



## Sponsorship Prospectus



# Young Amenity Horticulturist 2025

## Auckland Botanic Gardens Monday, 19 May 2025

**The future of the New Zealand Amenity Horticulture industry is in the capable hands of Recreation Aotearoa.**

Training to become qualified in the Amenity Horticulture Industry, is extremely important because our standards of quality, integrity and innovation begin and end with the calibre of people leading the industry now and in the future.

Young Amenity Horticulturist is the premier event for our skilled workforce, to represent our sector at the National Young Horticulturist of the Year competition.

Young Amenity represents organisations engaged in the Parks, Reserves, Botanic Garden, Open Spaces sectors as well as private amenity companies, this will range from councils, private business and commercial contractors.

Your support will be empowering our future Young Amenity Horticultural workforce to attend the event. This will develop their knowledge, represent their employer and increase opportunities for long term careers in the Horticultural Industry.



Kieran Smith,  
Recreation Aotearoa



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# The Event

The event is run online and in person with the finals held at Auckland Botanic Gardens with the support of the local Council, Primary ITO and Recreation Aotearoa.

The event includes activities focused on career development, business acumen, personal interviews, and public speaking. Throughout the day, various stages of the event will be open to public viewing.

The finalist gets to represent Amenity Horticulture at the Young Horticulturist of the year with the six other industry sectors.

The Young Amenity finalist will present their speech to all contestants at the finals day before the winner is announced at the National Parks, Play and Open Spaces conference, Green Pavlova, Parks Awards dinner, 21 May, 2025.



**Pippa Lucas, Auckland Botanic Gardens 2017 Young Amenity Horticulturist & 3<sup>rd</sup> Place at Young Horticulturist of the Year 2017**



# The participants

The participants are individuals who are working towards a level 4 National Certificate, or have relevant industry experience, and are under 30 years of age on the year of the competition.

They are currently engaged in employment working at a Botanic Gardens, Open Space, Parks or Native Reserves. They are our future leaders who work for councils, DoC, private business and commercial contractors.

## Become a visible supporter

Your organisation will add value to the event. The social connection of supporting the Young Amenity Horticulturist adds quality, integrity and innovation to the event and increases the calibre of people leading the industry now and in the future.

### By becoming a sponsor, you will:

- gain visible exposure by supporting the future horticultural talent;
- having recognition within the Horticultural community by supporting the development of our future;
- benefit from the association of supporting our future leaders and potential future business relationships;
- play a role in the well-being of New Zealanders by supporting our youth and future horticulturist;
- Add value to your business with the recognition by the community support of creating excellence.



# Available sponsorship opportunities

The following opportunities are offered at competitive prices, with benefits reflecting the level of investment. We are also open to discussing any other commercial opportunities not listed below that may benefit the values of your organisation and Recreation Aotearoa.

**PREMIER SPONSOR \$3,000  
+ GST each**

**Major Sponsor will be recognised as a significant supporter in all event publicity and promotional material, in the lead up to, throughout and after the event.**

Major Sponsor is not just a title – it's an opportunity to be active within the Young Amenity Horticulturist Finals.

## **Indication of Sponsor benefits:**

- Company logo on all event collateral
- Recognition as Major Sponsor on all local and social media
- Company branding at the Christchurch practical activities
- Acknowledgement during the winner announcement at the National Parks, Play and Open Spaces Green Pavlova Awards Evening
- Acknowledgement on Recreation Aotearoa event web page
- Company representation at the event, two complimentary function tickets
- Company logo on competitor clothing (items tbc)
- Acknowledgement through event on LinkedIn, Facebook, Recreation Aotearoa Blog
- Association and recognition of developing, integrity and innovation of people leading the industry



## PARTNER SPONSOR \$1,000 + GST each (4 AVAILABLE)

**To run this event, we undertake with our partner sponsors to support the running and operations of this event.**

### **Indication of Sponsor benefits:**

- Recognition as Sponsor on all publicity material
- Sponsor logo placement at the event;
- Acknowledgement by the Awards evening MC;
- Content marketing with shared stories on Recreation Aotearoa's social media profiles;
- Association and recognition of developing, integrity and innovation of people leading the industry;
- Giving value of community support to Amenity

## GIFT SPONSOR (12 AVAILABLE)

**This is an opportunity to have your brand recognised and create further association with our young future leaders. Your gift contribution adds immense value to the participants experience and creates a perfect place to display your brand.**

### **Indication of Sponsor benefits:**

- Corporate branding on display around the event
- Recognition as gift Sponsor on Recreation Aotearoa's website;
- Content marketing with on Recreation Aotearoa's social media
- Association and recognition of developing, integrity and innovation of people leading the industry





## Young Amenity Horticulturist 2025 – Sponsorship Agreement

Company/Organisation: (This will be used for all promotional purposes)		
Name of Contact:		
Position within Company/Organisation:		
Email:	Phone:	
Website address:	Mobile:	
Do you give permission for Recreation Aotearoa to hyperlink to your website: <b>YES / NO</b>		
Premier Sponsorship \$3000 + GST	Partner Sponsorship \$1000 + GST	<input type="checkbox"/>
	Gift Sponsorship	<input type="checkbox"/>
Gift Sponsorship Details:		
<b>Pay by card</b>		<b>Pay by invoice</b>
Name on card:		Contact for invoice:
Card no:		Company name for invoice:
Expiry Date:	CCV:	Address:
Authorised amount in \$NZ:		
Agreement signed:		
Agreement dated:		Purchase Order No: (if req)

By signing this form, you are agreeing to the payment amounts and benefits as described in this Recreation Aotearoa Sponsorship Proposal document



**Kieran Smith,**  
Recreation Aotearoa



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