

CLEAN UP AUSTRALIA PARTNERSHIP BENEFITS	MAJOR PARTNER	PARTNER	SUPPLIER
A maximum number of Sponsors	3	4	5
Sector exclusivity	✓	✓	✓
Engagement opportunities with key Clean Up spokespeople	5	3	2
Clean Up website and social media references to partnership	Profile listing, web banner 6 social media references	Profile listing, 4 social media references	Profile listing, 2 social media references
Leveraging national media opportunities for positive exposure	✓	✓	✓
Branding and in-location promotions including high recognition of the Clean Up brand with the power of association	✓	✓	✓
Logo placement on Event stationery and in Clean Up publications	✓	✓	✓
Logo on official Clean Up Australia Day rubbish collection bags	Priority Placement	Secondary Placement	Line branding
Logo on Clean Up Australia Day kit collateral and merchandise	✓	Line branding	Line branding
Logo placement in advertising	TV and print	Print	
Logo placement on event promotional materials	Primary positioning	Secondary positioning	Third tier positioning

