



# RED MEAT UPDATES

T A S M A N I A

## Sponsorship Prospectus

29 July 2022

• The Tramsheds • Launceston, Tasmania

# Welcome to Red Meat Updates 2022

As the Chair of the Red Meat Updates working group, I would like to thank you for considering a sponsorship position with this leading industry event.

Red Meat Updates is now in its ninth year and is continuing to deliver to the high standards our supporters have come to expect. Tickets to RMU 2021 sold out two days after going on sale, demonstrating that the event is high value to red meat producers in Tasmania.

As with all Red Meat Updates events, following RMU 2021, we conducted a detailed evaluation to identify what is working well, how we can continuously improve, and what the overall impact of the event is. We collected information from participants and sponsors, as well as considering the growing impact Red Meat Updates is having online. The results are very positive and indicate that Red Meat Updates continues to deliver a valuable experience for both sponsors and attendees. A summary of the RMU 2021 event evaluation is provided on page 3.

In 2022 we once again promise an event that is packed full of information, research updates, producer stories and networking opportunities. The theme for Red Meat Updates 2022 is *'future-proofing your farm business for long-term sustainability'*. With the start of a new decade in mind, presentations at the 2022 event will incorporate a particular focus on decision making to ensure business profitability and sustainability for oncoming years. Planning is well under-way, and the event is shaping up to be another exciting and valuable day that will continue to challenge and inspire Tasmania's red meat industry.

This event cannot be achieved without the support of our valued sponsors. I hope you will join us as in delivering Red Meat Updates 2022.

## **Iain Bruce**

Chair, Red Meat Updates working group



*Red Meat Updates working group Chair, Iain Bruce, Western Plains  
(photo: supplied by Rabobank)*



## What is Red Meat Updates?

Red Meat Updates is Tasmania's premier agricultural industry event. The annual conference is for anyone involved in the red meat industry, particularly Tasmanian sheep, and cattle producers.

Red Meat Updates was developed to provide information, inspiration, and foster networking within the Tasmanian red meat industry. The program is designed by a producer-led working group, which ensures the event is relevant and valuable to attendees.

Red Meat Updates was first held in 2013 and has continued to grow ever since. The event consistently attracts over 350 people, with tickets selling out well in advance. In 2021, 72% of conference attendees were sheep and cattle producers, with many of them also running cropping enterprises.

Red Meat Updates covers a range of production, business, and supply chain topics under the themes of beef, sheep, dryland pasture and irrigated pasture.

For more information, visit our website [www.redmeatupdates.com](http://www.redmeatupdates.com)

## Our objectives

The objectives of Red Meat Updates are to:

- Better **connect** individuals and organisations involved in the red meat industry and encourage networking.
- Raise **awareness** of red meat research, development and extension programs and projects.
- Highlight **research outputs** that have relevance to Tasmanian red meat producers.
- Identify useful and relevant **tools and resources** that are available to industry.
- Showcase **what is possible** (stretch targets) in terms of sustainable and profitable production and motivate producers to want to improve.
- Highlight examples of **what producers are doing** to work towards achieving these stretch targets.
- **Signpost** activities, programs and projects producers can get involved in to enable them to build knowledge, skills and make meaningful on-farm practice change.

## Producer-led working group

The Red Meat Updates working group is producer-led and comprised of red meat producers, researchers, industry representatives, advisors, and Meat & Livestock Australia representatives. The 2022 working group members are:

- **Iain Bruce – Western Plains, Stanley (Chair)**
- Stephen Creese – Creese Northeast, Bridport
- Richard Ellis – Wetheron Pastoral, Bothwell
- George Shea – Lyndall, Hamilton
- Sarah Cole – Woodbourn, Cressy
- Helen Bailie, Wesley Dale, Mole Creek
- James Greenacre – Rosemount Agriculture, Cressy
- William Downie, Hazelwood Farm & Wettenhall Farm, Copping
- Justin Cooper, Gallagher Animal Management
- Rowan Smith – Tasmanian Institute of Agriculture
- Andrew Morelli – Meat & Livestock Australia

# RED MEAT UPDATES

## TASMANIA

For attendee and sponsor testimonials visit our website [www.redmeatupdates.com/testimonials/](http://www.redmeatupdates.com/testimonials/)

**RED MEAT UPDATES**  
TASMANIA 23 July 2021

**Red meat producers in attendance manage:**

- 60,000 cattle
- 170,000 ha
- 600,000 sheep

81% of attendees were red meat producers

**Content:**

- 8.9 Quality
- 9.1 Relevance
- 9.2 Format

"Outstanding... a very informative & worthwhile event. Use of technology during these Covid times was incredible. Well worth a day away from the farm."

"Absolutely fantastic day. Great to see so many engaged producers in the room and passionate about improving their industry."

**Top 3 presentations**

1. Virtual Farm Tour
2. Business analysis for better decision making
3. Pasture utilisation in a dryland system: beating 1ton of pasture DM/100mm rainfall

**Awareness raising:**

- 8.9 Training Opportunities
- 9.1 MLA tools & resources
- 9.2 MLA research programs

60% of attendees intend to make practice change in their businesses

73% of attendees intend to follow up or access tools and resources

42% of attendees intend to participate in a follow up training activity or program

For more information about Red Meat Updates go to <https://redmeatupdates.com/> or email [redmeatupdates@pinionadvisory.com](mailto:redmeatupdates@pinionadvisory.com)

@RedMeatUpdates

mla pinion GRDC Nutrien Ag Solutions





## Red Meat Updates 2022 event details

- When:** 9.00am – 5.30pm, Friday 29 July 2022
- Where:** The Tramsheds Function Centre, Launceston, Tasmania
- Who will be there?** Approximately 350 members of the Tasmanian red meat industry

### Event format and program:

The program for Red Meat Updates 2022 is currently being developed by the working group. As with previous events, it promises to be an inspirational, valuable, and enjoyable day for attendees. The theme of Red Meat Updates 2022 is *Future-proofing your farm business for long-term sustainability*. The event will follow a similar format to previous years, which enables attendees to tailor a program to meet their interests and information requirements. The draft program format for Red Meat Updates 2022 is below (this may be subject to change as the program evolves).

2022 DRAFT PROGRAM FORMAT		
Welcome		
Keynote address		
Red Meat Champions		
Morning tea		
<i>Concurrent sessions</i>		
Sheep Updates		Beef Updates
Sustainable Futures session		
Lunch		
<i>Concurrent sessions</i>		
Irrigated Pasture Updates		Dryland Pasture Updates
Virtual Farm Tour		
Networking drinks		

Previous Red Meat Updates programs are available by viewing the event proceedings on our website [www.redmeatupdates.com/pastevents/](http://www.redmeatupdates.com/pastevents/)



## Sponsorship packages

We are pleased to offer a range of sponsorship opportunities to enable your business to support this leading industry event. The following pages outline the sponsorship packages that are available for Red Meat Updates 2022. Sponsorship opportunities will be awarded on a first in, first served basis, and demand is likely to be high, so if you are interested, please ensure that you submit your sponsor registration form (through the sponsorship registration form or Survey Monkey link) as soon as possible.

Survey Monkey - <https://www.surveymonkey.com/r/RMU2022>

## For more information

[www.redmeatupdates.com](http://www.redmeatupdates.com)

Please direct all sponsorship enquiries to:

### **Ashley Evans**

*Sponsor Coordinator*  
Red Meat Updates 2022

M: 0418 854 536

E: [redmeatupdates@pinionadvisory.com](mailto:redmeatupdates@pinionadvisory.com)



Like Red Meat Updates - Tasmania on [Facebook](#)



Follow @redmeatupdates on [Twitter](#)

## Summary of sponsorship packages

All sponsorship packages include web and social media promotion and opportunity to provide promotional material for the industry catalogue

Sponsorship Package		Value	Number of sponsorship places	Event passes*	Logo display <sup>d</sup>	Sponsor directory & QR code link	Social Media	Industry catalogue item	Banner display <sup>c</sup>	Advert in event proceedings	Trade table	Opportunity to chair / introduce session <sup>a</sup>	Ticket to conference dinner	Other inclusions	Sponsor Spotlight profile	Position on working group	Access to RMU promotional output
1	Major sponsor	\$10,000	3	5	✓	✓	✓	✓	✓	1 page	✓	✓	✓	✓	✓	✓	
2	Virtual Farm Tour sponsor	\$10,000	1	5	✓	✓	✓	✓	✓	1 page	✓	✓	✓	✓	✓		✓
3	Sustainable Futures sponsor	\$7,500	1	5	✓	✓	✓	✓	✓	1 page	✓	✓	✓	✓	✓		
4	Lunch sponsor	\$5,000	1	4	✓	✓	✓	✓	✓	½ page	✓	✓	✓	✓			
5	Industry innovator sponsor	\$5,000	1	4	✓	✓	✓	✓	✓	½ page	✓	✓	✓				
6	Gate to plate sponsor	\$5,000	1	4	✓	✓	✓	✓	✓	½ page	✓	✓ <sup>b</sup>	✓				
7	Session sponsor	\$5,000	4	4	✓	✓	✓	✓	✓	½ page	✓	✓ <sup>b</sup>	✓				
8	State Government Sponsor	\$5,000	1	4	✓	✓	✓	✓	✓	½ page	✓			✓			
9	Peak industry body sponsor	\$3,500	3	3	✓	✓	✓	✓	✓	½ page	✓			✓			
10	Media sponsor	\$3,500	1	3	✓	✓	✓	✓	✓	½ page				✓			

Sponsorship Package		Value	Number of sponsorship places	Event passes <sup>*</sup>	Logo display <sup>d</sup>	Sponsor directory & QR code link	Social Media	Industry catalogue item	Banner display <sup>c</sup>	Advert in event proceedings	Trade table	Opportunity to chair / introduce session <sup>a</sup>	Ticket to conference dinner	Other inclusions	Sponsor Spotlight profile	Position on working group	Access to RMU promotional output
11	Red meat processor sponsor	\$3,500	3	3	✓	✓	✓	✓	✓	½ page	✓			✓			
12	Emerging leader sponsor	\$3,000	1	3	✓	✓	✓	✓	✓	¼ page		✓ <sup>b</sup>					
13	Conference dinner sponsor	\$3,000	1	3	✓	✓	✓	✓	✓	¼ page	✓			✓			
14	Morning tea sponsor	\$3,000	2	3	✓	✓	✓	✓	✓	¼ page	✓						
15	Networking drinks sponsor	\$3,000	4	3	✓	✓	✓	✓	✓	¼ page							
16	Welcome refreshments sponsor	\$2,000	2	2	✓	✓	✓	✓	✓	¼ page							
17	Industry catalogue sponsor	\$1,500	unlimited	1	✓	✓	✓	✓									

a. For further information on speaking opportunities please refer to the detailed information on each package provided on the following pages.

b. This sponsorship package involves nominating a potential speaker (e.g. a producer client or contact), not the sponsoring organisation speaking.

c. For further information on location and duration of banner display offered please refer to the detailed information on each package provided on the following pages.

d. For further information on where sponsor logo will be displayed please refer to the detailed information on each package provided on the following pages.

\*Ticket numbers may be subject to change with influence from circumstances such as COVID-19 restrictions



## 1. Major sponsor package - \$10,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 5**

**Number of industry catalogue items: 2**

As a major sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Logo on all advertising materials (print and electronic).
  - Acknowledgement as a major sponsor on Red Meat Updates website.
  - Acknowledgement as a major sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
  - Sponsor Spotlight profile on Red Meat Updates website and in social media updates.
- Conference proceedings promotion
  - Full page advertisement in conference proceedings – 267mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on main stage during the entire event.
  - 2x banners in lunchroom (room 29) for duration of day.
  - Logo on auditorium screen as people arrive in the morning.
  - 1x full-size trade table display in lunchroom (room 29) for duration of day.
- Post-event promotion
  - Acknowledgement as a major sponsor in Red Meat Updates social media updates.
  - Logo on all advertising materials (print and electronic).
- One (1) free ticket to the Red Meat Updates conference dinner.
- One (1) membership position on the Red Meat Updates working group (effective as soon as sponsorship is confirmed).
- An opportunity to participate on the Red Meat Updates program (to be negotiated with event coordinator).
- Other inclusions
  - One (1) free place at a Pasture Principles training course (delivered by Pinion Advisory) for an employee or client (sponsorship to be confirmed prior to course commencement date – start of February 2022) (valued at \$2,500 ex GST).

*\*Event passes are available for staff from the sponsor's organisation only*



# RED MEAT UPDATES

## TASMANIA

## 2. Virtual Farm Tour sponsor package - \$10,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 5**

**Number of industry catalogue items: 2**

As the Virtual Farm Tour sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Logo on all advertising materials (print and electronic).
  - Acknowledgement as the Virtual Farm Tour sponsor on Red Meat Updates website.
  - Acknowledgement as the Virtual Farm Tour sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
  - Sponsor Spotlight profile on Red Meat Updates website and in social media updates.
- Conference proceedings promotion
  - Full page advertisement in conference proceedings – 267mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during virtual farm tour video & presentation.
  - 2x banners in lunchroom (room 29) for duration of day.
  - Acknowledged as sponsor at the end of the virtual farm tour video.
  - 1x full-size trade table display in lunchroom (room 29) for duration of day.
  - Logo featured on main screen at start and end of virtual farm tour video
- Post-event promotion
  - Acknowledgement as the Virtual Farm Tour sponsor in Red Meat Updates social media updates.
  - Logo on all advertising materials (print and electronic).
- One (1) free ticket to the Red Meat Updates conference dinner.
- One (1) membership position on the Red Meat Updates virtual farm tour working group (effective as soon as sponsorship is confirmed).
- Opportunity to chair the Virtual Farm Tour session and introduce your business and the virtual farm tour (5 minutes) and for your business to be featured in the Virtual Farm Tour.
- Other inclusions
  - One (1) free place at a Pasture Principles training course (delivered by Pinion Advisory) for an employee or client (sponsorship to be confirmed prior to course commencement date – start of February 2022) (valued at \$2,500 ex GST).

*\*Event passes are available for staff from the sponsor's organisation only*



### 3. Sustainable Futures sponsor package - \$7,500

#### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 5**

**Number of industry catalogue items: 1**

As the Sustainable Futures sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Logo on all advertising materials (print and electronic).
  - Acknowledgement as the Sustainable Futures sponsor on Red Meat Updates website.
  - Acknowledgement as the Sustainable Futures sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
  - Sponsor Spotlight profile on Red Meat Updates website and in social media updates.
- Conference proceedings promotion
  - Full page advertisement in conference proceedings – 267mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during theme session.
  - 2x banners in lunchroom (room 29) for duration of day.
  - Logo on screen as people arrive at the theme session.
  - 1x half-size trade table display in lunchroom (room 29) for duration of day.
- Post-event promotion
  - Acknowledgement as the Sustainable Futures sponsor in Red Meat Updates social media updates.
  - Logo on all advertising materials (print and electronic).
- One (1) free ticket to the Red Meat Updates conference dinner.
- Opportunity to chair the Sustainable Futures session (introduce presenters and facilitate Q&A) and introduce your business. This session will be a 45–60-minute session in the auditorium.

*\*Event passes are available for staff from the sponsor's organisation only*



# RED MEAT UPDATES

## TASMANIA

### 4. Lunch sponsor package - \$5,000<sup>#</sup>

#### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 4**

**Number of industry catalogue items: 1**

As the Lunch sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as the Lunch sponsor on Red Meat Updates website.
  - Acknowledgement as the Lunch sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 2x banners in lunchroom (room 29) for duration of day.
  - Logo projected on wall of lunchroom (room 29) during lunchtime.
  - 1x display fridge in lunchroom (room 29) for duration of day.
  - 1x half-size trade table display in lunchroom (room 29) for duration of day.
- Promotion as Lunch sponsor at Red Meat Updates, including logo displayed on lunch break slide in the auditorium
- One (1) free ticket to the Red Meat Updates conference dinner.
- Other inclusions
  - Your choice of red meat products featured on the lunch menu.
  - Opportunity to outline the products used in the lunch menu prior to lunch being served.

*# a combination of cash and product to the value of \$5,000 will be considered*

*\*Event passes are available for staff from the sponsor's organisation only*



## 5. Industry Innovator sponsor package - \$5,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 4**

**Number of industry catalogue items: 1**

As the Industry Innovator sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as the Industry Innovator sponsor on Red Meat Updates website.
  - Acknowledgement as the Industry Innovator and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during Industry Innovator presentation.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo on the main screen at the start of the industry innovator session.
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.
- Identify and support a leading, innovative producer (who may be a customer/client of the sponsor) to present a 15-minute presentation or video at Red Meat Updates on the innovations they use to work smarter and increase the profitability of their red meat enterprise (topic to align with program theme and to be confirmed with the event coordinator).

*\*Event passes are available for staff from the sponsor's organisation only*



## 6. Gate to Plate sponsor package - \$5,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 4**

**Number of industry catalogue items: 1**

As the Gate to Plate sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as the Gate to Plate sponsor on Red Meat Updates website.
  - Acknowledgement as the Gate to Plate sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during gate to plate presentation.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo on the main screen at the start of the gate to plate session.
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.
- Identify and support a leading producer (who may be a customer/client of the sponsor) to present a 15-minute presentation or video at Red Meat Updates on how they engage with the red meat supply chain, meet market specifications, and increase the profitability of their red meat enterprise (topic to align with program theme and to be confirmed with the event coordinator)

*\*Event passes are available for staff from the sponsor's organisation only*



## 7. Concurrent Session sponsor package - \$5,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 4**

**Number of industry catalogue items: 1**

As a concurrent session sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a concurrent session sponsor on Red Meat Updates website.
  - Acknowledgement as a concurrent session sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during concurrent session.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo on screen as people arrive at the concurrent session.
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.
- Opportunity to chair a concurrent session (introduce presenters and facilitate Q&A) and introduce your business.

*\*Event passes are available for staff from the sponsor's organisation only*



## 8. State Government sponsor package - \$5,000<sup>#</sup>

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 4**

**Number of industry catalogue items: 1**

As a State Government sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a State Government sponsor on Red Meat Updates website.
  - Acknowledgement as a State Government sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during theme session.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo on screen as people arrive at the concurrent session.
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.

*<sup>#</sup> This package is only available to State Government organisations*

*\*Event passes are available for staff from the sponsor's organisation only*



## 9. Peak Industry Body sponsor package - \$3,500<sup>#</sup>

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As a peak industry body sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a peak industry body sponsor on Red Meat Updates website.
  - Acknowledgement as a peak industry body sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.

*<sup>#</sup>This package is only available to peak industry bodies (advocacy groups) associated with the agriculture industry*

*\*Event passes are available for staff from the sponsor's organisation only*



# RED MEAT UPDATES

## TASMANIA

## 10. Media sponsor package - \$3,500<sup>^</sup>

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As the Media sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a peak industry body sponsor on Red Meat Updates website.
  - Acknowledgement as a peak industry body sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.
- Supply of 2 media releases on event progress/highlights.
- Access to leading red meat producers and presenters in the lead up to and at the event for stories.

<sup>^</sup> comprised of \$3,500 worth of advertising (not cash)

\*Event passes are available for staff from the sponsor's organisation only



## 11. Red meat processor sponsor package - \$3,500#

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As a red meat processor sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a red meat processor sponsor on Red Meat Updates website.
  - Acknowledgement as a red meat processor sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ½ page advertisement in conference proceedings - 132.5mm (h) x 180mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x half-size trade table display in lunchroom (room 28 or 29) for duration of day.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
- One (1) free ticket to the Red Meat Updates conference dinner.

*#Please note: this package is only available to red meat processors who have operations based in Tasmania*

*\*Event passes are available for staff from the sponsor's organisation only*



## 12. Emerging leader sponsor package - \$3,000<sup>#</sup>

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As the Emerging Leader sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as the Emerging Leader sponsor on Red Meat Updates website.
  - Acknowledgement as the Emerging Leader sponsor and promotion of sponsor organisation's event, tools and/or resources in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ¼ page advertisement in conference proceedings - 132.5mm (h) x 89mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner on stage during the Emerging Leader presentation.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
- Identify and support a young person working in the red meat industry to prepare a 15-minute presentation on their career pathway, the opportunities and challenges faced within their career and their plan on how to future-proof their role in the red meat industry. The story told by the presenter should reflect broader issues, opportunities and challenges faced by young people in agriculture.

<sup>#</sup> *This package is only available to industry organisations*

<sup>\*</sup> *Event passes are available for staff from the sponsor's organisation only*



## 13. Conference dinner sponsor package - \$3,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As the Conference dinner sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as the Conference dinner sponsor on Red Meat Updates website.
  - Acknowledgement as a Conference dinner sponsor in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ¼ page advertisement in conference proceedings - 132.5mm (h) x 89mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Half-size trade table display in lunchroom (room 28 or 29) for duration of day.
- Opportunity to introduce your business (maximum of five minutes) at the dinner.
- Four (4) tickets to the conference dinner for staff and/or clients from your organisation.

*Note: Red Meat Updates conference dinner invitations are extended to conference presenters, chairs, and sponsors with packages >\$5000 by the Red Meat Updates working group. It is anticipated that approximately 40-50 people will attend the dinner.*

*\*Event passes are available for staff from the sponsor's organisation only*



## 14. Morning tea sponsor package - \$3,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As a morning tea sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a morning tea sponsor on Red Meat Updates website.
  - Acknowledgement as a morning tea sponsor in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ¼ page advertisement in conference proceedings - 132.5mm (h) x 89mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - Half-size trade table display in lunchroom (room 28 or 29) for duration of day.
  - 1x banner in lunchroom (room 28 or 29) for duration of day.

*\*Event passes are available for staff from the sponsor's organisation only*



## 15. Networking drinks sponsor package - \$3,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 3**

**Number of industry catalogue items: 1**

As a networking drinks sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a networking drinks sponsor on Red Meat Updates website.
  - Acknowledgement as a networking drinks sponsor in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ¼ page advertisement in conference proceedings - 132.5mm (h) x 89mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo projected on wall of lunchroom (room 28 or 29) during networking drinks.
- Promotion as a networking drinks sponsor at commencement of networking drinks.

*\*Event passes are available for staff from the sponsor's organisation only*



## 16. Welcome refreshments sponsor package - \$2,000

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 2**

**Number of industry catalogue items: 1**

As a welcome refreshments sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as a networking drinks sponsor on Red Meat Updates website.
  - Acknowledgement as a networking drinks sponsor in Red Meat Updates social media updates.
- Conference proceedings promotion
  - ¼ page advertisement in conference proceedings - 132.5mm (h) x 89mm (w).
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.
- Promotional material for display on event day at the venue
  - 1x banner in lunchroom (room 28 or 29) for duration of day.
  - Logo projected on wall of lunchroom (room 28 or 29) in the morning as conference attendees arrive.

*\*Event passes are available for staff from the sponsor's organisation only*



## 17. Industry Catalogue sponsor package - \$1,500

### Package inclusions

**Number of included event passes (valued at \$300 per person)\*: 1**

**Number of industry catalogue items: 1**

As an Industry catalogue sponsor of Red Meat Updates your organisation will also be entitled to:

- Pre-event promotion
  - Acknowledgement as an Industry catalogue sponsor on Red Meat Updates website.
  - Acknowledgement as an Industry catalogue sponsor in Red Meat Updates social media updates.
- Conference proceedings promotion
  - Logo on inside cover of conference proceedings.
  - Inclusion in sponsor directory with QR code to nominated webpage.

*\*Event passes are available for staff from the sponsor's organisation only*



# RED MEAT UPDATES

## TASMANIA

## Sponsor package details

### Industry catalogue and QR code directory

In 2022 the Red Meat Updates working group is updating the sponsorship benefits for businesses. With the removal of pre-packed conference bags and the associated wastage comes the addition of the tangible and virtual industry catalogues. Sponsors will have the opportunity to provide items for display in the lunch rooms during the event as well as links to a website address via a QR code in the conference booklet and on the Red Meat Updates website. Sponsors can choose to provide items such as promotional items, resources, business cards for RMU attendees to take home with them.

### Banners

Due to space limitations at the venue, there are restrictions on the type and size of promotional banner that can be displayed. The specifications for banners for display at Red Meat Updates are pull up banners 1600mm x 600mm.

### Trade tables

Trade tables are allocated in two different sizes depending on the value of the sponsorship package:

- Full-size trade table: 1.8m long
- Half-size trade table: 0.9m long

### Dinner tickets

A complimentary ticket to the conference dinner on 28 July 2022 is made available to all sponsors with packages valued at \$3,500 or over (or where there are session chairs associated with sponsor packages)<sup>1</sup>. Sponsors with a complimentary ticket may purchase one additional ticket (cost \$50). Sponsors who do not receive a complimentary ticket to the conference dinner have the option to purchase one dinner ticket (cost \$50).

### Event tickets

All RMU sponsor package tickets are only available for use by employees of the sponsoring organisation. Sponsors have the option to purchase up to a maximum of two additional tickets for Red Meat Updates. Tickets allocated to each sponsor are subject to change due to circumstances such as COVID-19 restrictions. Sponsors will be notified of any changes as developments occur.

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<sup>1</sup> In sponsorship packages which include the opportunity to chair a session, this dinner ticket is allocated to the chair.



### Promoting our Red Meat Updates sponsors

The Red Meat Updates 2022 promotion plan has been developed to ensure we reach our target number of attendees and gain the optimal exposure for sponsors in the lead up to and during the event. The plan includes the following channels:

- |  |  |
|--|--|
| <b>Facebook, Twitter &amp; website</b> | <ul style="list-style-type: none"><li>• Feature content on major sponsors and links to websites.</li><li>• Announcements on date, timing, topics, and presenters.</li><li>• Program details and promotion.</li><li>• Links to related articles on presenters and topics.</li></ul> |
| <b>Print</b>                           | <ul style="list-style-type: none"><li>• Fliers provided to sponsors and networks to distribute.</li><li>• MLA communication channels (email, Twitter, website, events etc.).</li><li>• Fliers displayed in sponsor stores/offices.</li></ul>                                       |
| <b>Media</b>                           | <ul style="list-style-type: none"><li>• Media releases to rural media in the lead up to the event.</li></ul>   |



# RED MEAT UPDATES

## TASMANIA

### 2022 Sponsorship Registration Form

Please complete this form and return to:

[redmeatupdates@pinionadvisory.com](mailto:redmeatupdates@pinionadvisory.com) | fax: 03 6427 0876 | post: Level 1/25 York St, Launceston 7250

**Please note that sponsorship opportunities will be awarded on a first in, first served basis.**

<b>Company:</b>			
<b>Contact person:</b>			
<b>Billing address:</b>			
<b>Email:</b>			
<b>Phone:</b>		<b>Mobile:</b>	

### Sponsorship option requested:

<input type="checkbox"/> 1. Major sponsor	\$10,000		
<input type="checkbox"/> 2. Virtual Farm Tour sponsor	\$10,000		
<input type="checkbox"/> 3. Sustainable Futures session sponsor	\$7,500		
<input type="checkbox"/> 4. Lunch sponsor	\$5,000		
<input type="checkbox"/> 5. Industry Innovator sponsor	\$5,000		
<input type="checkbox"/> 6. Gate to Plate sponsor	\$5,000		
<input type="checkbox"/> 7. Session sponsor ( <i>please select one</i> )	\$5,000		
<input type="checkbox"/> Sheep	<input type="checkbox"/> Beef	<input type="checkbox"/> Irrigated Pastures	<input type="checkbox"/> Dryland Pastures
<input type="checkbox"/> 8. State Government Sponsor	\$5,000		
<input type="checkbox"/> 9. Peak industry body sponsor	\$3,500		
<input type="checkbox"/> 10. Media sponsor	\$3,500		
<input type="checkbox"/> 11. Red meat processor sponsor	\$3,500		
<input type="checkbox"/> 12. Emerging Leader sponsor	\$3,000		
<input type="checkbox"/> 13. Conference dinner sponsor	\$3,000		
<input type="checkbox"/> 14. Morning tea sponsor	\$3,000		
<input type="checkbox"/> 15. Networking drinks sponsor	\$3,000		
<input type="checkbox"/> 16. Welcome refreshments sponsor	\$2,000		
<input type="checkbox"/> 17. Industry catalogue sponsor	\$1,500		

All prices quoted are ex-GST. On receipt of this form, providing the sponsorship option is still available, a tax invoice will be generated by Pinion Advisory and the sponsorship will be considered formalised. **Payment is required within 30 days of invoice being issued unless otherwise negotiated.**



# RED MEAT UPDATES

T A S M A N I A

*Thank you for your support.*

*We look forward to working with you to deliver  
an exciting and valuable event that will  
continue to grow and inspire  
Tasmania's red meat industry*