



NORTHERN AUSTRALIA **FOOD FUTURES** CONFERENCE 2021

SPONSORSHIP PROSPECTUS

17 - 20 May 2021
Darwin Convention Centre

www.foodfuturesntfarmers.org.au



About the 4th Northern Australia Food Futures Conference

The Northern Australia Food Futures Conference is the leading industry event that promotes the development of agriculture, horticulture, forestry and fodder across Northern Australia. The conference includes keynote speeches, conversations, workshops and panel discussions on the future of agriculture in the Northern Territory and in the northern regions of Western Australia and Queensland.

The 2021 conference is presented by the NT Farmers Association in partnership with OrdCo and brings together successful farmers from across Australia as well as State and Federal Ministers, government agencies and private sector companies, investors, traditional owners, environmental activists and scientists.

The 2021 theme, Balancing Agri-Development and The Environment will assist to enhance dialogue with the environment movement, improve developers knowledge on environmental issues and promote a streamlined government approval process.

The event will present pathways for land holders, including pastoralists and Indigenous estates, to sustainably and profitably incorporate plant based agriculture in their operations. Find out more: www.foodfuturesntfarmers.org.au

98% of attendees said the last Food Futures conference met or exceeded expectations



Major Sponsor - \$10,000 + GST

Major Sponsors of the Northern Australia Food Futures Conference will receive a highly prominent level of exposure and recognition during the event. Sponsorship package includes:

- Two (2) complimentary full conference registrations, including all social functions (\$3,000 value);
- Recognition as Major Sponsor with company logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website;
- Recognition as a Major sponsor on conference marketing and on social media, plus opportunity to share key messages;
- Acknowledgement as the Major Sponsor featured prominently on the conference program and within the Conference App;
- Logo on conference signage at the venue;
- Recognition as Major Sponsor with company logo on the holding slide at the beginning/end of the plenary sessions;
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- One (1) 3m x 2m exhibition booth located in a prominent position, as available (value \$3850) and one (1) additional complimentary exhibitor registration (conference only - does not include field trips or social functions);
- A delegate list of those who have agreed to have their details distributed post event only.



Conference Sponsor - \$5,000 + GST

Conference Sponsors of the Northern Australia Food Futures Conference will receive a significant level of exposure and recognition during the event. Sponsorship package includes:

- One (1) complimentary full conference registration, including all social functions (\$1,500 value);
- Recognition as a Conference Sponsor with company logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website;
- Recognition as a Conference Sponsor on conference marketing and on social media, plus opportunity to share key messages;
- Acknowledgement as the Conference Sponsor featured prominently on the conference program and within the Conference App;
- Logo on conference signage at the venue;
- Recognition as Conference Sponsor with company logo on the holding slide at the beginning/end of the plenary sessions;
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- One (1) 3m x 2m exhibition booth located in a prominent position, as available (value \$3850);
- A delegate list of those who have agreed to have their details distributed post event only.



Dinner Sponsor - \$12,000 + GST

This package offers an excellent opportunity to place your organisation in the spotlight at the prestigious Northern Australia Food Futures Conference dinner event and awards night. Sponsorship package includes:

- Two (2) full conference registrations, including all social functions (\$3,000 value)
- Two (2) complimentary dinner tickets (\$370 value);
- Recognition as a Sponsor on conference marketing and on social media, plus opportunity to share key messages;
- Acknowledgement as the Conference Dinner Sponsor featured prominently on the conference program and within the Conference App;
- Recognition as Dinner Sponsor with company logo on the dinner holding slide and on the menu/program;
- Opportunity to present at the dinner (5-10 mins);
- Opportunity to provide a small gift to each delegate at the dinner;
- Company logo to appear on the menu and on the lectern;
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- A delegate list of those who have agreed to have their details distributed post event only.



Dinner Sponsorship packages

Welcome Drink Sponsor \$4,000 + GST

- One (1) full conference registration, including all social functions (\$1,500 value)
- Two (2) complimentary dinner tickets (\$370 value)
- Opportunity to create a custom welcome cocktail/drink, themed to your business and offered to each guest on arrival
- Recognition as a Sponsor on conference marketing and on social media
- Recognition as Welcome Drink Dinner Sponsor with company logo on the dinner holding slide and on the menu/program;
- Opportunity to provide a small gift to each delegate at the dinner;
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);

Dinner Menu Sponsor \$3,000 + GST

- One (1) full conference registration, including all social functions (\$1,500 value)
- Two (2) complimentary dinner tickets (\$370 value)
- Recognition as a Sponsor on conference marketing and on social media
- Recognition as Menu Sponsor with company logo on the dinner holding slide and on the menu/program
- Back page of A4 menu allocated exclusively to promote your business or organisation
- Opportunity to provide a small gift to each delegate at the dinner;
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);

Dinner Speaker Sponsor \$6,000 + GST

- One (1) full conference registration, including all social functions (\$1,500 value)
- Nine (9) complimentary tickets to conference dinner (\$1665 value)
- Recognition as a Sponsor on conference marketing and on social media
- Recognition as Dinner Speaker Sponsor with company logo on the dinner holding slide and on the menu/program
- Opportunity to present gift to dinner speaker and photo with your table
- Priority table seating at the gala dinner
- Company logo on your table and thank you gift for your guests
- Opportunity to provide a small gift to each delegate at the dinner
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);

Sponsorship packages

Morning Tea Sponsor (Day 1 & Day 2) - \$3,500 + GST

- One (1) complimentary full conference registration, including all social functions (\$1,500 value);
- Opportunity to play corporate video on the big screens during the morning tea break
- Acknowledgement by MC before and after break as 'Morning Tea Sponsor'
- Recognition as a Conference Sponsor with company logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website;
- Logo on conference signage at the venue;
- Recognition as Morning Tea Sponsor with company logo on the holding slide at the beginning/end of the sessions immediately preceding Morning Tea,
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);

Afternoon Tea Sponsor (Day 2) - \$2,500 + GST

- One (1) complimentary full conference registration, including all social functions (\$1,500 value);
- Opportunity to play corporate video on the big screens during the afternoon tea break
- Acknowledgement by MC before and after break as 'Afternoon Tea Sponsor'
- Recognition as a Conference Sponsor with company logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website;
- Logo on conference signage at the venue;
- Recognition as Afternoon Tea Sponsor with company logo on the holding slide at the beginning/end of the sessions immediately preceding Afternoon Tea,
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);



Farm Tours & Industry Night - \$15,000 + GST

This exclusive naming rights package is one of the most highly sought after sponsorship packages of the conference. Sponsorship package includes:

- Naming rights and opportunity to present at the Industry Night at Barramundi Adventures, on the buses and for your staff to join the fields trips
- Two (2) complimentary full conference registrations, including all social functions (\$3000 value)
- Recognition as a Conference Sponsor in premium position on the Northern Australia Food Futures Conference registration website and hyperlinked
- Acknowledgement as a Conference Sponsor featured prominently on the conference program and within the Conference App,
- Logo on conference signage at the venue;
- One (1) satchel insert to be placed in all delegate satchels (sponsor to supply x350 items);
- One (1) 3m x 2m exhibition booth located in a prominent position (represents \$3850 value);
- Two (2) additional gala dinner tickets (valued at \$370);
- One year membership to the NT Farmers Association (Value \$330);
- A delegate list of those who have agreed to have their details distributed post event only.

Conference App - \$5,500 + GST

Exclusive sponsorship opportunity offered to one sponsor only, offering high-exposure placement and promotion to all conference delegates.

- One (1) complimentary full conference registration, including all social functions (\$1,500 value);
- Recognition as a Conference App Sponsor with company logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website and recognition as Conference App Sponsor on conference marketing
- Acknowledgement as the Conference Sponsor featured prominently on the conference program and within the Conference App;
- Branded banner on opening page of Conference App
- Logo on conference signage at the venue;
- Recognition as Conference Sponsor with company logo on the holding slide at the beginning/end of the plenary sessions;
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- 50% discount on 3m x 2m exhibition booth located in a prominent position, as available (value \$1925);
- A delegate list of those who have agreed to have their details distributed post event only.

Satchel Sponsor - \$5,000 + GST

Sponsorship of the delegate satchel bag is an excellent high visibility marketing tool as your company name and logo will appear on all delegate satchels.

Sponsorship package includes:

- One (1) full conference registration, including all social functions (\$1,500 value);
- Recognition as the Satchel Sponsor with company logo on the conference website and hyperlinked to your website;
- Production of the satchels with your company logo;
- Opportunity to select the colour of the satchel (subject to colours available) to complement your branding;
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- A delegate list of those who have agreed to have their details distributed post event.

Lanyard Sponsor - \$5,000 + GST

Sponsorship of the visitor lanyard is an excellent high visibility marketing tool as your company name and logo adorns the neck of every attendee at the show.

Sponsorship package includes:

- One (1) full conference registration, including all social functions (\$1,500 value);
- Recognition as the Lanyard Sponsor with company logo on the conference website and hyperlinked to your website;
- Conference lanyards produced with your company logo;
- Opportunity to select the colour of the lanyard (subject to colours available) to complement your branding;
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- A delegate list of those who have agreed to have their details distributed post event only.



Program Sponsor - \$3,500 + GST

Exclusive sponsorship opportunity offered to one sponsor only, offering high-exposure placement and promotion to all conference delegates.

- One (1) complimentary full conference registration, including all social functions (\$1,500 value);
- Recognition as a Conference Program Sponsor with your logo on the Northern Australia Food Futures Conference registration website and hyperlinked to your website and recognition as Conference Program Sponsor on conference marketing
- Acknowledgement as the Conference Sponsor featured prominently on the conference program and within the Conference App
- Opportunity for full page advertisement in the Conference Program
- Logo on conference signage at the venue;
- One (1) year membership to NT Farmers Association (Value \$330);
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- 50% discount on 3m x 2m exhibition booth located in a prominent position, as available (value \$1925);
- A delegate list of those who have agreed to have their details distributed post event only.



Exhibitor - \$3,500 + GST

Exhibiting at the Northern Australia Food Futures Conference provides visibility and credibility for your organisation and provides an opportunity to network and build relationships with key decisions makers and industry influencers in Australian agriculture. Exhibition package includes:

- One (1) full conference registration, including all social functions (\$1,500 value);
- One (1) additional ticket to the gala dinner (Value \$185) ;
- One (1) 3m x 2m exhibition space and basic octanorm shell scheme including lights mounted at back panel, access to power and company name mounted on fascia board;
- Opportunity for business matching and to generate leads through the Conference App;
- Recognised as an exhibitor on the conference website ;
- One (1) satchel insert/merchandise to be placed in all delegate satchels (sponsor to supply x350 items);
- Access to conference evaluation summary;
- Gamification experience for delegates to encourage visitation to your stand;
- A delegate list of those who have agreed to have their details distributed post event only.



Custom Sponsorship packages

Expressions of interest are sought from industry and business stakeholders for the following exclusive sponsorship packages. These packages are available to organisations demonstrating leadership, excellence and transformation in their nominated area or sector.

Each package will be customised and developed in collaboration with your team to ensure your expertise and capability is promoted and showcased at the Conference and in conference marketing (pre and post event)

- Technology Sponsor
- Innovation Sponsor
- Sustainability Sponsor
- Development Sponsor
- Environment Sponsor

Sponsorship of each of the above categories is offered exclusively (Only one sponsor per category).

These packages start at \$6,000 + GST.

Please contact Rosie on 08 8942 3388 or email events@associatedadvertising.com.au to find out more and discuss the opportunities available.



Sponsorship & Exhibition Information

CONTACT:

Sponsorship Coordinator - 2021 Northern Australia Food Futures Conference

Rosie Fall (AA&P Events)
events@associatedadvertising.com.au
08 8942 3388



Here's just some of what people have to say about Food Futures...

Adam Kay - CEO Cotton Australia

"I can strongly recommend attending Northern Australia Food Futures Conference in April 2020 in Darwin. It's great to see successful northern farmers providing leadership in developing northern agriculture. The cotton industry has invested a lot in northern cotton development over many years. Food Futures Conferences have linked the farmers across the north, and linked the north with southern organisations like Cotton Australia. The cotton industry will be well represented at Food Futures 2020, and I recommend those interested in northern cotton attend Food Futures 2020 in Darwin."

Jim Engelke - GM Kimberley Agricultural Investment

"Developing northern agriculture is a difficult and expensive task even when all elements are running well. Strong co-operation is a pre-requisite to success. Food Futures conferences and road shows help make the contacts and linkages we need to develop northern agriculture. I'll be a speaker at Food Futures 2020, see you in Darwin."

Alister Trier - Former CEO NT Department Primary Industry and Resources

"My Department has been a proud financial sponsor of Northern Australia Food Futures since its inception in 2014, and we will be again for Food Futures 2020. The event's success comes from bringing together everyone involved with northern agriculture – politicians, government agencies, farmers and agribusiness, from Northern Territory, Western Australia, Queensland and nationally. It's a great opportunity to meet and discuss the development of agriculture across northern Australia. I strongly recommend everyone interested in northern agriculture to attend Food Futures 2020."

Fritz Bolten - Ord farmer and Chairman OrdCo.

"Food Futures conferences have been a great opportunity to hear what's happening across the north in agriculture, especially to hear from successful farmers in the north. OrdCo has joined with NT Farmers to run Food Futures 2020. I look forward to meeting all those interested in northern agriculture at Food Futures 2020."

Gareth Jones - Manager Regional Agribusiness Development Queensland Department of Agriculture and Fisheries

"Northern Australia Food Futures is, in my mind, the premier event for all things with an Agri-Development focus in Northern Australia. It provides an environment where participants can engage with, and be inspired by, the breadth of agribusiness development activity and the scope of opportunity across all jurisdictions that collectively are northern Australia."

SUMMARY

Packages Available

- Major Sponsor - \$10,000
- Conference Sponsor - \$5,000
- Dinner Sponsor - \$12,000
- Dinner Welcome Drinks Sponsor - \$4,000
- Dinner Menu Sponsor - \$3,000
- Dinner Speaker Sponsor - \$6,000
- Conference App Sponsor - \$5,500
- Morning Tea Sponsor - \$3,500
- Afternoon Tea Sponsor - \$2,500
- Farm Tours & Industry Night - \$15,00 - SOLD
- Satchel Sponsor - \$5,000
- Lanyard Sponsor - \$5,000 - SOLD
- Program Sponsor - \$3,500 - SOLD
- Exhibitor - \$3,500
- Custom Sponsorship Packages - from \$6,000

All sponsorship package price listed above are GST exclusive.

Find out more at www.foodfuturesntfarmers.org.au

#FoodFutures21

