20 25 Sponsorship Prospectus

Partner with us to grow, advance and promote the fodder industry from 2025 and beyond.



Australian Fodder Industry Association

info@afia.org.au www.afia.org.au @AusFodder

Why Partner with AFIA



The Australian Fodder Industry Association (AFIA) is the national, independent voice for the Australian fodder industry. We connect the entire supply chain – from seed to feed.

The fodder industry is one of the most important industries in Australian agriculture, underpinning production in dairy, livestock, horticulture and other intensive industries. It is for this reason AFIA exists, and since its establishment in 1996, our network of members, sponsors, supporters and engaged participants has worked together to help the fodder industry grow.

Our priorities are focused on supporting our members by:

- building strong communities and understanding their needs
- promoting research and development
- addressing market and trade issues
- monitoring and communicating relevant biosecurity issues, and
- identifying new ways to grow the industry, both domestically and internationally

AFIA is the central hub connecting the fodder supply chain across agriculture sectors, industry and governments. So please join us as we continue to extend our reach by attracting new members, identifying new market opportunities, producing events which educate and inform on relevant and timely topics, and to create a strong fodder industry that inspires future generations to drive this industry forward.





Gold Sponsorship Package



All figures are exclusive of GST. Sponsorship commences from 1 April 2025 through to 31 March 2026.

RECOGNITION AND INCLUSIONS

- Complimentary membership of AFIA
- One voting right for one nominated representative
- Recognition of sponsorship/corporate logo on AFIA website
- Recognition of sponsorship/corporate logo on cover of AFIA's quarterly magazine "Focus on Fodder" (hard copy and electronic)
- Recognition of sponsorship/corporate logo in AFIA monthly e-news
- Recognition of sponsorship/corporate logo in AFIA's annual calendar (hard copy)
- Recognition of sponsorship/corporate logo on AFIA's annual rainfall chart (hard copy)
- Weekly "Hay Report" delivered in your inbox (40 editions per year)
- Fodder Export data delivered in your inbox

ADVERTISING AND PROMOTION

- Colour advertisement in AFIA's quarterly magazine "Focus on Fodder"
- Colour advertisement in AFIA's 2025 calendar
- Product promotion slot on AFIA's website for one month
- Facebook and Twitter posts (sponsor to provide or suggest content)
- Product feature in AFIA's e-news (sponsor to provide content)
- Exclusive branded editorial content sent to all members via email

ANNUAL FODDER CONFERENCE

- Full registration conference passes
- 10 minute speaking session or Session chair opportunity

3x tickets Included

Full page

Full width

6 per year

12 per year

4 per year

4 per year





Silver Sponsorship Package



All figures are exclusive of GST. Sponsorship commences from 1 April 2025 through to 31 March 2026.

RECOGNITION AND INCLUSIONS

- Complimentary membership of AFIA
- One voting right for one nominated representative
- Recognition of sponsorship/corporate logo on AFIA website
- Recognition of sponsorship/corporate logo on cover of AFIA's quarterly magazine "Focus on Fodder" (hard copy and electronic)
- Recognition of sponsorship/corporate logo in AFIA monthly e-news
- Recognition of sponsorship/corporate logo in AFIA's annual calendar (hard copy)
- Weekly "Hay Report" delivered in your inbox (40 editions per year)

ADVERTISING AND PROMOTION

- Colour advertisement in AFIA's quarterly magazine "Focus on Fodder"
- Colour advertisement in AFIA's 2025 calendar
- Product promotion slot on AFIA's website for one month
- Facebook and Twitter posts (sponsor to provide or suggest content)
- Product feature in AFIA's e-news (sponsor to provide content)
- Exclusive branded editorial content sent to all members via email

ANNUAL FODDER CONFERENCE

• Full registration conference passes

2x tickets

Half page

Half width

4 per year

8 per year

2 per year

2 per year





Bronze Sponsorship Package



All figures are exclusive of GST. Sponsorship commences from 1 April 2025 through to 31 March 2026.

RECOGNITION AND INCLUSIONS

- Complimentary membership of AFIA
- One voting right for one nominated representative
- Recognition of sponsorship/corporate logo on AFIA website
- Recognition of sponsorship/corporate logo on cover of AFIA's quarterly magazine "Focus on Fodder" (hard copy and electronic)
- Recognition of sponsorship/corporate logo in AFIA monthly e-news
- Recognition of sponsorship/corporate logo in AFIA's annual calendar (hard copy)
- Weekly "Hay Report" delivered in your inbox (40 editions per year)

ADVERTISING AND PROMOTION

- Colour advertisement in AFIA's quarterly magazine "Focus on Fodder" Quarter page
- Product promotion slot on AFIA's website for one month
- Facebook and Twitter posts (sponsor to provide or suggest content)
- Product feature in AFIA's e-news (sponsor to provide content)
- Exclusive branded editorial content sent to all members via email

6 per year 1 per year

2 per year

1 per year

ANNUAL FODDER CONFERENCE

• Full registration conference pass







Annual nsorship



Strategic Partner Packages



Strategic Partner Packages offer the same Recognition, Advertising & Promotion inclusions as a Gold Sponsor with the added flexibility to choose the number of Full Conference Passes, Trade Booth and/or Machinery sites. In addition to the above, Strategic Partners can build their own package by including any of the Additional Sponsorship options listed on the following pages.

Minimum investment to be a Strategic Partner is \$20,000

RECOGNITION AND INCLUSIONS

- Complimentary membership of AFIA
- One voting right for one nominated representative
- Recognition of sponsorship/corporate logo on AFIA website
- Recognition of sponsorship/corporate logo on cover of AFIA's guarterly magazine "Focus on Fodder" (hard copy and electronic)
- Recognition of sponsorship/corporate logo in AFIA monthly e-news
- Recognition of sponsorship/corporate logo in AFIA's annual calendar (hard copy)
- Weekly "Hay Report" delivered in your inbox (40 editions per year)
- Fodder Export data delivered in your inbox

ADVERTISING AND PROMOTION

•	Colour advertisement in AFIA's quarterly magazine "Focus on Fodder"	Full page
•	Colour advertisement in AFIA's 2025 calendar	Full width
•	Product promotion slot on AFIA's website for one month	6 per year
•	Facebook and Twitter posts (sponsor to provide or suggest content)	12 per year

- Facebook and Twitter posts (sponsor to provide or suggest content)
- Product feature in AFIA's e-news (sponsor to provide content) 4 per year
- Exclusive branded editorial content sent to all members via email 4 per year

ANNUAL FODDER CONFERENCE

POA • Full registration conference passes • 10 minute speaking session or Session chair opportunity Included • Exhibition space POA • Machinery site POA

ADDITIONAL SPONSORSHIP OPTIONS

• Choose from the range of options listed on Page 8 of this prospectus, or suggest your own inclusions to be negotiated.



	STRATEGIC PARTNER	GOLD	SILVER	BRONZE
RECOGNITION AND INCLUSIONS				
Complimentary membership of AFIA				
One voting right for one nominated member				
Recognition of sponsorship/corporate logo on AFIA website				
Recognition of sponsorship/corporate logo on cover of AFIA's quarterly magazine "Focus on Fodder" (hard copy and electronic)				
Recognition of sponsorship/corporate logo in AFIA monthly e-news				
Recognition of sponsorship/corporate logo in AFIA's annual calendar (hard copy)				
Weekly "Hay Report" delivered in your inbox (40 editions per year)				
Fodder Export data delivered in your inbox		\checkmark		

ADVERTISING AND PROMOTION				
Colour advertisement in AFIA's quarterly magazine "Focus on Fodder"	Full page	Full page	Half page	Quarter page
Colour advertisement in AFIA's 2024 calendar	Full width	Full width	Half width	-
Product promotion slot on AFIA's website for one month	6 per year	6 per year	4 per year	2 per year
Facebook and Twitter posts (sponsor to provide or suggest content)	12 per year	12 per year	8 per year	6 per year
Product feature in AFIA's e-news (sponsor to provide content)	4 per year	4 per year	2 per year	1 per year
Exclusive branded editorial content sent to all members via email	4 per year	4 per year	2 per year	1 per year

ANNUAL FODDER CONFERENCE				
Full registration conference passes	POA	3 tickets	2 tickets	1 ticket
10 minute speaking session or Session chair opportunity	\checkmark	\checkmark		

INVESTMENT POA \$15,000 \$10,000 \$6,000
--



Additional Sponsorship Options

All figures are exclusive of GST. Sponsorship commences from 1 April 2025 through to 31 March 2026.

 AFIA ANNUAL PHOTO COMPETITION Work with the AFIA team to develop the competition theme. Provide a representative for the competition judging panel. Branding on all photo can be used promotion advertising the competition and entries. Logo on the inside make of the 2026 calendar. Recognition of sponsorship/corporate logo on AFIA's annual rainfall chart 	\$5,000
 FOCUS ON FODDER ADVERTISING Full page advertisement. Half page advertisement. Quarter page advertisement. 	\$1,500 \$1,100 \$700
 FOCUS ON FODDER EDITORIALS Full page editorial feature on a topic of your choosing - cost per issue. We work with you to draft the content unless you have something already created we can use. Graphics to be provided by sponsor. 	\$2,000
 AFIA PODCAST - MAKE HAY WHILE THE SUN SHINES Seasonal sponsor (minimum 8 episodes). Sponsor recognition at the beginning of each episode. Sponsor logo on website page with the podcast episodes. One episode specific to sponsor content (not sales or product oriented). Includes logo on all promotion across social media. 	\$5,000
 EXCLUSIVE BRANDED EDITORIAL CONTENT SENT TO ALL MEMBERS VIA EMAIL Can be the promotion of a product, event, workshop etc. Sponsor to provide content, logo and imagery. Includes one social media post promoting the content. 	\$1,500
 REGIONAL NETWORKING EVENTS - LUNCH & LEARN SESSIONS Sponsor a series of regional lunch and learn sessions in key areas across the country. Pricing to be determined based on the number of events in the series and the catering, AV, speaker and venue hire costs which need to be covered. Members to attend for free (if possible), non members to be charged between \$20-\$50 per person 	ΡΟΑ



Sheraton Grand Mirage Resort, Gold Coast 22 - 24 July 2025

The AFIA National Fodder Conference is returning to the Gold Coast for 2025, and we have secured the fabulous **Sheraton Grand Mirage Resort** from Tuesday 22 July to Thursday 24 July 2025 to hold our annual event.

This year we will have more opportunities for both delegates and sponsors to be involved by offering two jam-packed days filled with:

- Informative sessions
- Interactive workshops
- Panel discussions
- Networking events
- Indoor and outdoor exhibition areas

The conference provides a great opportunity to catch up with friends and peers, establish new relationships, invest in educational opportunities, and identify new ways to support and grow the fodder industry.

We look forward to having you join us for two days on the beautiful Gold Coast, and you may even decide to stay a few extra days to soak up the winter sun.





NEW HOLLAND

National Fodder Conference 2025

Sheraton Grand Mirage Resort, Gold Coast 22 - 24 July 2025

Sponsorship Opportunities

All figures are exclusive of GST.

MAJOR CONFERENCE SPONSOR (1x opportunity)

- Opportunity to deliver 30-minute keynote presentation OR host 40-minute panel discussion
- Opportunity to host one of the workshop streams
- 1x Delegate bag insert
- 1x Double exhibition space (6m x 2m)
- 1x Double sized Machinery/Demo site (10m x 20m)
- Complimentary full registration for 5x delegates
- Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite.

GEN-AG CONFERENCE SPONSOR

- Sponsor 8x GenAg delegates to the National Fodder Conference
- Host a GenAg breakfast at the National Fodder Conference
 Facilitate a GenAg panel discussion during the conference

- Facilitate a GenAg Porter of a starting stream of the stream of the starting stream of the starting strea media can paiens, all digital signage & rolling screens onsite.
- The 8 delegates will also receive complimentary AFIA membership for the remainder of the membership year

PRE-CONFERENCE TOUR SPONSOR

- Complimentary tour registration for 2x delegates
- Complimentary full conference registration for 2x delegates
- Opportunity to engage with delegates 1:1 throughout the pre-conference tour
- 1x Delegate bag insert
- 1x Regular exhibition space (3m x 2m) at the conference
- Branding on pre-conference tour promotion
- Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite.

GALA DINNER SPONSOR

- Dinner naming rights and branding onsite (pull up banners)
- 1x 10-minute speaking opportunity (at the dinner)

- 1x Delegate bag incurt
 1x Double exhibition (back 16 in x 2r i)
 Complimentary (III) (contact 16 in x 2r i)
 Branding & keeing (logo on event website, electronic brochure, marketing and social media campaigns an digital signage & rolling screens onsite.







\$25,000

\$15,000

\$12,000



Tama

Sheraton Grand Mirage Resort, Gold Coast 22 - 24 July 2025



All figures are exclusive of GST.

WELCOME FUNCTION SPONSOR

- Welcome function branding crisics (pull up banners)
 1x five-minute speaking opport in y (at the welcome function)
 1x Delegate bagin sert
 1x Regular exhibitions pare com y 2m)
 Branding & wan still g (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite.

COFFEE CART SPONSOR

- Branded coffee cart located in the exhibition space
- Complimentary full registration for 1x delegate
- Recognition as the coffee cart sponsor, on arrival and prior to conference breaks
- Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite.

IUICE BAR SPONSOR

- Branded juice bar located in the exhibition space
- Complimentary full registration for 1x delegate
- Recognition as the juice bar sponsor, on arrival and prior to conference breaks
- Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite.





\$8,000

\$6.500

\$6,500

2025 AFIA Sponsorship Prospectus 11



Sheraton Grand Mirage Resort, Gold Coast 22 - 24 July 2025



All figures are exclusive of GST.

 PREMIUM EXHIBITOR 1x Exhibition space (3m x 2m) including clothed table, 2x chairs and power (signage provided by sponsor) 1x Machinery/Demo site Complimentary full registration for 2x delegates Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite. AV will need to be organised through the venue's supplier at an additional cost 	\$6,500
 STANDARD EXHIBITOR 1x Exhibition space (3m x 2m) including clothed table, 2x chairs and power (signage provided by sponsor) Complimentary registration for 2x delegates Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite. AV will need to be organised through the venue's supplier at an additional cost 	\$4,500
 MACHINERY/DEMO SITE EXHIBITOR - SMALL Small site (3m x 6m) Complimentary registration for 2x delegates Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite. 	\$4,500
 MACHINERY/DEMO SITE EXHIBITOR - MEDIUM Medium site (6m x 10m) Complimentary registration for 2x delegates Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite. 	\$6,000
 MACHINERY/DEMO SITE EXHIBITOR - LARGE Large site (10m x 20m) Complimentary registration for 2x delegates Branding & Marketing (logo on event website, electronic brochure, marketing and social media campaigns, all digital signage & rolling screens onsite. 	\$7,500
Delegates will be reminded to visit all Exhibitor Machinery & Demo site holders prior to each break	

Delegates will be reminded to visit all Exhibitor, Machinery & Demo site holders prior to each break commencing. There will also be signage directing delegates to the machinery/demo site with a list of suppliers and their equipment on show in the plenary area.



Sheraton Grand Mirage Resort, Gold Coast 22 - 24 July 2025



All figures are exclusive of GST.

Choose to be the sole sponsor on all the conference collateral, or just pick the item(s) you would like to have
your branding on from the options above.
 WORKSHOP STREAM SPONSOR/FACILITATOR (3X OPPORTUNITIES) \$5,000 40-minute workshop/roundtable session sponsor. Possible stream topics include e.g. Innovation, Sustainability, Safety, Supply Chain, Succession Planning, etc.
 PRODUCT LAUNCH (5X OPPORTUNITIES) \$3,500 10-minute presentation to launch a new product during the conference - prior to morning tea, lunch or afternoon tea breaks.
 PRE-BREAKFAST EXERCISE SESSION (2X OPPORTUNITIES) \$2,000 Sponsor a 40-minute pre-breakfast morning exercise session. Choose from yoga, pilates, tai chi, a beach walk, coastal run or boxing session.
ADDITIONAL CONFERENCE AND NETWORKING EVENT TICKETS
• Full conference ticket (per person cost includes access to all sessions and catering on both conference days, the welcome function and gala dinner tickets) \$750
 Welcome function ticket (per person) Gala Dinner ticket (per person) \$230





2025 Sponsorship Booking Form



COMPANY DETAILS	
PRIMARY CONTACT FULL NAME	
COMPANY NAME	
WORK EMAIL	
MOBILE NUMBER	
COMPANY ABN	

ANNUAL SPONSORSHIP PACKAGES				
PACKAGE	INVESTMENT	PREFERENCE	TOTAL	
Gold Sponsor	\$15,000			
Silver Sponsor	\$10,000			
Bronze Sponsor	\$6,000			
Strategic Partner	POA			

ADDITIONAL SPONSORSHIP OPPORTUNITIES 2025				
	INVESTMENT	PREFERENCE	TOTAL	
AFIA Annual Photo Competition	\$5,000			
Focus on Fodder Editorial	\$2,000			
AFIA Podcast	\$5,000			
Branded Email Editorial (per email)	\$1,500			
Focus on Fodder Advertising				
Full page advertisement (per issue)	\$1,500			
Half page advertisement (per issue)	\$1,100			
Quarter page advertisement (per issue)	\$700			
Regional Networking Events	POA			

NATIONAL FODDER CONFERENCE 2025					
	INVESTMENT	PREFERENCE	TOTAL		
Major Conference Sponsor	\$25,000				
Gen-Ag Conference Sponsor	\$15,000				
Pre-conference Tour Sponsor	\$15,000				

2025 Sponsorship Booking Form



	INVESTMENT	PREFERENCE	TOTAL
FUNCTION OPTIONS			
Gala Dinner Sponsor	\$12,000		
Welcome Function Sponsor	\$8,000		
EXHIBITOR OPTIONS			
Coffee Cart Sponsor	\$6,500		
Juice Bar Sponsor	\$6,500		
Premium Exhibitor	\$6,500		
Standard Exhibitor	\$4,500		
Machinery/Demo Site Exhibitor (Small)	\$4,500		
Machinery/Demo Site Exhibitor (Medium)	\$6,000		
Machinery/Demo Site Exhibitor (Large)	\$7,500		
COLLATERAL OPTIONS	INVESTMENT	UNITS	TOTAL
Conference Collateral Sponsor - all items	\$8,000	300	
Name tag / Lanyard Sponsor	\$1,500	300	
Notepad Sponsor	\$3,000	300	
Pens Sponsor	\$1,000	300	
Delegate bag Sponsor	\$4,000	300	
MISCELLANEOUS OPTIONS	INVESTMENT	UNITS	TOTAL
Workshop/Stream Sponsor	\$5,000		
Product Launch Announcement	\$3,500		
Pre-breakfast Exercise Session Sponsor	\$2,000		
Additional Full Conference Pass	\$750		
Welcome function ticket (per person)	\$180		
	\$230		

AFIA 2025 SPONSORSHIP TOTAL

2025 Sponsorship Booking Form



Sponsorship Acknowledgement

Please sign (electronic or wet signature) and return this document to Vanessa Curtis, Industry Marketing & Engagement Manager via email (preferred) or post as per the following details:

- Email: vanessa@afia.org.au
- Post: 10 Shakespere Street, Heathcote, VIC, AUSTRALIA 3523

To discuss becoming a **Strategic Partner**, please reach out directly to Vanessa on +61 412 870 452 to chat through the various package/item options you would like built into your sponsorship package.

I, ______ on behalf of _____ authorise the sponsorship of the items selected in the AFIA 2025 Sponsorship Booking Form and agree to AFIA's payment terms on receipt of an invoice for the chosen sponsorship items.

I also understand that some chosen items may already be claimed by other parties and I will review and select from the remaining items on offer should my preferred choices no longer be available.

Signature	

Date			

Thank you for your support, we greatly appreciate your commitment to growing a stronger and more robust fodder industry across the country.



Get In Touch

The Australian Fodder Industry Association (AFIA) is the independent, national peak body for Australia's fodder industry. Since its establishment in 1996, our network of members, sponsors, supporters and engaged participants has worked for over 25 years to help the fodder industry grow.



The Grange Fullers Road Tocumwal, NSW 2714 info@afia.org.au www.afia.org.au @AusFodder

2025 Sponsorship Proposal