

MFMG

www.mackillopgroup.com.au



SPONSORSHIP PROSPECTUS

**PARTNERING WITH MACKILLOP FARM
MANAGEMENT GROUP**

July 2019-June 2020

DRIVING INNOVATION, PRODUCTIVITY & PROFITABILITY

Communication and interaction between our members, sponsors, researchers and agribusiness is of the highest priority to MacKillop Farm Management Group



What is our value to you as a sponsor?

MFMG have a membership base which covers farming businesses from Sherwood and Meningie in the north to Millicent in the south, Goroke in the east and Mt Benson in the west.

We keep in touch with our members and sponsors using a variety of methods- a weekly email, regular social media posts, updates and posts on our website, conducting field days and crop walks, running workshops, and producing an annual trial results book.

MFMG prides itself on:

- Being collaborative, trustworthy, innovative, respectful, independent and proud.
- Believing in what we and YOU do, driving us to strive for continuous improvement in agriculture, and in how we process and trade our food.
- Knowing that agriculture is ingrained in our identities and is reflected in our passion and pride for our region, our people and our produce.
- Ensuring a vibrant farming future in the Limestone Coast for ours and future generations by becoming renowned for excellence in agricultural research, development and extension.

What we do:

MFMG facilitates collaborative research, communication and extension, delivering innovative and sustainable farming practices for the benefit of members and the agricultural industry across the South East of South Australia, Western Victoria and beyond.

How we do it:

- By continuing to be a leading provider of innovative research, development and extension.
- By collaborating to translate and extend knowledge across our farming community and beyond the farm gate.
- By assisting to create a value chain from production to consumption
- By operating as a professional organisation
- By having a highly recognised and respected brand which delivers value to members

How do you contact us?

Meg Bell

Chief Executive Officer

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E: ceo@mackillopgroup.com.au

Louise Stock

Board Chair

M: 0407 711 576

E: louise@focusfacilitation.com.au

Bruce McLean

Operations Committee Chair

M: 0428 838 978

E: bwmclean@bigpond.com



@Mackillopgroup



@mackillopfarm



mackillopgroup.com.au

Sponsorship benefits

Sponsors have the opportunity to be affiliated with a professional organisation and have access to a large network of primary producers and businesses through the agricultural industry across the South East of South Australia, Western Victoria and beyond.

As a supporter of MFMG, sponsors will be seen as an ally of the rural sector.

Your sponsorship will assist MFMG, its members and the agricultural industry in general to increase:

- Innovation
- Profitability
- Productivity of primary productions

Sponsorship opportunities

Our sponsorship packages are outlined below. All levels are open to negotiation and we would be happy to discuss any aspect of our sponsorship packages with you.

GOLD	\$5000+GST
SILVER	\$2500+GST
BRONZE	\$1000+GST

Sponsorship summary

SPONSOR OPPORTUNITIES WITH MFMG	GOLD	SILVER	BRONZE
Membership			
Membership of MFMG for staff	6	4	2
At our trial sites			
Conduct trials of your products in arrangement with MFMG (at your own cost)	✓	✓	
At our field days, workshops and seminars we invite you to (when appropriate)			
Have naming rights for a relevant field day, workshop or seminar	✓		
Act as a host for sessions run throughout our field days	✓	✓	
Demonstrate, display and promote your products	✓	✓	Display only
Free admittance for your staff	✓	✓	✓
Promotional opportunities for your business			
Case study/press release	✓		
Display logo and promote products in newsletters and booklets	✓	✓	Display logo
Display your logo on MFMG website	✓	✓	✓
Have emails and information forwarded to our database through the weekly email	✓	✓	✓
Colour advertisement in our annual trial results book	2 pages	1 page	½ page
Access to members only area of website	✓	✓	✓
Opportunity to network with members, researchers, board and operations committee	✓	✓	✓

GOLD

Membership of MFMG for 6 of your staff members

\$5000+GST per year

5% discount if signing for a 3-year commitment (payable annually)

At our trial sites we invite you to:

- Conduct trials of your products (by agreement with MFMG and with all costs to be met by your business)

At our field days, workshops and other events we invite you to (when appropriate):

- Have naming rights for a relevant field day, workshop or seminar;
- Act as a host for sessions run throughout our field days;
- Demonstrate, display and promote your product(s); and
- Have free admittance for your staff.

We will provide you with the opportunity to:

- Have a case study/press release written by our Communications and Events Officer on a mutually agreed subject that highlights your business and its relevance to our members;
- Display your logo and promote your products in printed newsletters and booklets produced throughout the year
- Prominently display your logo on the main page of our website;
- Have information and links to your website included in our weekly email forwarded to our members every Monday morning;
- Receive an annual trial results book for up to 6 of your staff as nominated;
- Have access to the member only areas of our website for as many staff members as required; and
- Have two colour A4 page advertisements in our annual trial results book.

At our events, we will give you:

- The opportunity to network with members, researchers and others;
- The opportunity for interaction and discussion with our Board and Operations Committee

SILVER

Membership of MFMG for 4 of your staff members

\$2500 + GST per year

5% discount if signing for a 3-year commitment (payable annually)

At our trial sites we invite you to:

- Conduct trials of your products (by agreement with MFMG and with all costs to be met by your business)

At our field days, workshops and other events we invite you to (when appropriate):

- Act as a host for sessions run throughout our field days;
- Demonstrate, display and promote your product(s); and
- Have free admittance for your staff.

We will provide you with the opportunity to:

- Display your logo and promote your products in printed newsletters and booklets produced throughout the year;
- Prominently display your logo on our website;
- Have information and links to your website included in our weekly email forwarded to our members every Monday morning;
- Receive an annual trial results book for up to 4 of your staff as nominated;
- Have access to the member only areas of our website for as many staff members as required; and
- Have one colour A4 page advertisement in our annual trial results book.

At our events, we will give you:

- The opportunity to network with members, researchers and others;
- The opportunity for interaction and discussion with our Board and Operations Committee

BRONZE

Membership of MFMG for 2 of your staff members

\$1000 + GST per year

5% discount if signing for a 3-year commitment (payable annually)

At our field days, workshops and other events we invite you to (when appropriate):

- Display promotional material; and
- Have free admittance for your staff.

We will provide you with the opportunity to:

- Display your logo and promote your products in printed newsletters and booklets produced throughout the year;
- Display your logo on our website;
- Have information and links to your website included in our weekly email forwarded to our members every Monday morning;
- Receive an annual trial results book for up to 2 of your staff as nominated;
- Have access to the member only areas of our website for as many staff members as required; and
- Have one colour half A4 page advertisement in our annual trial results book.

At our events, we will give you:

- The opportunity to network with members, researchers and others; and
- The opportunity for interaction and discussion with our Board and Operations Committee.

The Board, Operations Committee and members of MFMG thank you for your interest and support of our group and the agricultural industry in the South East. We look forward to partnering with you and your business and achieving the best possible outcomes for all involved.

How do you become a sponsor of MFMG?

Please complete the below information and email your expression of interest to admin@mackillopgroup.com.au.

We would like to support the MacKillop Farm Management Group

- Gold sponsor \$5000 plus GST
- Silver sponsor \$2500 plus GST
- Bronze sponsor \$1000 plus GST

- I would like to commit to this package for 3 years and receive 5% discount (payable annually)
- I would like more information before making a decision
- I do not wish to become a MFMG sponsor, but would like to become a member

Important information we require:

Business name	
Main contact	
Position within business	
Postal address	
Mobile number	
Email	
Website	

My nominated staff members are:

Name	Email	Mobile

Signed:

Date:

A tax invoice will be sent to you at the earliest opportunity.
Our sponsorship year runs from July 1st until June 30th, however special arrangements can be made for those commencing outside of this timeframe.