



BRANDING PROPOSAL



WHAT WE DO

Clean Up Australia is a trusted environmental organisation that works with the community, government and business to provide a practical, locally driven solution to the national litter problem in Australia.

We campaign for action on environmental topics that help us all live more sustainably every day.

**PROVIDING
PRACTICAL
SOLUTIONS TO
LITTER**

**CREATING
LASTING
CHANGE**

**BOOSTING
COMMUNITY
ENGAGEMENT**

**BUILDING
ENVIRONMENTAL
AWARENESS**



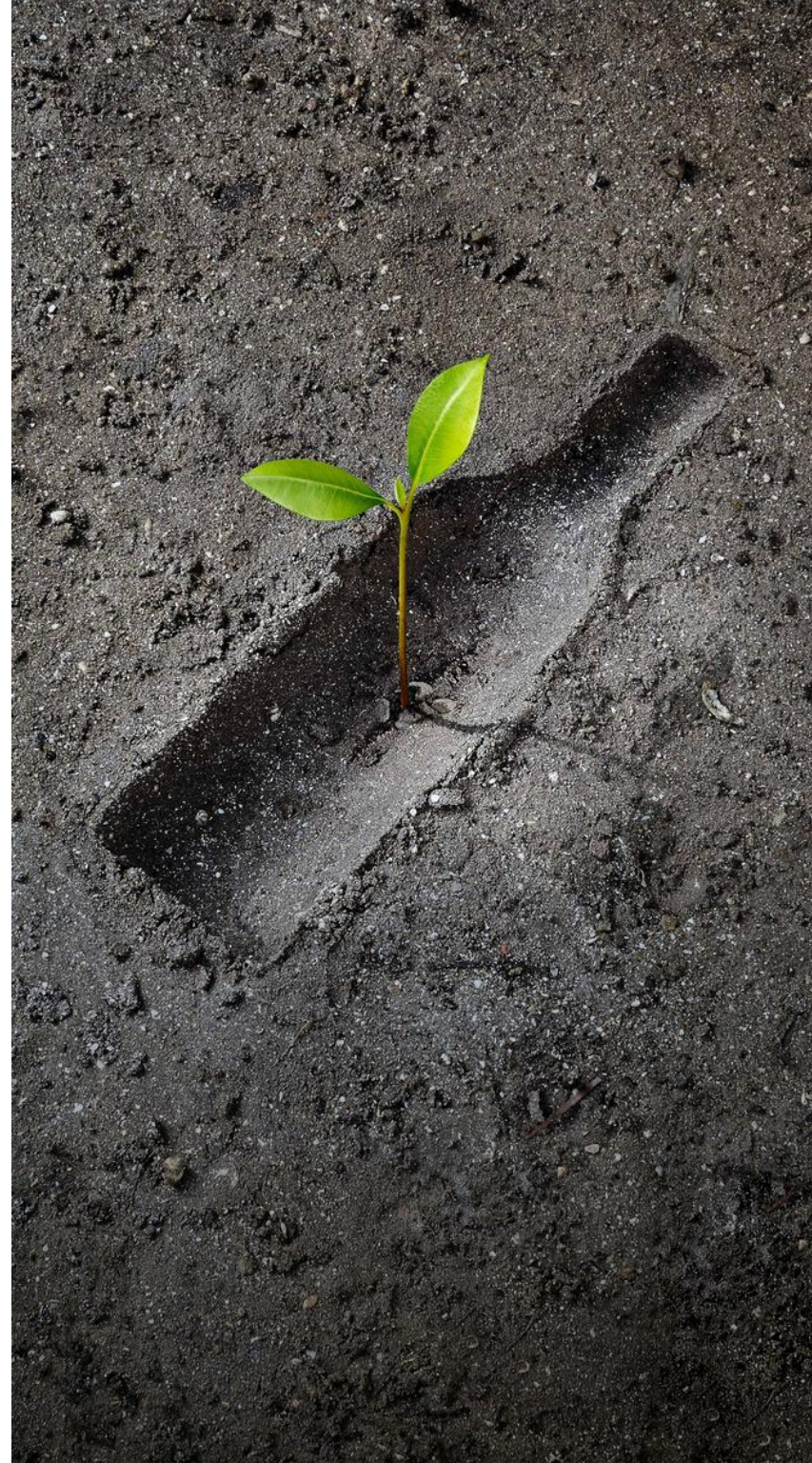
ABOUT CLEAN UP AUSTRALIA

Since the first national Clean Up Australia Day 27 years ago, Australians have donated more than 32 million hours to caring for our environment as part of the day.

Clean Up Australia Day is the largest community mobilisation environmental event in the Asia Pacific Region.

Last year we inspired and supported over 540,000 volunteers who collected the equivalent of 14,000 ute loads of rubbish from the natural environment.

In the history of Clean Up Australia Day, volunteers have removed more than 335,000 ute loads of rubbish from more than 170,000 locations across the country.



BRANDING OPPORTUNITY

Clean Up Australia Day represents a unique materials branding opportunity for businesses; celebrating national recognition, a trusted image and a grass roots appeal to the public and businesses.

Australians participating in Clean Up Australia Day choose their own clean up location and register a site at cleanupaustraliaday.org.au. We then provide them with a free starter pack of clean up materials.

Each year we provide roughly 8,000 free kits for groups ranging in size from 5 to 200 participants. In 2018 we are offering branding opportunities on kit materials for the cost of the materials purchase.

With exposure to over half a million Aussies and the huge amount of media attention Clean Up Australia Day generates, your brand will gain widespread dynamic exposure across a broad demographic audience.



CLEAN UP KIT MATERIALS

CLEAN UP BAGS



PROTECTIVE GLOVES



HI VIS VESTS



HAND SANITIZER



FIRST AID MINI KITS



KEY BENEFITS



Support your community on the front line of environmental action



Exposure through social, digital and traditional channels



Be listed on the Clean Up Australia Website



Enhance your organisational profile in the community and beyond



Make a real difference by helping us deliver lasting environmental change

540,000 VOLUNTEERS
6,400 LOCATIONS
NATIONWIDE

71,500 LARGE
16,700 CHILDRENS
CLEAN UP BAGS

27,500 ADULTS
90,000 CHILDRENS
PAIRS OF GLOVES

879,000 WEBSITE VISITS
DURING THE MAIN CAMPAIGN



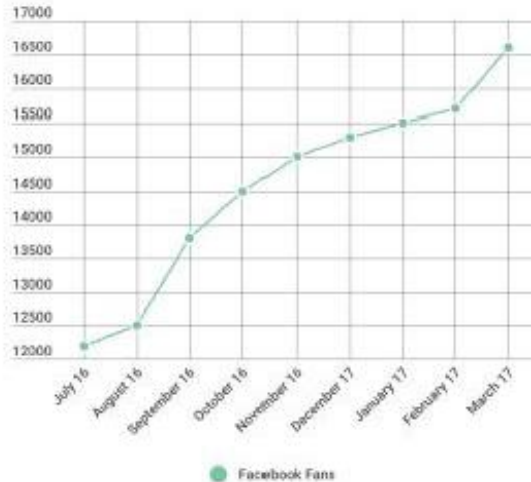
4,900
FOLLOWERS



16,600
FANS



1,111
FOLLOWERS



**36% FAN
INCREASE
JUL 16 -
MARCH 17**

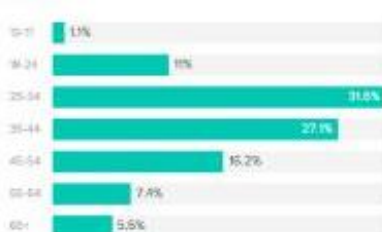
TWITTER FOLLOWERS



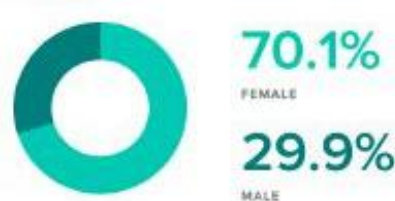
FACEBOOK IMPRESSIONS DEMOGRAPHICS



BY AGE



BY GENDER



**SOCIAL
REACH**

BRANDING MATERIAL COSTS

**ADULT
GLOVES** ~4,000 SITES
 ~100,000
 VOLUNTEERS **\$30,000**



**SMALL
BAGS** ~2,500
 SCHOOLS
 ~450,000
 VOLUNTEERS **\$10,000**



NEW OPPORTUNITY
**KIDS
GLOVES** ~2,500
 SCHOOLS
 ~450,000
 VOLUNTEERS **\$55,000**



**LARGE
BAGS** ~4,000 SITES
 ~100,000
 VOLUNTEERS **\$50,000**



BRANDING MATERIAL COSTS

**HI VIS
VESTS** ~4,500 SITES
~540,000
VOLUNTEERS **\$15,000**



This year we're adding further value and practicality to clean up kits by including first aid equipment and hand sanitizer gel, to make sure our volunteers are cleaning up safely

**FIRST AID
MINI KITS** ~4,500 SITES
~540,000
VOLUNTEERS **\$25,000**



**HAND
SANITIZER** ~7,500 SITES
~540,000
VOLUNTEERS **\$10,000**



CONTACT DETAILS

If you would like to discuss any of the opportunities in this proposal - or if you have any proposals of your own - please get in touch by email or phone to schedule a meeting.

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<http://www.cleanupaustraliaday.org.au/>

