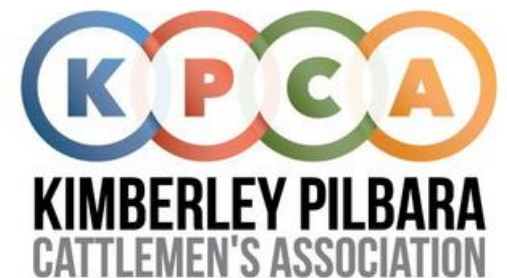




# 2024 CONFERENCE SPONSORSHIP PROSPECTUS

31st October - 1st November. Karratha, Western Australia



# THE 2024 KPCA CONFERENCE

## ABOUT THE CONFERENCE

The KPCA Annual Conference is our flagship event. The conference program is tailored to reflect the most important, immediate and longer-term industry issues. It provides an ideal forum for producers and industry members to come together in an environment that is both stimulating and social. Conference delegates will have the opportunity to learn from industry leaders and innovators, and network with their peers.

## AUDIENCE

The 2024 KPCA Conference is expected to attract over 250 attendees including pastoralists, industry leaders, MPs and senior Ministers from the WA and Federal governments.

## BENEFITS OF BEING A KPCA

### CONFERENCE SPONSOR

- Build and strengthen relationships and partnerships in northern Australia
- Increase your company's presence and profile
- Grow brand exposure and awareness through social media and conference marketing
- Showcase your products and services to an engaged audience
- Meet and network with producers, industry professionals and key industry stakeholders
- Support and promote the growth and sustainability of northern Australia's cattle

[Conference Website](#)





# CONFERENCE SPONSORSHIPS

Conference	Availability	Price	Page No.
Platinum	Exclusive	\$20,000	6
Gold	Multiple	\$10,000	6
Silver	Multiple	\$5,000	6

Exhibition Only	Availability	Price	Page No.
Trade Stand	Multiple	\$2,500	7
Trade Stand: Stakeholder	Multiple	\$1,250	7
Trade Stand: Associate	Multiple	\$2,000	7
Loyal Trade Stand	Multiple	\$1,500	7

Conference Program	Availability	Price	Page No.
Program Sponsor	Exclusive	\$4,000	11
Full Page Advertisement	Multiple	\$750	11
Half Page Advertisement	Multiple	\$500	11
Quarter Page Advertisement	Multiple	\$300	11

**Tailored Sponsorship**

Please contact the conference organisers to discuss tailored sponsorship opportunities  
 AA&P Events | [katie@associatedadvertising.com.au](mailto:katie@associatedadvertising.com.au)



# CONFERENCE SPONSORSHIPS



Hospitality	Availability	Price	Page No.
Coffee Cart	<b>SOLD</b>	\$5,000	10
Morning Tea	<b>SOLD</b>	\$2,000	10
Lunch	Exclusive	\$3,000	10
Afternoon Tea	Exclusive	\$2,000	10

Merchandise	Availability	Price	Page No.
USB Sponsor	<b>SOLD</b>	\$2,500	12
Pen and Notepad	Exclusive	\$4,000	12
Satchel	<b>SOLD</b>	\$4,000	12

Conference App	Availability	Price	Page No.
Conference App Sponsor	Exclusive	\$6,000	12
App Banner Advertisement	Multiple	\$200	12
Notification Advertisement	Multiple	\$350	12



# SOCIAL FUNCTION SPONSORSHIPS

Gala Dinner	Availability	Price	Page No.
Major Sponsor	<b>SOLD</b>	\$8,000	8
Welcome Drinks	<b>SOLD</b>	\$5,000	8
Entertainment Sponsor	Exclusive	\$2,500	8
Silent Auction	<b>SOLD</b>	\$2,500	8

Conference	Availability	Price	Page No.
Bus Sponsor	Exclusive	\$3,500	8

Ladies Luncheon	Availability	Price	Page No.
Major Sponsor	<b>SOLD</b>	\$4,500	9
Speaker Sponsor	Exclusive	\$4,000	9
Welcome Cocktail	Exclusive	\$2,000	9
Support Sponsor	Multiple	\$1,000	9

Lads Long Lunch	Availability	Price	Page No.
Major Sponsor	<b>SOLD</b>	\$4,500	9

Welcome Drinks	Availability	Price	Page No.
Major Sponsor	<b>SOLD</b>	\$7,000	10

# CONFERENCE SPONSORSHIPS



	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000
	Exclusive Opportunity	Multiple Opportunities	Multiple Opportunities
Naming rights - overall	Y		
Speaking spot	30 minutes	15 Minutes	
Banner on stage	Y	Y	
Branded lanyards for delegate name tags (200+ units)	Y		
Satchel insert (merchandise or flyer)	1	1	1
Advertisement in Conference Program	Full Page	Half Page	Half Page
Advertisement in KPCA Newsletter	Y	Y	Y
Logo and link on Conference website	Y	Y	Y
Logo on large screen during the Conference	Y	Y	Y
Sponsor acknowledgement during the Conference	Y	Y	Y
Exhibition Booth	Double	Double	Single
Conference tickets	4	2	2
Gala Dinner tickets	4	2	2
Boots Off Bowls or Ladies Lunch tickets	4	2	2



# TRADE STAND

## Trade Stand Prices

Exhibition Only	Price
Trade Stand	\$2,500
Trade Stand: Stakeholder Member (50% discount)	\$1,250
Trade Stand: Associate Member (10% discount)	\$2,000
Loyal Trade Stand: This opportunity is reserved for exhibitors who have been part of the previous four conferences but are NOT members.	\$1,500

## Booth Inclusions

- One (1) satchel insert (merchandise or flyer)
- Two (2) tickets to the 2024 KPCA Conference
- One (1) 3x3m exhibition space
- One (1) table
- Two (2) chairs
- Power

## Preliminary Exhibition Timetable

30th Oct - Exhibition bump in  
 31st Oct - Exhibition open 8.30 - 1pm  
 1st Nov - Exhibition open 8- 5pm  
 1st Nov - Exhibition bump out 5pm.



## BUS SPONSOR

Bus Sponsor	\$3,000
Naming rights as bus sponsor for the entire Conference	Y
Logo and link on Conference website and social media channels	
Conference tickets	2
Gala Dinner tickets	2
Conference App alert	Y

## GALA DINNER

	Naming \$8,000	Welcome Drinks \$5,000	Entertainment \$2,500	Silent Auction \$2,500
Naming rights	<b>SOLD</b>	<b>SOLD</b>		<b>SOLD</b>
Speaking opportunity	5 minutes			
Banner display on stage/area where appropriate	Y	Y	Y	Y
Trade Stand	Y	Y	50%	50%
Satchel insert	Y	Y		
Logo on large screen during dinner	Y	Y	Y	Y
Logo and link on Conference website and social media channels	Y	Y	Y	Y
Opportunity to provide gift for guests	Y			
Conference tickets	4	3	1	1
Gala Dinner tickets	4	3	2	2
Conference App alert	1	1		





## BOOTS OFF BOWLS

	<b>Naming \$4,500</b>
Naming rights	<b>SOLD</b>
Speaking opportunity	5 minutes
Banner display at function	Y
Logo on all advertising materials	Y
Logo and link on Conference website and social media channels	Y
Opportunity to provide gift for guests	Y
Boots Off Bowls tickets	4

## LADIES LUNCHEON

	<b>Naming \$4,500</b>	<b>Speaker \$4,000</b>	<b>Welcome Cocktail \$2,000</b>	<b>Support \$1,000</b>
Naming rights	<b>SOLD</b>			
Speaking opportunity	5 minutes			
Opportunity to introduce guest speaker and photo opportunity		Y		
Opportunity for representative to sit with speaker		Y		
Banner display at function	Y	Y	Y	Y
Logo on all advertising materials	Y	Y	Y	Y
Logo and link on Conference website and social media channels	Y	Y	Y	Y
Opportunity to provide gift for guests	Y			
Ladies Luncheon Tickets	4	4	2	1





## WELCOME DRINKS

	Naming \$7,000
Naming rights	<b>SOLD</b>
Speaking opportunity	5 minutes
Banner Display at function	Y
Logo and link on conference website and social media channels	Y
Conference Program advertisement	Y
Trade Stand	Single
Conference Tickets	2
Gala Dinner Tickets	2

## HOSPITALITY PACKAGES

	Coffee Cart \$5,000	Lunch \$3,000	Morning Tea \$2,000	Afternoon Tea \$2,000
Banner displayed	<b>SOLD</b>	Y	Y	Y
Satchel insert (merchandise or flyer)	1			
Advertisement in Conference Program	1/2 page	1/4 page		
Provide branded coffee cups (400 units)	Y			
Sponsor Acknowledgement	Y	Y	Y	Y
Dedicated eDM to stakeholder list	Y	Y	Y	Y
Logo and link on Conference website	Y	Y	Y	Y
Logo on large screen during the Conference	Y	Y	Y	Y
Conference tickets	2	2	1	1



# CONFERENCE PROGRAM

## Program Sponsor - \$4,000

- Inside front cover full-page advertisement
- Artwork to be supplied with the following specifications:  
High resolution PDF **with bleed**  
Print size: 297 x 210mm LANDSCAPE  
Full size with 5mm bleed: 307 x 220mm LANDSCAPE
- Logo on the back cover of the Conference Program
- Sponsor acknowledgement during the Conference
- Logo on large screen during the Conference
- Logo and link on Conference website
- Two (2) Conference tickets

## Full Page Advertisement \$750

- One (1) full page advertisement in the Conference Program
- Artwork to be supplied to the following specifications:  
High resolution PDF **WITH bleed**  
Print size: 297 x 210mm LANDSCAPE  
Full size with 5mm bleed: 307 x 220mm LANDSCAPE

## Quarter Page Advertisement \$300

- One (1) quarter page advertisement in the Conference Program
- Artwork to be supplied to the following specifications:  
High resolution PDF with **NO bleed**  
Print size: 133 x 90mm LANDSCAPE

## Half Page Advertisement \$500

- One (1) half page advertisement in the Conference Program
- Artwork to be supplied to the following specifications:  
High resolution PDF with **NO bleed**
- **OPTION 1:**  
Print size: 133 x 185mm PORTRAIT
- **OPTION 2:**  
Print size: 270 x 90mm LANDSCAPE

All artwork must be sent to  
[sita@associatedadvertising.com.au](mailto:sita@associatedadvertising.com.au)  
one month out



# MERCHANDISE SPONSORSHIPS

## SACHEL - \$4,000

- Logo on all satchels
- One (1) satchel insert (merchandise or flyer)
- One (1) Conference ticket
- One (1) Ladies Luncheon ticket OR Two (2) Boots Off Bowls tickets

## PEN AND NOTEPAD - \$4,000

- Banner displayed on stage
- One (1) satchel insert (merchandise or flyer)
- One (1) Conference ticket

## USB SPONSOR **SOLD** - \$2,500

- Banner displayed on stage
- One (1) satchel insert (merchandise or flyer)
- One (1) Conference ticket

# CONFERENCE APP

	Conference App	App Banner Advertisement	App Notification
	Exclusive Opportunity	Multiple Opportunities	Multiple Opportunities
	\$6,000	\$200	\$350
Logo in App splash page(displayed upon App launch)	Y		
In-App banner displayed	Y	Y	
Branded push notification with hyperlink via the Conference App	1		1
Acknowledgement as the Conference App Sponsor	Y		
Logo and link on Conference website	Y		
Logo on large screen during the Conference	Y		
Conference tickets	2		

## TAILORED PACKAGES

Please contact the Conference Organisers to discuss tailored sponsorship opportunities.

AA&P Events - [katie@associatedadvertising.com.au](mailto:katie@associatedadvertising.com.au)

## SPONSORSHIP APPLICATION

To apply for any of these sponsorships, please fill out the 2024 KPCA Conference Sponsorship and Exhibition Application Form.

Sponsorship packages are subject to the terms and conditions for which a link is provided in the Sponsorship and Exhibition Application Form.

[DOWNLOAD FORM](#)

## PAYMENT AND CANCELLATIONS

Payment must be made within 14 days of invoice date to confirm sponsorship.

50% refund issued for cancellations up to 30 days before the Conference date (COB 30th September). No refund will be issued for cancellations after this date.

## CONTACT

Conference Organiser: AA&P Events  
[katie@associatedadvertising.com.au](mailto:katie@associatedadvertising.com.au)  
08 8942 3388

