

Nature Play QLD
PASSPORT
to an amazing childhood



hip with



Advertising
Packages

www.natureplayqld.org.au





Your organisation is invited to join our mission!!

At Nature Play QLD, we believe that unstructured outdoor play - or 'nature play' - is fundamental to a full and healthy childhood.

Our Vision is for unstructured outdoor play to become a normal part of every child's life in Queensland so that they can develop into resilient, healthy and creative members of the community.

Our Mission is to work innovatively and collaboratively with organisations and individuals right across Queensland to make nature play a regular part of a Queensland childhood.

Nature Play QLD is pleased to announce some strictly limited advertising opportunities, so if your message aligns with ours...

Come join us!

We are a not-for-profit community organisation that advocates the nature play message and creates nature play resources, events and programs for Queensland families.

Nature Play QLD is administered in Queensland by QORF - the Queensland Outdoor Recreation Federation - and is made possible through the support of the Queensland Department of National Parks, Sport & Racing.



Add your message to the Nature Play passport!



The Nature Play Passport program: A practical and proven outdoor play resource

The Passport to an Amazing Childhood program is Nature Play QLD's signature program, combining a physical passport and an online portal to help thousands of children and families across the state get outdoors and reconnect with nature.

The Passport to an Amazing Childhood program has over 200 outdoor activities, or 'missions', that every child should experience before they're 12. The missions are fun and adventurous and range from visiting national parks and camping to simple activities like climbing a tree, digging for worms or visiting a beach. Children use the online interface to find missions to complete and then leave the computer behind to go do them.

The physical passports are used to document their missions and to celebrate and record all of their adventures. These passports contain blank mission pages for children to make notes on, stickers for completed activities, and suggestions on activities to undertake and ideas on places to go.



The Passport to an Amazing Childhood program has already proven to be hugely popular! Families, schools and community groups have been ordering these passports all over the state. Over 100,000 passports have now been distributed across Queensland, which are free for every Queensland child. Our goal is to have a passport in the hands of every child in Queensland.

The Nature Play passport is a free resource for the Queensland community, and is fast becoming the prized possession of kids right across Queensland! The physical passport includes 15 missions to get kids started on their nature play adventures, and also features a collection of stickers which are used to document their success. The physical passport is complemented by an online interface with over 200 nature play missions for kids to complete.

We invite you to become a part of our mission and connect your organisation or service to the Passport to an Amazing Childhood program. Strictly limited advertising opportunities are now available for your organisation or service to be featured in the next Nature Play QLD Passport.

If you have a message that aligns with ours, come join us!

Who is the passport program for?

The Nature Play passport program is designed for children aged 3 - 12 years old. The program has also been adopted by many organisations across Queensland who work with children and are using the passport program within their services (refer to the Partner section under 'About' on the Nature Play QLD website).

Advertising Deliverables:

- Align your organisation or service with Nature Play QLD's philosophy and framework
- Increase your presence in families, schools and community groups across Queensland.
- Promote your organisation or service to highly engaged families
- Charge your marketing message within the positive Nature Play passport program, which is significantly contributing to the healthy development of children right across Queensland.

Advertising Opportunities:

- Promote an event or program that supports the Nature Play ethos
- Engage participants and create your own mission for kids to go outdoors and complete, which reflects your organisation or service
- Align your brand with healthy, active, educational outdoor play for Queensland kids.

Personalised Passport Stickers:

- The stickers in the passport are used to accompany a mission within the program
- These stickers create an extra level of engagement
- Sticker images can be used to strengthen brand recognition by repeating logos or developing an image related to your mission
- Kids love their Nature Play Passport program stickers!

Further Leverage Opportunities:

- Have your mission added to the online interface
- Have your mission added to the Nature Play QLD Activity Finder on the Things To Do page of the Nature Play QLD website
- Be added as a partner to the Nature Play QLD Community Partner Network page with click-through to your website
- Inclusion in eNews and Facebook announcement to our extensive Nature Play network.

Strictly limited advertising opportunities now available:

ADVERTISING OPPORTUNITY	PASSPORT QUANTITY	COSTS (EX GST)
1 PAGE	20,000	\$1,900
2 PAGE	20,000	\$3,750
1 PAGE PLUS 1 STICKER	20,000	\$2,100
2 PAGES PLUS 1 STICKER	20,000	\$4,100
1 PAGE	40,000	\$3,300
2 PAGES	40,000	\$6,500
1 PAGE PLUS 1 STICKER	40,000	\$3,500
2 PAGES 1 PLUS STICKER	40,000	\$7,100
1 PAGE	80,000	\$6,000
2 PAGE	80,000	\$11,600
1 PAGE PLUS STICKER	80,000	\$6,200
2 PAGES PLUS STICKER	80,000	\$12,000

For more information on how to include your message in the Nature Play QLD passport program please contact:

Nature Play QLD

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Nature Play QLD Advertisement Package Terms & Conditions:

- The quantity is the primary term of condition for the advertising package contract.
- Once the agreed quantity is exhausted, all obligations of the current advertisement arrangement are considered fulfilled.
- If the agreed quantity limits for the advertisement package contract have not been met, a secondary boundary, an agreed time frame, will apply.
- Once the agreed time frame has concluded a new advertisement package contract can be initiated.
- Once the agreed time frame has concluded and no additional advertisement package has been initiated, any remaining passports will be distributed until stock is exhausted.
- Passport print runs are in 20,000 lot batches in accordance with the table above
- Once an agreed layout for your organisation's page has been reached and printing has commenced no changes can be made to this batch of 20,000 passports.
- Any additional changes to be made to your advertisement package must be made 3 weeks before the print date of the next 20,000 batch and graphic design costs are to be paid by the contracted organisation.

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