



MACKILLOP FARM MANAGEMENT GROUP

# SPONSORSHIP PROSPECTUS

PARTNERING WITH MACKILLOP  
FARM MANAGEMENT GROUP

JULY 2020 - JUNE 2021

PROSPERITY THROUGH COLLABORATION

## SPONSORSHIP BENEFITS

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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 Limestone Coast, western Victoria and beyond.

## SPONSORSHIP OPPORTUNITIES

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

## WHAT IS OUR VALUE TO YOU AS A SPONSOR?

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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, a seasonal newsletter, updates and posts on our website, conducting field days, crop walks and other events, and producing an annual trial results book.

## MFMG PRIDES ITSELF ON BEING COLLABORATIVE, PROFESSIONAL AND PROGRESSIVE

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We strive for continuous improvement in agriculture, and in how we process and trade our food.

Agriculture is ingrained in our identities and is reflected in our passion and pride for our region, our people and our produce.

We want to ensure a vibrant farming future in the Limestone Coast for ours and future generations by becoming renowned for excellence in agricultural research, development and extension.

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[www.mackillopgroup.com.au](http://www.mackillopgroup.com.au)

## OUR VISION

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MFMG's vision is for sustainable farming through the adoption of research and innovation.

## OUR MISSION

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MFMG collaborates to deliver research and drive adoption for the benefit of members and the broadacre cropping and livestock industry across the Limestone Coast, western Victoria and beyond.

## HOW WE DO IT

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We deliver innovative extension to drive adoption of research outcomes in the Limestone Coast and western Victoria

We operate professionally

We adapt to and thrive under changing external factors

## HOW DO YOU CONTACT US?

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Chief Executive Officer

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Louise Stock

Board Chair

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Bruce McLean

Operations Committee Chair

M: 0428 838 978

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# SPONSORSHIP SUMMARY

SPONSOR OPPORTUNITIES WITH MFMG	GOLD	SILVER	BRONZE
<b>Membership</b>			
Agribusiness membership of MFMG for staff members[1]	Unlimited	4	2
<b>At our trial sites</b>			
Conduct trials of your products in arrangement with MFMG (at your own cost)[2]	✓	✓	
<b>At our field days, workshops and seminars we invite you to (when appropriate)</b>			
Conduct a joint event with MFMG	✓		
Act as a host for sessions run throughout our events	✓	✓	
Have a speaking slot at our major events	✓		
Demonstrate, display and promote your products	✓	✓	<i>Display only</i>
Free admittance for your staff	✓	✓	✓
<b>Promotional opportunities for your business</b>			
Distribution of a case study, article, or other information to MFMG members	✓		
Display your logo in our seasonal newsletters[3]	✓	✓	✓
Have an advertisement and/or article included in our seasonal newsletters	1 page	½ page	
Have promotional material shared on MFMG's social media channels[4]	4 posts	2 posts	1 post
Display your logo on the MFMG website	✓	✓	✓
Have your logo featured in MFMG's weekly newsletter	✓	✓	✓
Have information forwarded to our database through our weekly newsletter	✓	✓	✓
Colour advertisement in our annual trial results book	2 pages	1 page	½ page
Access to members only area of our website[5]	✓	✓	✓
Opportunity to network with members, researchers, board and operations committee	✓	✓	✓

[1] Agribusiness Membership is on an individual basis

[2] With an option to pre-pay for sponsor trials with MFMG at the time of taking up your sponsorship

[3] 3 newsletters per year

[4] Facebook and Twitter

[5] Included in Agribusiness Membership for your nominated staff members

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## GOLD SPONSORSHIP

\$5000+GST per year

Agribusiness membership of MFMG for an unlimited number of staff members

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

### 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).
  - Trial costs can be paid upfront with your sponsorship, or at the time of arranging trials.

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

- Conduct a joint event with MFMG;
- Have a speaking slot at our major events (Results Days, Livestock Field Day, Spring Crop Walks);
- Act as a host for sessions run at our events;
- Demonstrate, display and promote your product(s); and
- Have free admittance for your staff[6].

### We will provide you with the opportunity to:

- Distribute a case study, article, or other promotional information to MFMG's members through our database;
- Display your logo in our seasonal newsletters;
- Have a full page (A4) advertisement and/or article included in our seasonal newsletters;
- Have 4 posts on each of our social media channels containing your promotional material (videos, articles, links to your website etc);
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's weekly newsletters;
- Have information forwarded to our database through our weekly newsletter;
- Have two colour A4 page advertisements in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book[7]; and
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.

### 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

[6] Included in Agribusiness Membership

[7] Included in Agribusiness Membership

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## SILVER SPONSORSHIP

\$2500 + GST per year

Agribusiness membership of MFMG for 4 of your staff members

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

### 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).
  - Trial costs can be paid upfront with your sponsorship, or at the time of arranging trials.

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

- Act as a host for sessions run at our events;
- Demonstrate, display and promote your product(s); and
- Have free admittance for your staff[8].

### We will provide you with the opportunity to:

- Display your logo in our seasonal newsletters;
- Have a ½ (A4) advertisement and/or article included in our seasonal newsletters;
- Have 2 posts on each of our social media channels containing your promotional material (videos, articles, links to your website etc);
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's weekly newsletters;
- Have information forwarded to our database through our weekly newsletter;
- Have 1 colour A4 page advertisements in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book[9]; and
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.

### 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

[8] Included in Agribusiness Membership

[9] Included in Agribusiness Membership

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## BRONZE SPONSORSHIP

\$1000 + GST per year

Agribusiness membership of MFMG for 2 of your staff members

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

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

- Demonstrate, display and promote your product(s); and
- Have free admittance for your staff[10].

### **We will provide you with the opportunity to:**

- Display your logo in our seasonal newsletters;
- Have 1 post on each of our social media channels containing your promotional material (videos, articles, links to your website etc);
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's weekly newsletters;
- Have information forwarded to our database through our weekly newsletter;
- Have ½ colour A4 page advertisements in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book[11]; and
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.

### **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

[10] Included in Agribusiness Membership

[11] Included in Agribusiness Membership

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

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## HOW DO YOU BECOME A SPONSOR OF MFMG?

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If you'd like to become a sponsor of MFMG, you can [head to our website](#) to sign up for sponsorship.

To renew your sponsorship from last year, please follow the instructions in your renewal email, or email [ceo@mackillopgroup.com.au](mailto:ceo@mackillopgroup.com.au) if you have not received your renewal notice.

If you're not interested in sponsorship of MFMG, but would like to become an Agribusiness Member, please go to our website for more information and to [sign up for membership](#).

A tax invoice will be issued to you via our website.

Our sponsorship year runs from July 1st until June 30th, however special arrangements can be made for sponsorship commencing outside of this timeframe.

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