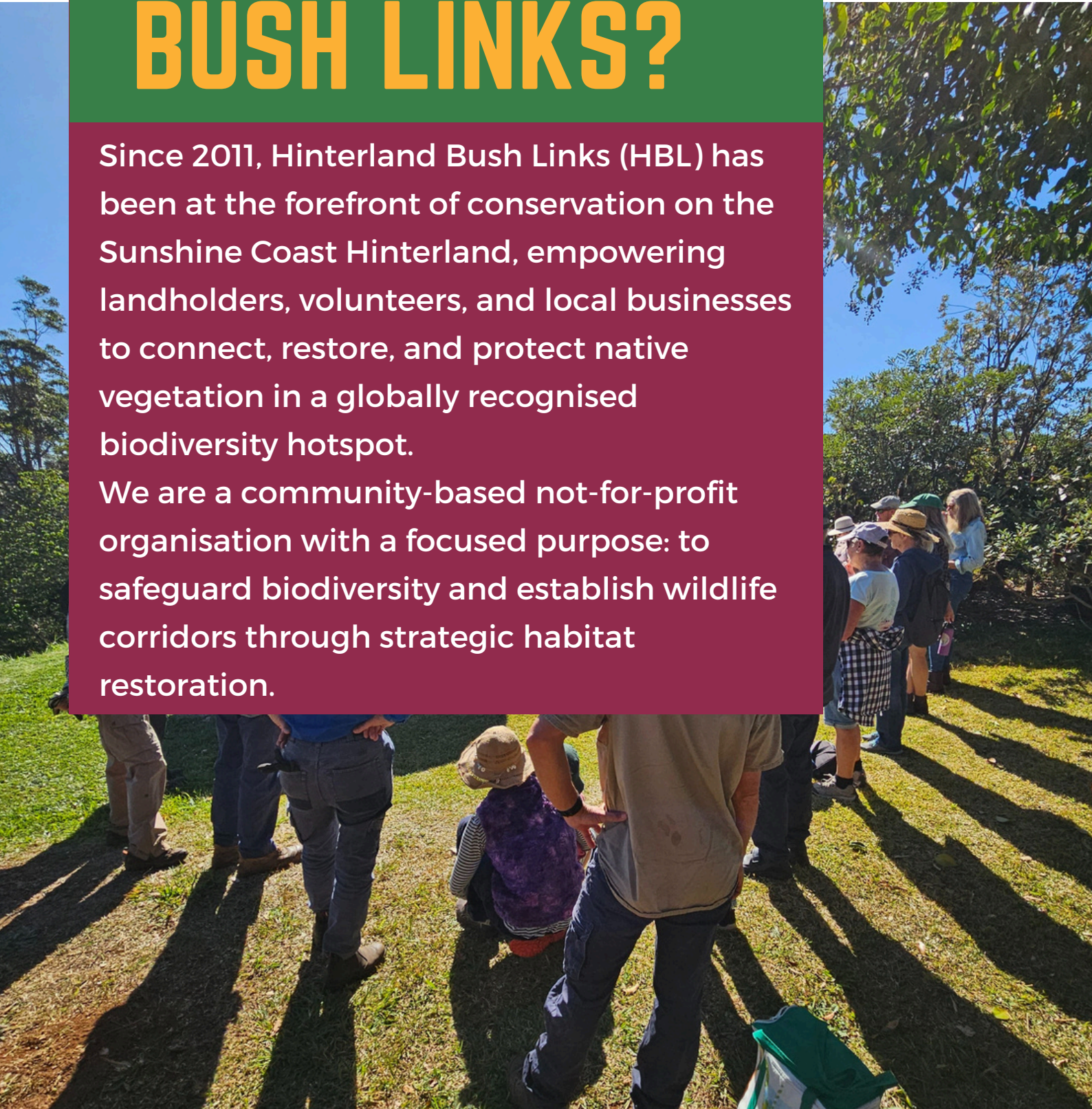
Pithecolobium multiflorum - ORANGE THORN
(Colinvauxia multiflora) A densely foliated understory shrub to 5 m tall in wet and dry rainforest. Small white tubular flowers with 5 petals followed by globose orange edible fruit to 10mm diameter in autumn. Branchlets with thin spines to 15mm long. Slow growing, prefers shade. Provides protection for small birds. Food plant of the Bright Orange Butterfly.

Creating opportunities for meaningful partnerships to protect and restore the Sunshine Coast Hinterland's incredible biodiversity

WHAT IS HINTERLAND BUSH LINKS?

Since 2011, Hinterland Bush Links (HBL) has been at the forefront of conservation on the Sunshine Coast Hinterland, empowering landholders, volunteers, and local businesses to connect, restore, and protect native vegetation in a globally recognised biodiversity hotspot.

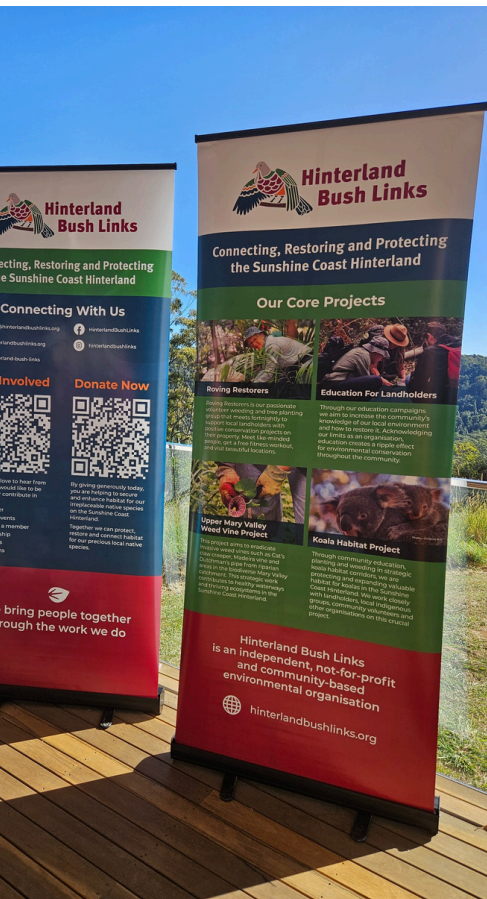
We are a community-based not-for-profit organisation with a focused purpose: to safeguard biodiversity and establish wildlife corridors through strategic habitat restoration.



OUR MISSION IS CLEAR ...

To empower local landholders to protect, restore, and connect native vegetation, improving landscape-scale wildlife corridors and biodiversity for future generations. HBL's work extends beyond planting trees and weeding - we foster a thriving community of like-minded individuals who feel supported, engaged, and valued.

By focusing on engaging content, impactful storytelling, and a targeted social media strategy, we have shown the ability to not only secure the resources required for current planting initiatives but also fostered a lasting connection with our audience. Together, we can continue to make a significant impact on the preservation of habitats for wildlife and contribute to the broader cause of environmental conservation.



OUR ACHIEVEMENTS ...

- Award-Winning Impact: Co-recipients of the Sunshine Coast Biosphere Healthy Planet Award 2024.
- Expanding Reach: with social media growing by over 600% in paid campaigns and 360 new social media followers joined our journey in the past year.
- Volunteer and Membership Growth: Event attendance increased with over 100 volunteers contributing 1,335 hours over the past year. We have over 400 members.



OUR ACHIEVEMENTS CONTINUED...

Koala Habitat Project

- **5140 trees** planted - 3.9 hectares
- Collaborated with 35 landholders
- 22 volunteer weeding events + 17 volunteer planting events, average of **20 volunteers** each event
- Area weeded - **11.5 hectares**, equivalent to 28 football fields
- Published **landholder guide** for protecting and restoring koala habitat

Roving Restorers Program

- Bi-monthly volunteer weeding and tree planting events, average of **11 volunteers per event**
- Almost 1000 volunteer hours in 2023-24, equivalent to **\$47,000 in-kind labour**

Upper Mary Valley Weed Vine project

- Removing invasive weeds - Cat's Claw Creeper, Dutchman's Pipe, Madeira Vine **across 27 properties** with 20 landholders (2023-24)
- **Over 20 hectares** of land treated for invasive weeds (2023-24)
- Regular landholder workshops, **educational bush walks** and community education events.

WHY PARTNER WITH HBL?

By sponsoring HBL, you'll align your brand with a:

- Globally significant conservation mission
- Vibrant community passionate about habitat restoration
- Proven track record of impact and engagement



SUCCESS STORIES & TESTIMONIALS

Stakeholder Feedback

"The continuity of volunteers speaks volumes about HBL's value to people."

"Fantastic achievements—keep up the great work!"

"I would recommend HBL because of their focused, professional, and strategic approach."

"We have been members of and supporters of Hinterland Bush Links since its inception. We have found it to be an excellent inclusive organisation for getting people involved in rehabilitation of degraded land in whatever voluntary capacity suits their capabilities and interests. It's also shown itself to be a really useful socialising group for new folk in town."

"We are passionate about the environment which led us to become members of HBL, which has resulted in the planting of 700 Koala habitat trees on our property in two years. HBL is extremely well organised, environmentally passionate, very educational and family oriented. It has profound but achievable aims in expanding wildlife habitat in the Sunshine Coast hinterland. As a donor we are confident the money is very well spent."

Impact on Landholders

Increased understanding of local biodiversity

Improved capability in implementing conservation objectives on property

Enhanced ecological value on properties

Strong sense of connection and collaboration

ANNUAL SPONSORSHIP TIERS & CUSTOMISATION OPTIONS

SELECT A TIER OR TAILOR A PACKAGE TO SUIT YOUR BUSINESS GOALS

Sponsorship Tiers

| Bronze | \$1000+ |

- Acknowledgment in social media & monthly newsletter posts
- Logo placement on website & event materials

| Silver | \$5,000+ | All Bronze benefits plus:

- Medium sized logo on banners at events
- 2 dedicated social media shoutouts
- Invitation for 1 representative to participate in volunteer tree planting and weeding events

| Gold | \$10,000+ | All Silver benefits plus:

- Large logo on banners and event signage
- One custom blog post or article featuring your brand's involvement
- Opportunity to co-host a community workshop
- Recognition in local media coverage

| Platinum | \$20,000+ | All Gold benefits plus:

- Naming rights to a key project or program
- Speaking opportunity at HBL's AGM or major events
- Feature in annual impact report and video
- Exclusive, tailored benefits to suit your business objectives

Tailor a package to suit your needs, selecting from the benefits below:

- Logo placement (digital, print, or event materials).
- Sponsored content (blog posts, social media features, or newsletters).
- Speaking opportunities or branded workshops.
- Access to high-quality conservation photography for your campaigns.
- Team-building events (volunteer days for employees).



ESTIMATED SPONSORSHIP VALUE

BENEFITS AND RETURN ON INVESTMENT FOR SPONSORS

Brand Visibility:

Potential reach: 95,632+ impressions on social media.
Opportunities for logo placement, media mentions, and custom storytelling.

Community Engagement:

Engage with a passionate, environmentally conscious audience.
Build goodwill by aligning with conservation efforts in the Sunshine Coast Hinterland.

Lead Generation:

Gain exposure to an audience of landholders, volunteers, and local businesses.

Tangible Impact:

Showcase your company's contribution to meaningful conservation outcomes.

Using industry standards, sponsorship ROI is calculated based on:

- Total impressions through social media, newsletters, and events.
- Value of media exposure (estimated \$50/1,000 impressions).
- Intangible benefits, such as brand alignment and networking.

Estimated Value (AUD)

Social Media Campaign (10k views) - \$500

Logo on Event Materials (500 attendees) - \$2,000

Media Features & Blogs (local & online) - \$5,000

Volunteer Event Sponsorship - \$3,000

Total Estimated Value - \$10,500+

MEET THE TEAM



ALEISHA KEATING Manager

MSc Education for
Sustainability, BSc (Hons)
Physical Geography

Aleisha loves the natural environment and facilitating opportunities for the community to take action to protect and restore it. Aleisha manages the organisation, overseeing all projects and programs.



LOUISE COURT Project Officer

BSc Environment & Sustainability and Plant
Agricultural Science, Diploma in Project
Management

Louise is passionate about sharing her knowledge and passion for conservation and wildlife and having a positive impact on the community.

Louise leads the Roving Restorers program and is instrumental in delivering other projects including the Koala Habitat project and Upper Mary Valley Weed Vine project.



**THANK
YOU!**

**FURTHER ENQUIRIES AND
ARRANGEMENTS PLEASE CONTACT:**

**ALEISHA KEATING
MANAGER@HINTERLANDBUSHLINKS.ORG**

We look forward to collaborating!