



### ***Who we are and what we do***

Seven thousand oaks (7KO) is a not-for-profit that is an online repository of information for artists and the public about sustainability within the arts, and the host organization for the seven thousand oaks festival slated for Autumn 2010. We fill a market gap within a very niche but growing industry within the sustainability sector. We list over 100 Australian artists that address sustainability in their work and host a comprehensive list of resources that provide information about the sustainable arts dialogue.

### ***What are the benefits?***

As a member of the art supplier industry we are aware of the quickly shifting business and marketing landscape and the increasingly difficult task of communicating and engaging with a growing consumer base. We are developing a database of arts suppliers who consider sustainability during their product design and are looking to promote to a larger audience. By listing on the 7KO site, you will receive the following benefits:

- You become part of a credible directory that positions your business amongst other highly recommended suppliers within a very niche industry
- You receive **free** online marketing exposure. It is **free** to list your product or service on [seventhousandoaks.org](http://seventhousandoaks.org). Your listing includes a brief overview of your product, contact details, a link to your own site and an image, which you can update as required.
- You have the opportunity to promote to our subscriber base as a featured supplier via the 7KO newsletter
- You will have the opportunity to interact with a broad range of artists and venue during promotional activities in the lead-up to the 7KO festival.
- 7KO provides accessible avenues for collaboration, such as teaming you with a outlet in need of specific supplies, e.g school arts program

### ***Who will see your products and why will they keep coming back?***

The 7KO core audience are generally artists, venues, community and educational groups looking to learn more about the green arts industry and the types of “green” products available. 7KO will build its user database by using traditional media channels, new media channels such as online news sites, affiliates and social networking and physical exhibition space during the festival. Users will keep coming back to the site as:

- 7KO is the first directory that lists green arts supplies in Australia
- It has been carefully developed with the arts industry and the sustainability sector and will keep growing
- Anyone who visits 7KO can subscribe for the mailing list free of charge.
- are part of an interactive community that gives them access to word of mouth recommendations.

### ***Want to be involved?***

It's easy – simply print and fill out the Expression of Interest form attached to the end of this kit. You will receive a welcome pack with instructions on how to make the most of your involvement and pending approval will you be listed within one week. Or contact us to learn more.

### ***Contact Details***

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## Supplier Listing Expression of Interest Form

|                 |     |       |     |          |  |
|-----------------|-----|-------|-----|----------|--|
| Name of company |     |       |     |          |  |
| Contact person  |     |       |     |          |  |
| Address         |     |       |     |          |  |
| Suburb/town     |     | State |     | Postcode |  |
| Email address   |     |       |     |          |  |
| Telephone       | ( ) | Fax   | ( ) |          |  |

### Company Profile

In your own words, please provide a brief description of your company and its product portfolio

### Product Sustainability

How does your company take sustainability into account in product development?

|   |        |
|---|--------|
| Would you like to be added to the 7KO mailing list? | YES/NO |
|---|--------|

**N. B** Please include an image of product or logo no larger than 1MB (GIF, PNG, or a JPG file. The image will be resized to 256 x 256 pixels.)

Please email this expression of interest to seven thousand oaks at [info@seventhousandoaks.org](mailto:info@seventhousandoaks.org) or send to:  
 95 Gladstone Ave  
 Northcote, VIC 3070

*This form is to indicate an interest in listing on the seven thousand oaks site. A representative of 7KO will be in contact to inform you of your approval and access to your listing and request a logo or product image for your profile.*