



**THE ANNUAL CONFERENCE OF
SOUTH AUSTRALIA'S GRAIN
AND LIVESTOCK INDUSTRIES**

FRIDAY 14 SEPTEMBER 2018
ADELAIDE HILLS CONVENTION CENTRE
145A MOUNT BARKER ROAD,
HAHNDORF



SPONSORSHIP PROSPECTUS

Food producers are GROWING SA ...

Broadacre agriculture has not been of greater importance in South Australia since Federation. The grains industry has recently delivered several above average harvests in a row while export demand for beef, sheepmeat and wool is at historic highs with production increasing.

One in five working South Australians is employed in the food industry and agriculture, food and wine is worth \$19.97 billion to the state¹.

Primary production is an engine room for the state's economy. It is a shining light when other industries face challenges to growth. It is a multi-billion industry with exciting investment opportunities ... and the projections are for continued growth as the industry prepares to supply increasing food demand in the Asia Pacific region.

The grain and livestock industries produce, and value add, a diverse range of food products and are recognised globally as produced in a clean and green environment.

Primary production is growing its share of the job market, is growing its customer and export base and is growing its economic contribution.

Day in, day out, **primary production is GROWING SA.**

¹ South Australian Government Food and Wine Scorecard 2016-17

BROUGHT TO YOU BY:





CONFERENCE OFFERING

GROWING SA is an opportunity for primary producers to hear the latest in policy developments, farm business advice and commodity research while networking with each other, industry service providers and policy decision-makers.

The conference will be marketed to GPSA and Livestock SA's combined 5000 members.

Through its split sessions and social functions, the conference will:

- Provide the latest policy and farm business information to help producers boost productivity and profitability.
- Update growers on the important work of the R&D and policy levy-funded organisations to which they contribute.
- Enable producers, industry service providers and stakeholders, politicians and policy-makers from across SA to engage in a two way dialogue regarding policy issues, plus network, at a once-a-year event.

GPSA and Livestock SA will host their annual general meetings as part of the day.

The 2017 event

The inaugural GROWING SA conference in 2017 was a huge success. Nearly 300 people attended the event – 100 more than anticipated. It featured a top line-up of speakers on the themes of farm business competitiveness, profitability and growth.

Keynote speakers included Assistant Minister for Agriculture Anne Ruston, Australian Farm Institute's Mick Keogh, agricultural investment expert Ed Peter, Meat & Livestock Australia's Richard Norton and Grains Research and Development Corporation's Steve Jefferies.

Business benchmarking and on-farm connectivity and new technologies were the main focus of the livestock sessions. For grain producers, key topics were market requirements, customer feedback and on-farm profit drivers.



YOUR SUPPORT

GROWING SA conference is a unique, indoor event offering for SA's broadacre industries, giving you a rare opportunity to promote your product or service offering to South Australia's grains, livestock and mixed farm operators.

We invite your organisation to consider the sponsorship opportunities outlined below. Conference promotion will begin in the new year so sponsors who confirm ahead of this will receive maximum recognition for involvement.

There are a range of sponsorship packages and options available for the 2018 conference, or alternatively, please get in touch with conference organiser AgCommunicators to discuss ideas.

EVENT PARTNER (\$15,000 ex GST)

- Naming rights to the grains or livestock session at the event
- Opportunity for your CEO or Managing Director to address the delegates
- Double exhibition space (6m x 2m) in the catered break room
- One banner displayed on the conference stage during the plenary session and one in another location
- Verbal recognition as Event Partner during conference opening and closing
- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising as a major sponsor
 - Conference flyer/program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
 - Social media in the lead-up to the event including Facebook and Twitter
- Link to sponsor's website from the conference web page
- Full page advert in conference program (artwork to be supplied)
- Complimentary conference registrations (5)
- Complimentary welcome function registrations (5)
- One item of any nature (promotional or printed) included in the event satchels for distribution to attendees.

- An interview for the GROWING SA podcast
- Opportunity to include material in the post-event review, sent to all delegates and all of Livestock SA & GPSA's membership

GOLD (\$10,000 ex GST)

- Single exhibition space (3m x 2m) in the catered break room
- One banner displayed on the conference stage during the plenary session and one in another location.
- Verbal recognition as Gold Sponsor during conference opening and closing
- Logo to appear on all event promotional material including:
 - Conference e-newsletters and all print advertising as a major sponsor
 - Conference flyer/program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
 - Social media in the lead up to the event including Facebook and Twitter
- Link to sponsor's website from conference web page
- Half page advert in conference program (artwork to be supplied)
- Complimentary conference registrations (4)
- Complimentary welcome function registrations (4)
- One item of any nature (promotional or printed) included in the event satchels for distribution to attendees

SILVER (\$5000 ex GST)

- One banner displayed at the conference
- Verbal recognition as Silver Sponsor during the conference
- Logo to appear on all event promotional material including:
 - Conference e-newsletters and all print advertising as a major sponsor
 - Conference flyer/program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
 - Social media in the lead up to the event including Facebook and Twitter
- Link to sponsor's website from conference web page
- Quarter page advert in conference program (artwork to be supplied)
- Complimentary conference registrations (3)
- Complimentary welcome function registrations (3)
- One printed item (up to A4) included in the event satchels for distribution to attendees



WELCOME FUNCTION (\$5000 ex GST)

- One banner displayed at the conference
- Verbal recognition as Major Sponsor during the conference
- Naming rights to the Welcome Function
- Opportunity for your CEO or Managing Director to address the delegates during the Welcome Function
- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising as a major sponsor
 - Conference flyer/program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
 - Social media in the lead-up to the event including Facebook and Twitter
- Link to sponsor's website from the conference registration page
- Quarter page advert in conference program (artwork to be supplied)
- Opportunity for staff to wear promotional uniform at the Welcome Function
- Complimentary conference registrations (3)
- Complimentary welcome function registrations (6)
- One printed item (up to A4) included in the event satchels for distribution to attendees

SPEAKER SPONSOR (\$4000 ex GST)

- One banner displayed at the conference
- Verbal recognition as Major Sponsor during the conference
- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising as a major sponsor
 - Conference flyer/program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
- Link to sponsor's website from the conference web page
- One printed item (up to A4) included in the event satchels for distribution to attendees
- Complimentary conference registrations (2)
- Complimentary welcome function registrations (2)

EXHIBITION (\$1500 ex GST)

- Single exhibition space (3m x 2m) in the catered break room
- Logo to appear in the conference program
- Link to sponsor's website from the conference web page
- Complimentary conference registrations (1)
- Complimentary welcome function registrations (1)

COFFEE CART (\$3000 ex GST and coffee expenses)

- One banner displayed at the conference
- Verbal recognition as Major Sponsor during the conference
- Logo to appear on event promotional material and publications including:
 - Conference e-newsletters
 - Conference program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
- Link to sponsor's website from the conference web page
- Opportunity for staff to wear promotional uniform
- Complimentary conference registrations (2)

GET CONNECTED CORNER (\$2500 ex GST)

- Naming rights to the Get Connected Corner
- Link to sponsor's website from the conference web page
- One printed item (up to A4) included in the event satchels for distribution to attendees

SATCHEL SPONSOR (\$2000 ex GST)

- Display logo on the conference satchel (one position, one colour print, co-branded with Growing SA)
- Logo to appear on event promotional material and publications including:
 - Conference e-newsletters
 - Conference program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
- One printed item (up to A4) included in the event satchels for distribution to attendees
- Link to sponsor's website from the conference web page
- Complimentary conference registrations (1)

LANYARD (\$2000 ex GST)

- Display logo on the conference lanyard (one position, one colour print, co-branded with Growing SA)
- Logo to appear on event promotional material and publications including:
 - Conference e-newsletters
 - Conference program
 - Plenary hold powerpoint slides at the start and end of the day and during breaks
- One printed item (up to A4) included in the event satchels for distribution to attendees
- Link to sponsor's website from the conference web page
- Complimentary conference registrations (1)

ADVERTISING (\$400 ex GST)

- Half page advert in conference program (artwork to be supplied)

SATCHEL INSERT (\$250 ex GST)

- Link to sponsor's website from the conference web page
- One printed item (up to A4) included in the event satchels for distribution to attendees



SPONSORSHIP BENEFITS TABLE

		MAJOR SPONSORS				
		Event Partner	Gold	Silver	Welcome Function	Speaker Sponsor
including GST		\$16,500	\$11,000	\$5,500	\$5,500	\$4,400
LOGO	To appear on email and all print advertising as a major sponsor	Yes	Yes	Yes	Yes	Yes
	Conference flyer/program	Yes	Yes	Yes	Yes	Yes
	Conference e-newsletters	Yes	Yes	Yes	Yes	Yes
	Plenary hold powerpoint slides at the start and end of the day and during breaks	Yes	Yes	Yes	Yes	Yes
	Social Media in the lead-up to the event including Facebook and Twitter	Yes	Yes	Yes	Yes	
	Display logo on the conference lanyard (one colour print, co-branded with Growing SA)					
	Display logo on the conference satchel (one position, one colour print, co-branded with Growing SA)					
PROMOTION	Exhibition space 3m x 2m	2	1			
	Naming rights to a session	Yes			Yes (Welcome Function)	
	Opportunity for CEO or Managing Director to address the delegates	Yes			Yes	
	An interview with the GROWING SA podcast	Yes				
	Opportunity to include material in post-event review sent to all delegates and all of Livestock SA & GPSA's membership	Yes				
	Verbal recognition as a major sponsor during the conference	OPEN / CLOSE	OPEN / CLOSE	Yes	Yes	Yes
	Link to sponsors website from the conference web page	Yes	Yes	Yes	Yes	Yes
	Free standing pull up banner	2 - (1 on the stage)	1 - (on the stage)	1	1	1
	One printed item (up to A4) included in the event satchels for distribution to attendees	Yes - and a promo item	Yes - and a promo item	Yes	Yes	Yes
	Advert in conference program (artwork to be supplied)	Full page	Half Page	Quarter Page	Quarter Page	
Opportunity for staff to wear promotional uniform				Yes		
ATTENDANCE	Complimentary conference registrations	5	4	3	3	2
	Complimentary welcome function registrations	5	4	3	6	2

SUPPORTING SPONSORS						
Exhibitor	Coffee Cart	Get Connected Corner	Satchel Sponsor	Advertising	Lanyard	Satchel Insert
\$1,650	\$3,300	\$2,750	\$2,200	\$440	\$2,200	\$275
Yes	Yes	Yes	Yes		Yes	
	Yes		Yes		Yes	
	Yes	Yes	Yes		Yes	
					Yes	
			Yes			
1						
		Yes (Get Connected Corner)				
		Yes				
	Yes	Yes				
Yes	Yes	Yes	Yes		Yes	Yes
	1					
		Yes	Yes		Yes	Yes
				Half Page		
	Yes					
1	2	1	1		1	
1						



CONFERENCE HOSTS

Grain Producers SA (GPSA) and Livestock SA are the peak advocacy organisations for grains, cattle, goat, sheep and wool producers in South Australia. They are two of the five commodity group members of Primary Producers SA, the state's overarching, cross-commodity representative body.

GPSA and Livestock SA's combined membership includes more than 5000 family farming businesses, many with multiple family members involved in a range of tasks from financial and business management to hands-on, in-the-field roles.

Both organisations are well established and well connected to industry stakeholders, policy makers and, of course, their grower-members.

GPSA and Livestock SA have extensive communication avenues to members, including newsletters, websites, social media accounts on Twitter, Facebook and YouTube, and other publications. They advertise in rural and regional media and have well established media distribution capability.

It is through this recognised and professional advocacy network that your support of this event will be promoted.

For more information, contact the organisation's representatives ...



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**SPONSORSHIP OPPORTUNITIES
CAN BE DISCUSSED WITH
AGCOMMUNICATORS.**

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