



Incorporation Registration Number A0017946R
(ABN 17 035 716 441) as the
Garden Plant Conservation Association of Australia
(GPCAA Inc.) known as **Plant Trust**

C/- Royal Botanic Gardens, Melbourne
Birdwood Avenue, South Yarra VIC 3141
Australia
www.planttrust.org.au
contact@planttrust.org.au

Become a Sponsor of Plant Trust

Plant Trust invites your organisation to become a valued sponsor and connect your brand with a highly engaged community that cares deeply about plants, gardens, biodiversity and conservation.

By partnering with Plant Trust, you will demonstrate visible support for the protection of Australia's garden plant diversity while positioning your organisation alongside a respected national network of home gardeners, botanic gardens, horticultural professionals, nurseries, garden clubs and plant collection holders.

Your sponsorship will provide year-round recognition across Plant Trust's website, monthly eNews, quarterly digital publication *Genus*, and social media channels, helping you build awareness with an audience that values horticultural knowledge, environmental stewardship and the long-term preservation of living plant heritage.

As a sponsor, you will have practical opportunities to showcase your logo, share your weblink, promote your message through a full-page advertisement, and strengthen your organisation's reputation as a supporter of conservation, education and Australia's gardening community.

As an annual sponsor (July-June), your organisation will receive:

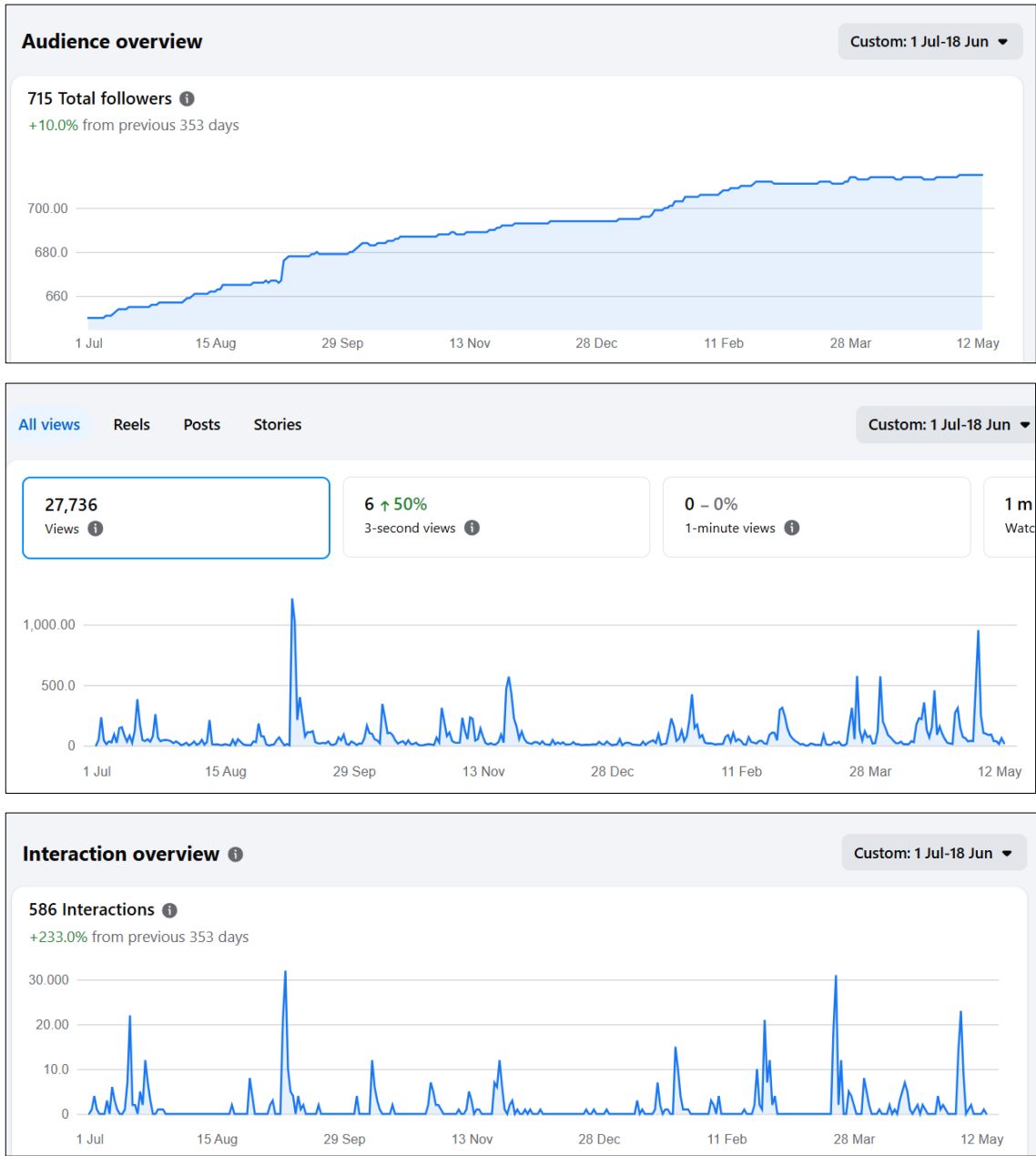
- **Monthly exposure** – your logo and weblink included in Plant Trust's monthly eNews communications.
- **Social media reach** – four annual posts featuring your logo and weblink on Plant Trust's [Facebook](#) and [LinkedIn](#) channels which in 2025-26 generated over 27,650+ views and 585+ interactions.
- **Content sharing** – four of your organisation's organic posts re-shared to Plant Trust's Facebook page.
- **Quarterly feature** – a full-page advertisement featured prominently in *Genus*, Plant Trust's digital quarterly, whose readership includes botany and horticulture students at the Universities of Melbourne, Sydney and Adelaide.
- **Website visibility** – your logo and weblink featured on Plant Trust's [Supporters and Sponsors](#) webpage.
- **Strong value** – a sponsorship package valued at \$2,000, available for \$500 annually.

Together, we can help promote the conservation, registration and appreciation of significant garden plant collections across Australia – while strengthening your organisation’s visibility with a passionate gardening and conservation community.



To discuss sponsorship of Plant Trust for 2026-27, please call Damian Nieuwesteeg, Administrative Officer on 0405 397 500 or email via contact@planttrust.org.au.

Plant Trust’s Facebook metrics (1 July 2025 – 18 June 2026)



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