

PADDOCK TO PROFIT

11-12 October 2023
Wagga Wagga





DIGITAL AGRIFOOD SUMMIT

11-12 October 2023
Wagga Wagga



foodagility

AGRPARK



Charles Sturt
University



INVITATION FROM CHARLES STURT UNIVERSITY AND FOOD AGILITY CRC:

It is anticipated that by 2030 Australian agriculture will have a \$100 billion farmgate output, a \$40 billion dollar increase on the 2016-17 returns. This growth will be dependent on world class production systems with the assistance of data-driven technologies like automation, information systems and smart sensors. There will also be an emphasis on clean and green products that help us reach our climate ambitions.

Digital agriculture plays a critical role in maintaining Australia's competitiveness as a trusted exporter of premium food and agricultural products, while also providing food security for our domestic markets. It supports the creation of new services and markets, job opportunities, supply chain efficiencies and greater sustainability that will help farmers do more with less through data-driven decisions.

The 2023 Digital Agrifood Summit is an up-close and practical look at the future of farming. The theme 'Paddock to Profit' is our opportunity to contextualise the benefits that will arise from creating a sustainable food future. Industry leaders will showcase the research and commercial technologies leading Australian agriculture's drive to be more profitable, sustainable and globally competitive.

Delegates will learn about advances in technologies and how organisations are working together to deliver technology-based production systems to the doorstep of the producer, supplier, and exporter. The Summit will continue the conversation around how we can apply First Nations agricultural knowledge in our aspiration for a sustainable future.

It gives us great pleasure on behalf of Charles Sturt University and Food Agility CRC to invite you to the 2nd annual Digital Agrifood Summit in Wagga Wagga NSW.

Following the success of our 2022 Summit, we are committed to growing this event in Wagga Wagga. Last year we had over 440 delegates attend from Australian and International locations, 41 industry leaders and researchers presenting and 18 valued sponsors.

This Sponsorship Prospectus provides you with the opportunity to choose how best to work with us in achieving our mutual goals of meeting the increasing global population needs and exploring the technologies and research being developed to enhance the future of Australian agriculture.

The 2023 Summit will provide a high-profile platform for sponsors and partners to engage with key customers, business peers and opinion makers and position you at the forefront of this must attend event.

We look forward to welcoming your organisation as a valued sponsor and/or exhibitor at the 2023 Digital Agrifood Summit.

Richard Norton
Chief Executive Officer
Food Agility CRC



Professor Renée Leon PSM
Vice Chancellor
Charles Sturt University

SUMMIT SNAPSHOT 2022

Presenters > 25

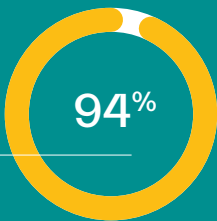
Delegates > 496



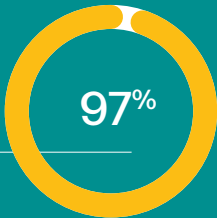
50 Live stream attendees

446 In person attendees

Delegates considered the event to be good value



Delegates stated that they would consider attending the event again in 2023



Exhibitors 21

Research showcases 16

Delegate questions 124

Sponsors



18



Where they came from



40% ●
Riverina

30% ●
NSW

25% ●
interstate

5% ●
international

SPONSORSHIP SUMMARY

	PLATINUM PARTNERSHIP	GOLD PARTNERSHIP	SESSION PARTNERSHIP	VIP WELCOME RECEPTION	KEEP CUPS	NETWORKING BREAKFAST	SUSTAINABILITY HOST
	\$30,000	\$15,000	\$10,000	\$7,500	\$7,500	\$5,000	\$5,000
Opportunity to introduce a keynote speaker	●						
Branding on main stage/screen	●						
Branding on digital lectern	●	●					
Branding on summit website	●	●	●	●	●	●	●
Organisation profile in event program	●	●	●				
Social media content and promotion	4	2	●	●		●	●
Summit tickets	5	3	2	2	2	2	2
Gala Dinner tickets	5	3	2				
Networking Breakfast tickets	5	3	2	2	2	2	2
VIP Welcome Reception tickets*	●	●	●	●	●	●	●
Livestream summit tickets	10	5	3	1	1	1	1
Five minute speaking opportunity	●			●		●	
Branding at event	●	●	●	●		●	●
Branding on merchandise					●		
Exhibition space	●	●					
Acknowledgement by MC	●			●		●	●
Branding during meal break							
Organisation promotional video to be played during breaks	●	●	●				
Inclusion in post conference highlights video	●	●					
Consultation on summit sustainability targets							●

LIVESTREAM HOST	COFFEE VAN	JUICE BAR	LUNCH	BUS HOST	NOTEPAD AND PEN	RESEARCH SHOWCASE HOST	MORNING TEA	AFTERNOON TEA	EXHIBITION SPACE
\$5,000	\$5,000	\$5,000	\$3,500	\$2,500	\$2,000	\$2,000	\$1,500	\$1,500	\$1,500
●	●	●	●	●	●	●	●	●	●
●									
2	2	2	1	1	1	1	1	1	1
2	2	2	1	1	1	1	1	1	
●	●	●	●	●	●	●	●	●	●
5	1	1	1	1	1	1			
●						●			
					●				●
●			●	●			●	●	
	●	●	●				●	●	
●									

* Ticket allocation dependent on the number of delegates registered from your organisation

PLATINUM PARTNERSHIP

Platinum Partnership is a major package, giving the sponsor a prime opportunity in promoting their organisation and dedication to enhancing the future of the Australian agricultural industry. We will work with our Platinum partner to ensure their expertise and offerings are weaved throughout the event program and promotions, ensuring a return for the organisation and its clients.



Pre-summit benefits:

- Named as Platinum partner in summit promotional material
- Named as the Platinum partner in all electronic direct marketing
- Mentioned in social media posts as Platinum partner
- 4 listings acknowledging partnership on social media
- Use of partnership status in own marketing
- Prominent branding on summit website



During summit benefits:

- 5 x full summit registrations
- 5 x complimentary Gala Dinner tickets
- 5 x complimentary Networking Breakfast tickets
- 10 x livestream summit tickets
- 1 x exhibitor's space
- Tickets to VIP Welcome Reception
- Five minute speaker opportunity at beginning of summit
- Main stage branding
- Digital lectern branding
- Opportunity to introduce keynote speaker
- Organisation profile in program (full page)
- Acknowledgement by MC at the event
- Branding at Gala Dinner
- Organisation promotional video to be played during breaks

Post summit benefits:

- Named as the Platinum partner in all summit material sent post summit
- Inclusion in the post summit highlights video
- Access to professional photos of the event

Transgrid

It was a great honour for Transgrid to be the Platinum sponsor at the 2022 Digital Agrifood Summit. Our investment helped provide a platform to showcase technologies and research that allows agricultural businesses to become more profitable, efficient, safer and environmentally friendly. At Transgrid we strive to deliver lasting benefits to our customers, communities, and the environment with the summit providing an opportunity to strengthen relationships with organisations working strategically in advancing agricultural technologies.

One opportunity
\$30,000

GOLD PARTNERSHIP

The Gold Partnership package offers sponsors a significant presence leading up to, and during the summit, through the event program and on the floor. Our Gold partners will have the opportunity to promote their expertise at the event and their commitment to enhancing the future of Australian agriculture.



- Pre-summit benefits:**
- Named as Gold partner in summit promotional material
 - Named as the Gold partner in all electronic direct marketing
 - Mentioned in social media posts as Gold partner
 - 2 listings acknowledging partnership on social media
 - Use of partnership status in own marketing
 - Branding on summit website

Two opportunities
\$15,000 each



- During summit benefits:**
- 3 x full summit registrations
 - 3 x complimentary Gala Dinner tickets
 - 3 x complimentary Networking Breakfast tickets
 - 5 x livestream summit tickets
 - Digital lectern branding
 - 1 x exhibitor's space
 - Tickets to VIP Welcome Reception
 - Organisation profile in program (half page)
 - Organisation promotional video to be played during breaks
 - 1 pull-up banner at event (banner supplied by sponsor)

- Post summit benefits:**
- Named as the Gold partner in summit material sent post summit
 - Inclusion in the post summit highlights video
 - Access to professional photos of the event



SESSION PARTNERSHIP

There are four speaker and panel sessions throughout the summit which provide an ideal opportunity for your organisation to be associated with industry leaders and an interactive panel discussion with the delegation.

Pre-summit benefits:

- Named as Session partner in summit promotional material
- Named as the Session partner in electronic direct marketing
- Mentioned in social media posts as Session partner
- Use of partnership status in own marketing
- Branding on summit website

During summit benefits:

- 2 x full summit registrations
- 2 x complimentary Gala Dinner tickets
- 2 x complimentary Networking Breakfast tickets
- 3 x livestream summit tickets
- Tickets to VIP Welcome Reception
- Organisation profile in program (100 words)
- Organisation promotional video to be played during breaks
- 1 pull-up banner at event (banner supplied by sponsor)

Post summit benefits:

- Named as the Session partner in summit material sent post summit
- Access to professional photos of the event



Four opportunities
\$10,000 each

VIP WELCOME RECEPTION HOST

The VIP Welcome Reception is the ideal package to showcase your organisation to delegates in an informal setting. Being the first function of the summit, it provides high brand exposure and networking opportunities with delegates and VIP's.

Pre-summit benefits:

- Exclusive naming rights of the VIP Welcome Reception
- Named as VIP Welcome Reception host in summit promotional material
- Named as the VIP Welcome Reception host in all electronic direct marketing
- Mentioned in social media posts as VIP Welcome Reception host
- Use of sponsorship status in own marketing
- Branding on summit website

During summit benefits:

- 2 x full summit registrations
- 2 x complimentary Networking Breakfast tickets
- 1 x livestream summit ticket
- Tickets to VIP Welcome Reception
- Acknowledgement by MC at the event
- Five minute speaker opportunity at the VIP Welcome Reception
- Organisation banner placed at the entrance to VIP Welcome Reception (banner supplied by sponsor)
- Organisation banner placed on stage at the VIP Welcome Reception (banner supplied by sponsor)

Post summit benefits:

- Named as the VIP Welcome Reception host in summit material sent post summit
- Access to professional photos of the event



One opportunity
\$7,500

NETWORKING BREAKFAST HOST

Enjoy networking over breakfast and knowing that your organisation will be the first conversation of the day. This highly anticipated event, held off site, allows for high brand exposure, and an opportunity to talk to summit delegates about your organisation and its commitments to the future of agriculture.

Pre-summit benefits:

- Exclusive naming rights of the Networking Breakfast which is a ticketed event
- Named as Networking Breakfast host in summit promotional material
- Named as the Networking Breakfast host in all electronic direct marketing
- Mentioned in social media posts as Networking Breakfast host
- Use of sponsorship status in own marketing
- Branding on summit website

During summit benefits:

- 2 x full summit registrations
- 2 x complimentary Networking Breakfast tickets
- 1 x livestream summit ticket
- Tickets to the VIP Welcome Reception
- Acknowledgement by MC at the event
- Five minute speaker opportunity at the Networking Breakfast
- Organisation banner placed at the Networking Breakfast (banner supplied by sponsor)

Post summit benefits:

- Named as the Networking Breakfast host in summit material sent post summit
- Access to professional photos of the event

One opportunity
\$5,000



SUSTAINABILITY PARTNERSHIP

Each year we look at ways to reduce our environmental footprint when hosting the summit. This exciting opportunity allows you to work with the organisers to make sure we are delivering our sustainability promise, and for you to promote your business and its commitment to green practices.

Pre-summit benefits:

- Named as Sustainability partner in summit promotional material
- Named as the Sustainability partner in all electronic direct marketing
- Work with Digital Agrifood Summit organisers to meet sustainability targets
- Mentioned in social media posts as Sustainability partner
- Use of sponsorship status in own marketing
- Branding on summit website

During summit benefits:

- 2 x full summit registrations
- 2 x complimentary Networking Breakfast tickets
- 1 x livestream summit ticket
- Tickets to VIP Welcome Reception
- Acknowledgement by MC at the event
- 1 pull-up banner at event (banner supplied by sponsor)

Post summit benefits:

- Named as the Sustainability partner in summit material sent post summit
- Access to professional photos of the event

One opportunity
\$5,000

LIVESTREAM HOST

This category provides an opportunity to host the livestreaming of conference keynotes and several other popular concurrent sessions.

Pre-summit benefits:

Exclusive naming rights for the livestream
Named as Livestream Host in summit promotional material
Named as the Livestream Host in all electronic direct marketing
Mentioned in social media posts as Livestream Host
Use of sponsorship status in own marketing
Branding on summit website

During summit benefits:

2 x full summit registrations
2 x complimentary Networking Breakfast tickets
5 x livestream summit ticket
Tickets to VIP Welcome Reception
Acknowledgement by MC at the event
Branding on livestream event
Organisation promotional video to be played in breaks

Post summit benefits:

Named as the Livestream Host in summit material sent post summit
Access to professional photos of the event

One opportunity
\$5,000

ChemCERT

ChemCERT Training Group was proud to be a Gold Sponsor at the Digital Agrifood Summit in 2022. The event had a great blend of presentations from industry experts and we really enjoyed the experience. We are looking forward to the 2023 summit and the opportunities it will open up for ChemCERT.



JUICE BAR

One opportunity
\$5,000

Benefits include:

2 x full summit registrations
2 x complimentary Networking Breakfast tickets
1 x livestream summit ticket
Exclusive naming rights for Juice Bar
Tickets to VIP Welcome Reception
Branding on summit website
The following at organisation's expense:
<ul style="list-style-type: none">Provide napkins with organisation's logo*Up to 2 pull-up banners around the area (banner supplied by sponsor)
Access to professional photos of the event



COFFEE VAN

Two opportunities
\$5,000

Benefits include:

2 x full summit registrations
2 x complimentary Networking Breakfast tickets
1 x live stream summit ticket
Exclusive naming rights for coffee van
Tickets to VIP Welcome Reception
Branding on summit website
The following at organisation's expense:
<ul style="list-style-type: none">Provide napkins with organisation's logo*Up to 2 pull-up banners around the area (banner supplied by sponsor)
Access to professional photos of the event

CATERING BREAKS HOST

Multiple opportunities

Benefits include:

1 x full summit registration
1 x complimentary Networking Breakfast ticket
1 x livestream summit ticket (lunch sponsor only)
Exclusive naming rights for each break
Acknowledgement by MC at the event
Tickets to VIP Welcome Reception
Branding on summit website
The following at organisation's expense:
<ul style="list-style-type: none">Provide napkins with organisation's logo*Up to 2 pull-up banners around the area (banner supplied by sponsor)
Access to professional photos of the event

Morning Tea (Wednesday, Thursday)	\$1,500 per morn/tea
Lunch (Wednesday, Thursday)	\$3,500 per lunch
Afternoon Tea (Wednesday)	\$1,500

MERCHANDISE

Multiple opportunities

Keep cups	\$7,500	Notepad and pens	\$2,000
Benefits include:		Benefits include:	
2 x full summit registrations		1 x full summit registration	
2 x complimentary Networking Breakfast tickets		1 x complimentary Networking Breakfast ticket	
1 x livestream summit ticket		1 x livestream summit ticket	
Tickets to VIP Welcome Reception		Tickets to VIP Welcome Reception	
Summit delegates receiving your branded merchandise on arrival		Summit delegates receiving your branded merchandise on arrival	
Branding on summit website		Branding on summit website	
Access to professional photos from the event		Access to professional photos from the event	

BUS HOST



Two opportunities
\$2,500

Benefits include:

- 1 x full summit registration
- 1 x complimentary Networking Breakfast ticket
- 1 x livestream summit ticket
- Tickets to VIP Welcome Reception
- Acknowledgement by MC at the event
- Branding on summit website
- Access to professional photos of the event

RESEARCH SHOW- CASE HOST

One opportunity
\$2,000

Benefits include:

- 1 x full summit registration
- 1 x complimentary Networking Breakfast ticket
- 1 x livestream summit ticket
- Exclusive naming rights for the Research Showcase event
- Tickets to VIP Welcome Reception
- Up to 2 pull-up banners within the event location (banner supplied by sponsor)
- Branding on summit website
- Access to professional photos of the event

CONTACT

EXHIBITION SPACE

\$1,500
(\$750 for AgriPark
and Food Agility
partners)

Exhibitor inclusions:

- 1 x full summit registration
- Access to power
- 1 x trestle table with 2 chairs
- 1 x display board
- Branding on summit website
- Tickets to VIP Welcome Reception
- Access to professional photos of the event

A range of opportunities are presented in this Prospectus for your consideration. We recognise that one size does not fit all when it comes to sponsorship investment, and we are happy to discuss and design a package specific to your organisation’s budget and marketing needs.

For further information on becoming a sponsor please contact:

Samantha Beresford
Head of Government Relations
and Regional Engagement

sberesford@csu.edu.au
+61 401 068 056

Megan Tudehope
Chief Communication and Marketing Officer

megan.tudehope@foodagility.com
+61 450 452 733

All prices exclude GST.

**merchandise products and branded accessories supplied by organisations will need to meet sustainability guidelines*



AGRPARK



Charles Sturt
University

Charles Sturt University is an Australian University,
Charles Sturt University CRICOS Provider:
Provider Identification:

TEQSA
00005F.
PRV12018.

2023 SPONSORSHIP
PROSPECTUS