



2022-23 Sponsorship Prospectus



Why partner with AFIA?

The Australian Fodder Industry Association (AFIA) is the **peak body** for the Australian fodder industry. We **connect the entire supply chain** – from seed to feed.

In 2021, AFIA celebrated its 25-year anniversary. Since its establishment in 1996, AFIA has supported the **growth of the fodder sector** through:

- Hosting events to support connections, learning and information sharing.
- Engagement in research and development (R&D) priorities.
- The generation and analysis of industry data.
- Industry advocacy to ensure a positive operating environment both locally and globally.

The Australian fodder industry underpins many Australian agriculture sectors – dairy, livestock, horticulture and intensives industries – in addition to having a strong focus on growing its export market.

Partnering with AFIA provides **access and a direct conversation** to fodder producers, supply chain participants, end-users, and industry and government decision makers.

The Australian Fodder Industry Association is looking forward to an industry reunion after two COVID-impacted years hindering our ability to host face-to-face events. Our 2022-23 year will see the return of the National Fodder Conference to be held in Toowoomba from 25-27 July 2022, and the National Fodder Festival in March 2023. We look forward to you joining us for these events and working with you over the year ahead.

Connect – Support – Improve. Together we will grow our industry.

2022-23 corporate sponsorship packages (1 April 2022 – 31 March 2023)

STANDARD SPONSORSHIP PACKAGES	Gold \$14,000	Silver \$10,000	Bronze \$4,000
(Sponsors will be invoiced in March 2022. All figures are exclusive of GST)			
Recognition			
Complimentary membership of AFIA	√	√	√
Recognition of sponsorship/corporate logo on AFIA website	√	√	√
Recognition of sponsorship/corporate logo on cover of AFIA magazine "Focus on Fodder" (produced in hard copy and also placed on AFIA's website)	√	√	√
Recognition of sponsorship/corporate logo in AFIA e-news (12 email editions per year)	√	√	√
Recognition of sponsorship/corporate logo on the 'partner's page' of AFIA's calendar	√	√	√
Advertising and promotion			
Colour advertisement in AFIA's magazine "Focus on Fodder" (produced in hard copy and also placed on AFIA's website)	Full page	Half page	Quarter page
Colour advertisement in AFIA's 2022 calendar	Full width	Half width	-
Product promotion slot on AFIA's website for a one-month period	6 per year	4 per year	2 per year
Facebook and Twitter posts (sponsor to provide or suggest content)	6 per year	4 per year	2 per year
Product feature in AFIA's monthly electronic newsletter (sponsor to provide content)	3 per year	1 per year	-
Mail out of product information flyer to AFIA database (at cost)	1 per year	1 per year	-

PREFERRED PARTNER PACKAGES *AFIA offers one preferred partnership per service category. These currently cover construction, insurance, quality assurance and safety. (Preferred Partners will be invoiced in March 2022)	Entitlement
Recognition	
Complimentary membership of AFIA	√
Recognition of sponsorship/corporate logo on AFIA website	√
Recognition of sponsorship/corporate logo on cover of AFIA magazine "Focus on Fodder" (produced in hard copy and also placed on AFIA's website)	√
Recognition of sponsorship/corporate logo in AFIA e-news (12 email editions per year)	√
Recognition of sponsorship/corporate logo on the 'partner's page' of AFIA's calendar	√
Advertising and promotion	
Colour advertisement in AFIA's magazine "Focus on Fodder" (produced in hard copy and also placed on AFIA's website)	Entitlements vary depending on the specific Preferred Partner 'service' area. Those interested in Preferred Partnership agreements, for current or new 'service' areas, should contact AFIA.
Colour advertisement in AFIA's 2022 calendar	
Product promotion slot on AFIA's website for a one-month period	
Facebook and Twitter posts (sponsor to provide or suggest content)	
Product feature in AFIA's monthly electronic newsletter (partner to provide content)	
Mail out of product information flyer to AFIA database (at cost)	

2022 NATIONAL FODDER CONFERENCE* Monday 25 to Wednesday 27 July, Toowoomba (Sponsors will be invoiced in March 2022. All figures are exclusive of GST)	Investment (\$) <i>* Please note the 2022 Fodder Conference will not include a major machinery display area.</i>
Major conference sponsor (one opportunity) <ul style="list-style-type: none"> • Full recognition as major conference sponsor on all conference promotional material • A 15-minute speaking opportunity (linked to the conference theme) • Participation in a conference panel discussion • Two trade booths • Complimentary registration for four delegates • One advertisement in the conference program booklet 	13,000 (AFIA members only) SOLD
Conference dinner sponsor (one opportunity) <ul style="list-style-type: none"> • Dinner naming rights and branding • A 10-minute speaking opportunity (at the dinner) • One trade booth • Complimentary registration for two delegates • One advertisement in the conference program booklet 	10,000 (AFIA members only) SOLD
Welcome/cocktail function sponsor (one opportunity) <ul style="list-style-type: none"> • Welcome function branding • A five-minute speaking opportunity (at the welcome function) • One trade booth • Complimentary registration for one delegate • One half-page advertisement in the conference program booklet 	6,500 (AFIA members only) SOLD
Coffee cart sponsor (one opportunity) <ul style="list-style-type: none"> • Complimentary registration for one delegate • Recognition as the coffee cart sponsors, on arrival and prior to conference breaks 	5,000 (Non-members 6,500) SOLD
Delegate name tags, notepads and pens (one opportunity)	4,000

<ul style="list-style-type: none"> Company logo on delegate name tags, notepads and pens 	(Non-member 6,000) SOLD
<p>Product launch (two opportunities)</p> <ul style="list-style-type: none"> A 10-minute presentation to launch a new product One half-page advertisement in the conference program booklet 	2,500 (Non-member 4,000)
<p>Trade display (Note: the 2022 National Fodder Conference will not incorporate machinery displays)</p> <ul style="list-style-type: none"> One trade booth including light, power and basic signage. (Trade booths are 2.4m wide x 1.2 m deep) Complimentary registration for one delegate 	2,500 (Non-members 3,700)



2023 AFIA FODDER FESTIVAL

March 2023

(Sponsors are asked to indicate their preferred sponsorship package on the attached form but will not be invoiced until 1 November 2022. All figures are exclusive of GST)

Investment (\$)

<p>Premium package (seven opportunities)</p> <ul style="list-style-type: none"> • 20-minute paddock demonstration including a facilitated Q&A session with the AFIA Chair • 12m x 9m static display • 3m x 3m trade booth (including power, fascia signage, trestle table and two chairs) • Complimentary registration for five attendees 	<p>5,000 (AFIA members only)</p>
<p>Standard package</p> <ul style="list-style-type: none"> • 12m x 9m static display • 3m x 3m booth (including power, fascia signage, trestle table and two chairs) • Complimentary registration for three attendees 	<p>3,000 (Non-members 5,000)</p>
<p>Basic package</p> <ul style="list-style-type: none"> • 3m x 3m booth (including power, fascia signage, trestle table and two chairs) • Optional upgrade: 3 m x 6 m booth – additional \$500 • Complimentary registration for two attendees 	<p>1,700 (Non-members 2,700)</p>
<p>Product launch (two opportunities)</p> <ul style="list-style-type: none"> • Fifteen-minute presentation to launch a new product 	<p>2,000 (AFIA members only)</p>
<p>Breakfast sponsor (7.00-8.00am – one opportunity)</p> <ul style="list-style-type: none"> • Ten-minute presentation • Opportunity to distribute promotional/branded material to breakfast guests 	<p>3,000 (AFIA members only)</p>
<p>Finale refreshments sponsor (3.30-4.30pm – one opportunity)</p> <ul style="list-style-type: none"> • Ten-minute presentation • Opportunity to distribute promotional/branded material to guests 	<p>3,000 (AFIA members only)</p>

SPONSORSHIP PACKAGE ADD-ONS

(Sponsors will be invoiced in March 2022. All figures are exclusive of GST)

Investment (\$)

2022 NATIONAL CONFERENCE – PRE-CONFERENCE TOUR

- Branding on pre-conference tour promotion
- Two tickets on pre-conference tour (Note: pre-conference tour is limited to one bus load of delegates)
- Opportunity to engage with delegates one-on-one in dedicated environment over two-day period

4,000
(Non-member 6,000)

SOLD

2022 AFIA Photo Competition (members only)

- Branding on all photo competition promotion (to promote the competition and encourage entries)
- Work with AFIA team to develop the competition theme
- Provide a representative for the competition judging panel
- Logo on inside back cover of calendar (with full year calendar)

6,000

AFIA “Focus on Fodder” Magazine (non-members only. Members receive entitlements in standard sponsorship packages)

- Full page advertisement
- Half page advertisement
- Quarter page advertisement

1,500
1,100
700



2022-23 Sponsorship Booking Form

YOUR DETAILS

Name and title	
Organisation	
Mobile	
Email	

STANDARD SPONSORSHIP PACKAGES

Package	Investment (\$)	Please indicate preference (✓)
Gold	14,000	
Silver	10,000	
Bronze	4,000	

PREFERRED PARTNER PACKAGES

Package (please indicate 'service' area)	Investment (\$)	Please indicate preference (✓)

PACKAGE ADD-ONS

Package	AFIA MEMBER Investment (\$)	NON-MEMBER Investment (\$)	Please indicate preference (✓)
2022 National Conference – Pre-conference tour (one only)	4,000	6,000	SOLD
2022 Photo competition sponsor (one only)	6,000	-	
Advertisement in AFIA "Focus on Fodder" magazine	-	Full - 1,500 Half - 1,100 Quarter - 700	

2022 NATIONAL FODDER CONFERENCE

Toowoomba - 25-27 July 2022

Package	AFIA MEMBER Investment (\$)	NON-MEMBER Investment (\$)	Please indicate preference (✓)
Major conference sponsor (one only)	13,000	-	SOLD
Conference dinner sponsor (one only)	10,000	-	SOLD
Welcome/cocktail function (one only)	6,500	-	SOLD
Coffee cart	5,000	6,500	SOLD
Delegate name tags, notepads and pens (only only)	4,000	6,000	SOLD
Product launch (two only)	2,500	4,000	
Trade display	2,500	3,700	

2023 FODDER FESTIVAL

March 2023

Package	AFIA MEMBER Investment (\$)	NON-MEMBER Investment (\$)	Please indicate preference (✓)
Premium (seven available)	5,000	-	
Standard	3,000	5,000	
Basic	1,700	2,700	
Product launch (two only)	2,000	-	
Breakfast sponsor (one only)	3,000	-	
Finale refreshment sponsor (one only)	3,000	-	

NEXT STEPS

Please return the completed form by **Friday 25 March** to Neil White, AFIA Account Manager at accounts@afia.org.au. Sponsors will be invoiced (for standard and National Fodder Conference sponsorship packages) by the end of March 2022.

For further details about any of the sponsorship opportunities, please contact Paula Fitzgerald, CEO at paula@afia.org.au or 0418 160 943.

We look forward to working with you over the 2022-23 year.