



XII INTERNATIONAL RANGELAND CONGRESS AUSTRALIA 2025

WORKING TOGETHER FOR OUR GLOBAL RANGELANDS FUTURE

2-6 June 2025
Adelaide Convention Centre
Adelaide, Australia

**SPONSORSHIP
PROSPECTUS**



International
Rangeland
Congress



INVITATION

The Australian Organising Committee of the XII International Rangeland Congress, on behalf of the Australian Rangeland Society and the International Rangeland Congress Continuing Committee, invites you to sponsor the International Rangeland Congress to be held 2-6 June 2025 at the Adelaide Convention Centre, Adelaide, Australia.

It is our goal to provide a vibrant platform for scientific exchange and education on the contemporary challenges and opportunities facing the rangelands and its communities. We will ensure there are many opportunities to network and connect with fellow delegates and to celebrate achievements in our fields.

We recognise not everyone will be able to attend in person so we will design an exciting program that promotes exchanges via social media, livestreaming, interactive Q&A sessions, and recording of select content.

On behalf of the XII International Rangeland Congress Organising Committee we are pleased to welcome delegates from around the world to Australia, the rangeland continent.

We especially welcome First Nations peoples and pastoralists from Australia and internationally. This is the third occasion Australia will be hosting the International Rangeland Congress and by 2025 it will be nearly 10 years since the international rangeland community has physically met together. In addition to the networking at the Congress, we will provide the opportunity for delegates to experience Australia's vast rangelands through a range of exciting pre-Congress and mid-Congress tours.

We look forward to seeing you in Adelaide in 2025!

**Pieter Conradie, Nicole Spiegel, Andrew Ash
Co-Chairs, XII IRC Organising Committee**



International
Rangeland
Congress



Acknowledgement

The International Rangeland Congress recognises Aboriginal and Torres Strait Islanders as the Traditional Owners of Australia and thank them for their stewardship of Country – sea, water and land. The Congress respectfully acknowledges the Traditional Custodians of the Australian rangelands on which we live and work and we pay our respects to their cultural and customary practices, and acknowledge their ancestors, elders and future leaders.

The XII International Rangeland Congress welcomes sponsors committed to the values of the Congress, which include diversity, inclusion and respectful discussion. The Organising Committee also seeks support for the Congress from sponsors who value rangeland activities which are underpinned by the ethical and sustainable use and management of the natural environment. There will no doubt be discussions during the Congress on challenging and sensitive topics and we aim to provide an environment where this can be achieved with mutual respect amongst all delegates.

**Visit us and express your
interest in sponsoring IRC2025**

www.irc2025.rangelandcongress.org



**XII INTERNATIONAL
RANGELAND
CONGRESS
AUSTRALIA 2025**

CONGRESS THEME

WORKING TOGETHER FOR OUR GLOBAL RANGELANDS FUTURE

| | |
|-------------------|---|
| SUB-THEMES | Valuing rangelands and pastoral systems for their societal contribution |
| | Co-design, partnerships, and incorporating traditional knowledge for more enduring rangeland outcomes |
| | Technology, information systems, communication, and big data to aid monitoring and decision making |
| | Integrating rangeland ecology into management |
| | Managing risk – climate and other system shocks and trends |
| | Livestock production systems in a world of changing drivers |
| | Multi-functional land use in rangelands – moving beyond niche opportunities |

PROGRAM OVERVIEW



CONGRESS VENUE

The main Congress sessions will be held in Adelaide – with a population of 1.3 million people, it is a modern, vibrant, multi-cultural city.

The Adelaide Convention Centre is situated within the city centre of Adelaide. The airport is only 20 minutes away, and there are over 3,500 accommodation rooms within a very easy walk. Delegates will find it extremely easy to access not only their hotels, but wonderful local and international restaurants and entertainment. The layout of the Convention Centre is ideal for trade displays and sponsor events.

Adelaide is ideally located - the rangelands are to the north, the rolling Adelaide Hills to the east, beautiful white beaches along the coastline, and is within an hour of a number of world-famous wine regions – all of which offer a range of unique experiences that delegates can enjoy.

The hosting of the IRC in Adelaide is being generously sponsored by the South Australian Government through Business Events Adelaide.

PRINCIPAL PARTNERS



Adelaide Convention Centre
Photo: South Australian Tourism Commission

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**Packages and
commitment levels
vary and can be
tailored to suit
your marketing
strategies.**

Sponsorship money raised in Australia will be used to facilitate the effective running of the Congress and to support Australian delegates attending the congress with a focus on supporting Indigenous Australians and rangeland practitioners.

International sponsorship will be used to support international invited speakers and delegates to attend the Congress.

There will be a large space available for Exhibitors that will be strategically located near the posters and close to where lunches and breaks will be served.

WHY SPONSOR

The International Rangeland Congress offers a unique opportunity for organisations to showcase their work, products and services to a projected 600-800 delegates from Rangeland communities across the globe who are interested in innovative and challenging solutions to issues affecting a wide range of land uses.

The Australian IRC in 2025 will hold pre-Congress tours and workshops offering bespoke opportunities to access audiences on specific rangeland management topics and landscapes. Congress sponsorship will provide positive results and raise your profile to our world wide audience. Some of the benefits include:

- Increasing your profile in valuable target audience
- Demonstrate your organisation's commitment and advantages to the rangelands
- Focussed networking opportunities and direct client feedback
- Insight into science, technology and innovation from across the globe in one location
- Cost effective sales and marketing solutions that will provide you with new contacts

MAJOR SPONSORSHIP OPPORTUNITIES AT A GLANCE

| KEY BENEFITS | DIAMOND SPONSOR | PLATINUM SPONSOR | GOLD SPONSOR |
|--|-----------------|------------------|-----------------|
| SPONSOR ACKNOWLEDGEMENT | | | |
| Final program and Congress handbook | ✓ | ✓ | ✓ |
| Logo on all promotional material, including the Congress website (with hyperlinks to company website) | ✓ | ✓ | ✓ |
| Signage displayed in main Congress room (pull-up banner supplied by sponsor) | ✓ | ✓ | ✓ |
| PowerPoint holding slides displayed during plenary sessions | ✓ | ✓ | ✓ |
| Naming rights to one plenary speaker and panel session or a weekend workshop – signage prominently displayed | ✓ | ✓ | ✓ |
| Free trade/information booth | ✓ | ✓ | ✓ |
| REGISTRATION | | | |
| Congress registration including all sessions, lunches, morning and afternoon teas | Five | Four | Three |
| Ticket to the Welcome Reception | Five | Four | Three |
| Ticket to the Congress Dinner | Five | Four | Three |
| CONGRESS INSERT | | | |
| One brochure for insertion in delegates' Congress pack (A4 size or equivalent) | ✓ | ✓ | ✓ |
| INVESTMENT | \$50,000 | \$40,000 | \$30,000 |

MAJOR SPONSORSHIP OPPORTUNITIES AT A GLANCE

| KEY BENEFITS | SILVER SPONSOR | BRONZE SPONSOR | SUPPORTER |
|--|-----------------|-----------------|----------------------|
| SPONSOR ACKNOWLEDGEMENT | | | |
| Final program and Congress handbook | ✓ | ✓ | ✓ |
| Logo on all promotional material, including the Congress website (with hyperlinks to company website) | ✓ | ✓ | ✓ |
| Signage displayed in main Congress room (pull-up banner supplied by sponsor) | ✓ | ✓ | ✓ |
| PowerPoint holding slides displayed during plenary sessions | ✓ | ✓ | ✓ |
| Naming rights to one plenary speaker and panel session or a weekend workshop – signage prominently displayed | ✗ | ✗ | ✗ |
| Free trade/information booth | ✓ | ✗ | ✗ |
| REGISTRATION | | | |
| Congress registration including all sessions, lunches, morning and afternoon teas | Two | One | ✗ |
| Ticket to the Welcome Reception | Two | One | ✗ |
| Ticket to the Congress Dinner | Two | One | ✗ |
| CONGRESS INSERT | | | |
| One brochure for insertion in delegates' Congress pack (A4 size or equivalent) | ✓ | ✓ | ✓ |
| INVESTMENT | \$20,000 | \$10,000 | < \$10,000 |

SPONSORSHIP EXPRESSION OF INTEREST



Contact Name

Organisation

Position

Address

Phone

Mobile

E-mail address

I'm interested in sponsoring IRC 2025. Please send me more information on the following sponsorship opportunities:

| | | | |
|---|----------|---|------------|
| <input type="checkbox"/> Diamond Sponsor | \$50,000 | <input type="checkbox"/> Silver Sponsor | \$20,000 |
| <input type="checkbox"/> Platinum Sponsor | \$40,000 | <input type="checkbox"/> Bronze Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$30,000 | <input type="checkbox"/> Supporter | < \$10,000 |

Terms and Conditions:

- All Sponsorship costs are GST inclusive.
- Sponsorship is not secured until a signed sponsorship agreement has been returned and payment received.
- Invoices will be issued upon receipt of signed sponsorship agreement. Payment of invoice is due within 30 days of issue.
- Following confirmed commitment, sponsorship is non-refundable.
- Sponsorship entitlements will be delivered only upon full payment being received.
- The Congress Committee has final say on all artwork, merchandise and publications that may highlight sponsor logos or artwork.
- Information provided in this prospectus is correct at the time of publication.
- The Congress Committee reserve the right to amend sponsorship packages or add additional sponsorship packages as required.

Name

Signature

Date

PLEASE RETURN THIS FORM TO:

All Occasions Group, 12 Stirling Street, Thebarton, SA 5031
E: rebecca.gabriel@aomevents.com **P:** +61 8 8125 2200

For all Sponsorship and Exhibition queries, or for any other Congress matters, please contact the Congress organisers:

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