

# Sponsorship Opportunities



Environmental professionals, educators and organisations are encouraged to get involved with this unique event to help educate our youth about the importance of water.

## Invitation to Participate

Whiteman Park is delighted to be able to invite you to support the **2023 Children's Gngara Groundwater Festival** through cash sponsorship or in-kind donations of presenter time or resources.

This is a great opportunity to help educate children who are old enough to be able to understand groundwater and environmental concepts, whilst still young enough to form their own value systems – and hence learn to protect our most precious resource.

The 2023 event will be held on Wednesday 1 November.

**Steve Lowe**  
Manager, Whiteman Park

1 November  
2023



Whiteman Park **Children's Gngara Groundwater Festival**  
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**WHITEMAN PARK**  
CONSERVATION • RECREATION • EDUCATION

# Welcome to the Groundwater Festival



Now in its twenty-first year, the Children's Groundwater Festival educates our middle and upper primary school students about the importance of water and related environmental topics.

It provides the opportunity for Western Australian middle and upper primary school students and their teachers to come together on a designated day with a specific focus to learn more about water, groundwater, sustainability and other related environmental topics.

Programming of the Festival sees each class scheduled into over four hours of dynamic, 'hands on' and interactive activities led by environmental professionals representing government agencies, environmental organisations, higher education and private business. Classes participate in an introductory 'Mega Water' session, three groundwater-related learning activities and a period in the free time area.

The Mega Water Session introduces and improves the concept of groundwater with students, ensuring that all the kids attending have the same base understanding of the key topics.

A fun, 'festival' style ambience is created in the free time area, where students are able to view information displays, interact with 'watery' performers and explore a number of fun, open ended, festival style activities such as the Hard Water Café, calico craft, face painting and more.

**The Festival is open to all Year 4 to 6 classes in Western Australia. 840 students have the opportunity to participate in this full day learning experience.**

The **2023 Children's Gnambarra Groundwater Festival** will take place on Wednesday 1 November in the Village at Whiteman Park.



63% of presenters rated their festival experience as 'excellent'.

(It's ok, the rest rated it as 'good')



# A bit about the Festival



## Festival objectives

The aim of the Festival is to inspire students to learn more about conserving water and the environment that surrounds them. Children who attend the Festival will be educated about water and how it is stored within natural systems, as groundwater or as surface water, and instructed on the important role water plays within natural and man-made ecosystems. The concept of sustainability and how sustainability relates to water use and water conservation will also be conveyed.

Students will develop a greater knowledge and understanding of:

- what groundwater is and how it differs from surface water
- the water cycle
- the interdependence of plants, trees, wildlife, soil and water
- the effect that human action has on the environment and the need for responsible action
- the value of water in our day-to-day living
- sustainability in relation to water supply, use and conservation.

## Background

The Children's Groundwater Festival began in Nebraska, USA in 1989 as an extension of the mission of The Groundwater Foundation (USA), which is to create a factually informed and motivated citizenry caring about and for its groundwater.

The Festival has since become an international model with the concept being adapted and replicated throughout the world. Festivals have been held in nearly 40 US states, Mexico, Canada and India.

It is our own unique adaptation of this festival that we bring to Western Australian students, with 2023 marking the 21st year of the Children's Groundwater Festival at Whiteman Park.

Since 2002, students from 110 schools have been inspired to care, conserve and protect the water that nourishes them by attending our Festival. The feedback received from teachers, students and Festival stakeholders has always been overwhelmingly positive.



## Venue

Whiteman Park is a unique recreation and conservation reserve that covers nearly 3,700 hectares of natural bushland and leisure facilities in Perth's northern suburbs.

Situated just 18 km from the Perth CBD, alongside the tourist precinct of the Swan Valley, the Park is owned by the Western Australian Planning Commission and managed by the Department of Planning, Lands and Heritage.

Whiteman Park offers a distinctive venue for the Festival because it relies 100% on groundwater for its own water supplies. In addition, one of the principle reasons for the establishment of the Park was to protect the southern edge of the Gnangara Mound, the largest groundwater source in WA, above which Whiteman Park sits. The protection and conservation of groundwater and surface water quality is achieved through careful management practices within the Park.

The Festival is also supported by a strong education portfolio, as Whiteman Park offers a range of transport heritage and environmental education programs and activities that attracts thousands of students to the Park annually.



# Sponsorship Opportunities



There are a range of sponsorship opportunities which will enable your organisation to make a significant contribution towards the overall success of the Festival while enjoying strong brand exposure and communication channels to a large number of primary students, teachers and parents.

Whiteman Park welcomes interested organisations to become involved and support the Festival through either cash or in-kind sponsorship arrangements, subject to the *Sponsorship in Government Guidelines*. All monetary sponsorship must be paid in full by 1 September, 2023.

In-kind sponsorship in the form of presenters, resources and consumables is also welcomed to help support this educational experience, as a Festival Friend.

Contact the Business and Marketing Team Leader to discuss these sponsorship packages on **(08) 9209 6000**.



## Your commitment to the Festival

Sponsor level	Aquifer	Wetland	Spring	Free Time Supporter	Workshop Supporter
Cash sponsorship	\$5,000+	\$2,000+		\$3,000	\$500+
Provide staff to present workshop sessions at the Festival	Min. 3	Min. 2	3 or more		Min. 1

## Our commitment to you, our valued sponsors and supporters

Sponsor level	Aquifer	Wetland	Spring	Free Time Supporter	Workshop Supporter
Organisation logo on Festival materials sent to all participating teachers	✓			Free Time naming	
Organisation logo (mono) on the event t-shirts for over 60 presenters and volunteers – see indicative placement above	✓	✓	✓	Wetland level	
Organisation website linked on the Festival page of the Whiteman Park website	✓ incl. logo	✓		✓	
Organisation logo on Sponsors 'thank you' board on day of the event	✓ A3 size	✓ A3 size	✓ A4 size	✓ A3 size	✓ A4 size
Acknowledgement in any Festival media and promotional materials	✓			Free Time naming	
Acknowledgement during Mega Water Session	✓	✓	✓	✓	
Naming rights to either one (1) Festival workshop or the Free Time area	✓ Workshop			✓ Free Time	✓ Workshop
Opportunity to display banners/signage in main marquee for Mega Water Session	✓ Up to 4	✓ Up to 1	✓ Up to 1		
Opportunity to display corporate flagging in major Festival thoroughfares	✓	✓		✓ Free Time	
Opportunity to supply promotional items for student prizes	✓	✓	✓	✓	✓
Opportunity to supply promotional material insert for teacher packs	✓	✓	✓	✓	✓
Opportunity to display in Free Time area on day of the event	✓ 6 x 3m site	✓ 3 x 3m site		✓ 6 x 3m site	
Invitation to join us for a VIP Tour of the Festival	✓ Up to 6	✓ Up to 2		✓ Up to 2	

# Presenter Incentives



**Whiteman Park is searching for at least 35 enthusiastic environmental professionals to volunteer their time to present workshop activities at the 2023 Festival.**

Presenters will each receive their own Festival t-shirt to wear on the day and then keep; this year's t-shirt colour will be white or teal. Whiteman Park will also provide all catering for the day, including a delicious vegetarian lunch, all-day snacks and hot and cold drinks.

By releasing you to attend and support the Festival, your organisation will qualify as a 'Festival Friend', with acknowledgement as a supporter of this popular environmental education event. This includes the opportunity to supply branded materials for student prizes and/or teacher pack inserts to promote your organisation.

Presenters will need to be available and able to commit to presenting their nominated workshop on WEDNESDAY 1 NOVEMBER or the contingency date (in case of inclement weather) of Thursday 2 November\*.

*\*Please note that you can nominate to be available on only one of these days, noting that the Thursday is as a backup only.*

A certificate of appreciation is available for any presenter or volunteer who requests one.

Got more questions? Turn over for a number of answers to the most commonly asked questions from potential presenters, or get in touch with the team on (08) 9209 6000 or [cgf@whitemanpark.com.au](mailto:cgf@whitemanpark.com.au)

*"Well done, once again, to the amazing organisers and their awesome support team. This is my FAVOURITE day of the year!"*

– Tanya B, 2022 presenter



# Presenter FAQs

## **I can only commit to one day, should I still register?**

Yes! Should we need to move to the contingency date, there will always be presenters who can't make it, so knowing what day you CAN do, we can plan accordingly. (And we're very appreciative of that commitment!)

## **What activity should I present?**

A number of activities that have proved to be winners at previous Groundwater Festivals will be included at this year's event, along with 1-2 new workshop activities.

If you have a specific interest or knowledge on certain topics or would like to request to present a specific workshop, please let us know so we can allocate you to the best possible activity!

## **How many sessions will I have to present on the day?**

Workshops are presented a maximum of four times on the day. In Free Time, the session runs for 3.5 hours (you will get a lunch break of course!).

## **What do I need to provide?**

Whiteman Park will provide all the resources needed to present your allocated activity. Any assistance your organisation may be able to give over above this (e.g., provision of supporting materials or promotional prizes) is always greatly appreciated.

You will also need to show your Working with Children Check card or sign a declaration form to participate.

## **How long will I be required on the day?**

Each session runs for 30 minutes, with the whole day running from 9.30am to 2.30pm. Depending on your workshop itinerary, you will be required to be at the Park for up to five hours.

## **Where will my presentation take place?**

Almost all sessions are conducted outdoors in the shaded picnic grounds of Whiteman Park.

## **What age group and class sizes are we presenting to?**

Students are aged between 9 and 12 years old (Years 4 to 6) and you can expect up to 30 students per session (i.e. usual class size).

## **What other information do I need?**

Lesson plans and timetables will be distributed by mid-October.

Presenters are encouraged to attend one of our 1.5hr Festival Training and Familiarisation sessions at Whiteman Park, which are scheduled for Wednesday 19 October at 9.00am and 4.00pm.

## **What benefit is there in presenting?**

Not only do you get to get out of the office to share your expertise or passion with these engaged schools, educating our next generation about a range of environmental issues, you also get the opportunity to network with peers at lunch, surrounded by natural bushland. The camaraderie with your fellow presenters and Whiteman Park team sees organisation and individuals return year-after-year to present.

## **I'm attending in my own right. Does your insurance cover me?**

Most of our presenters are released by their employers to attend the Festival. If however, you are volunteering as an individual, then Whiteman Park will sign you up as a one-day volunteer to cover you under our insurance.

## **Do I need experience of working with schools or children?**

Not at all. An outgoing and enthusiastic personality is all you need! We will provide you with all the background information and steps to present your workshop, including tips on presenting to kids.



# Sponsor Commitment Form



Thank you for your interest in supporting this engaging environmental education event. Please complete the form below to secure your preferred arrangement.

Festival Friends are invited to complete the Presenter Registration Form overleaf.

Send completed forms to [cgf@whitemanpark.com.au](mailto:cgf@whitemanpark.com.au)

## Sponsor information

Organisation	
Billing Address	
Suburb	Postcode
Contact Name(s)	
Position	
Email(s)	
Telephone	

## Sponsorship level selection

<input type="checkbox"/> Aquifer sponsor	\$5,000	<input type="checkbox"/> Free Time supporter	\$3,000
<input type="checkbox"/> Wetland sponsor	\$2,000	<input type="checkbox"/> Workshop supporter	\$500+
<input type="checkbox"/> Spring sponsor	In-kind support		

In-kind offer	
Retail value	
TOTAL	

## Additional commitments

Our organisation commits to provide \_\_\_\_\_ (insert number) presenters or volunteers to assist at the 2023 Festival. A Presenter Registration Form will be completed for each person we make available to assist.

In addition, we will (tick all that apply):

- provide information and/or promotional giveaways for inclusion in the Teacher Packs by 20 October, 2023. We understand that we need to provide 40 copies of any printed materials item to ensure all teachers receive the information.
- provide a small quantity of prizes (5 – 40 items) for giveaway to students at the Festival.
- send a high resolution electronic version of our logo to [cgf@whitemanpark.com.au](mailto:cgf@whitemanpark.com.au) in EPS, TIF and/or JPG file formats, with this form.

Signed	Date
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## Terms and conditions

- To guarantee inclusion in all of the sponsorship benefits please submit sponsorship commitment forms by 30 June, 2023.
- The deadline for all monetary sponsorship is 1 August, 2023. Invoices must be paid by 1 September, 2023.
- We regret that we are not able to create bespoke sponsorship packages but can add different sponsorship levels together to suit your needs.

# Presenter Registration Form



**Thank you for your interest in volunteering to present a workshop at the 2023 Children's Gnambar Groundwater Festival.**

Please fill out the form below for EACH presenter who will be representing your organisation and return to us by Friday 1 September, 2023. Return forms to: [cgf@whitemanpark.com.au](mailto:cgf@whitemanpark.com.au)

First name		Last name	
Position title			
Organisation			
Work phone		Mobile number	
		<input type="checkbox"/> personal <input type="checkbox"/> work	
Email			
WWCC No.		Exp	
		or <input type="checkbox"/> I will complete a confidential declaration	
Dietary requirements			

What is your professional background? (tick all that apply)

<input type="checkbox"/> Catchments	<input type="checkbox"/> Flora	<input type="checkbox"/> Natural resource management	<input type="checkbox"/> Water quality
<input type="checkbox"/> Environmental educator	<input type="checkbox"/> Geology	<input type="checkbox"/> Salinity	<input type="checkbox"/> Other:
<input type="checkbox"/> Fauna	<input type="checkbox"/> Groundwater		

Have you been a presenter at previous Children's Groundwater Festivals?  Yes  No

If yes, what activity/s have you presented?

<input type="checkbox"/> Bucket Brigade	<input type="checkbox"/> Filter Feeders	<input type="checkbox"/> Goopy Garbage	<input type="checkbox"/> Totally Topography
<input type="checkbox"/> Danger in Our Town	<input type="checkbox"/> Fish Olympics	<input type="checkbox"/> Groundwater Spider	<input type="checkbox"/> Wetland Wonders
<input type="checkbox"/> Edible Aquifer	<input type="checkbox"/> Flush It!	<input type="checkbox"/> Litter Relay	<input type="checkbox"/> Would you like salt with that?
<input type="checkbox"/> Every Drop Counts	<input type="checkbox"/> Frog-o-logic	<input type="checkbox"/> PollutiON, PollutiOFF	<input type="checkbox"/> Other:

Are you registering as a:  Workshop presenter  Free Time facilitator

Workshop or activity preference:  
*Wherever possible, presenters are allocated to workshops based on their professional background/experience. However, if you have a specific workshop request, it will be taken into consideration where practicable.*

Please indicate the days you are available to present:  Wed 1 Nov **only**  Thu 2 Nov **only**  
 Both days  Half day preferred

I **will / will not** be attending the presenter family session at  9.00am  4.00pm on Wednesday 18 October

T-Shirt size	Women's style						Men's style					
	XS	S	M	L	XL	2XL	S	M	L	XL	2XL	3XL
Size												
Half chest (cm)	45.5	48	50.5	53	55.5	58	47	52	56.5	61	64	68
My Size (✓)												

Please indicate what t-shirt size you would like on the form above. This year's t-shirt is an AS Colour 'Staple tee' in the men's style, or 'Maple tee' for the ladies.

*Note: To get your 'half-chest measurement', take a shirt that fits well, lie it flat, and measure the length from armpit to armpit across the front (the chest) of the shirt. Please note, the men's style is longer in the body than the ladies.*



# Thank You



We look forward to hearing from you soon and hope that together we can make the **2023 Children's Gngangara Groundwater Festival** another exciting and educational experience for the students of Western Australia!

To our valued sponsors and supporters of the 2022 *Children's Gngangara Groundwater Festival*, we'd like to say thank you for helping us to educate our kids about our precious water resources and the environment as a whole.

## Major Sponsors



Government of **Western Australia**  
Department of **Water and Environmental Regulation**



## Festival Supporters



**WMM** WA MUSEUM  
BOOLA BARDIP

Department of Biodiversity, Conservation and Attractions:  
Nearer to Nature team • Eastern Metropolitan Regional Council •  
South East Regional Centre for Urban Landcare •  
University of Western Australia



"In approximately 40 years of teaching, I think this is the most enjoyable and informative excursion the children have ever participated in. They learn heaps and talk about it for years later!"

- Judith McCormack

