



**Stephanie Smith
Manager City Growth
City of Karratha
PO Box 219
Karratha
Western Australia 671**

24th January 2023

Stephanie.

Dear ~~Stephanie~~

The Pilbara Tourism Association is seeking Platinum Sponsorship from the City of Karratha for our Destination Pilbara Warlu Way Tourism Conference to be held at the REAP on 4th and 5th April 2023. In addition to the Break-out sessions on April 4th, accompanying the conference will be a number of free workshops as listed below.

**Optional Conference Workshops
Aboriginal Tour Guide Training Roebourne**

Russell Boswell Savannah Guides

Thursday March 30th 8.30-4.00pm and Friday March 31st 8.30am-4.00pm

Social Media marketing Karratha

Jessica Cartwright Big Head Digital.

Monday 3rd April 2023 9.00-4.00pm

Astro guiding workshop Karratha

Carol Redford Astrotourism WA

Monday 3rd April 2023 1.00pm-9.00pm

EcoGuide Accreditation Karratha

Russell Boswell Savannah Guides

Monday April 3rd 8-12 noon and Wednesday April 5th 8-4.30pm

Visitor Centre Services- Karratha *'Experiences to grow visitor economies'*

Linda Tillman- Tilma Group

Wednesday April 5th 2.00-4.30pm

Event Development and Management- Karratha

Linda Tillman- Tilma Group

Thursday April 6th 8.00-10.00am

The full draft Conference program has been attached.

Pilbara Tourism Association
PO Box 1043
Karratha. WA 6714

The \$20,000 Platinum conference sponsorship will be acknowledged in several ways, including:

- 4 complimentary conference registrations
- 4 complementary networking dinner tickets

Branding opportunities including:

- 2 Banners on display on stage
- 2 Banners on display in foyer
- Ability to erect manned Display booth with brochures in conference foyer
- Acknowledgement of Platinum Sponsorship twice during the plenary session by the PTA Chair and a Board member
- Acknowledgement of Platinum Sponsorship during the plenary session with logo included on projected Conference title image
- CoK Logo included on all printed conference materials
- CoK logo on all conference marketing materials (including GWN and any print ads and social media)
- 15 minute conference address opportunity for Mayor Long
- Acknowledgement on the website and printed conference material
- Acknowledgement of sponsorship during evening networking dinner.

It is expected that up to 150 delegates and presenters will attend from throughout WA and further afield to the East Coast. Delegates will include:

- Local, State and Federal Tourism Organisations (with the Executive and Boards of TWA, ANW, TCWA being invited)
- Government Representatives including Deputy Premier Roger Cook (with all politicians (including local government) representing the region invited
- WA Tourism Industry Stakeholders Research professionals & policy makers (including CCIs and RDA and their boards being invited)
- Local and regional Pilbara tourism businesses and their employees
- Local and regional Aboriginal organisations and businesses.

Conference Budget

Conference Budget Summary

Revenue

Conference Funding Revenue	\$ 89,106
Registration sales & other income	\$ 11,400
Total Revenue	\$ 100,506

Expenses

Cost of Sales	\$ 1,083
Fixed Costs	\$ 11,019
Marketing Costs	\$ 10,000
Operating Costs	\$ 45,335
Contractor Expenses	\$ 23,700
Transport Expenses	\$ 8,000
Total expenses	\$ 99,137
GST	\$ 137
Expenses Incl GST	\$ 99,274
Net Cash Surplus/contingencies	\$ 1,232

Marketing and Communications Strategy

Marketing and Communications

Strategy

Finish Cost

Paid Marketing Activities

Conference Website upgrade	Mar-23	\$ 1,500.00
Social Media	Mar-23	\$ 1,500.00
TV Ads	Mar-23	\$ 3,000.00
Brochure printing		\$ 1,000.00
Newspaper-PH and KTA	Mar-23	\$ 3,000.00
Total		\$ 10,000.00

Unpaid Marketing Communications

Personal invitation to all tourism businesses	Mar-23
Personal invite to all aboriginal organisations	Mar-23
Media Release to announce conference	Mar-23
Media Release to announce sponsors	Mar-23
Media Release to publicise visiting politicians	Mar-23
Warlu Way Facebook page	Mar-23
Website information	Mar-23

Please feel free to respond requesting any further information required to progress this request. We look forward to a favorable response that will allow us to deliver a successful conference that will be of huge value to local Karratha tourism delegates.

Yours Sincerely



Barry Harrison ESM
Chair
Pilbara Tourism Association Inc.