

PARTNERSHIP
PROSPECTUS

NUFFIELD AUSTRALIA 2022 NATIONAL CONFERENCE IN TAMWORTH.

PUTTING THE WORLD
WITHIN REACH

Partner with Nuffield Australia at our National Conference in Tamworth. For 70 years, we have built capacity for individual producers, their businesses and the broader agricultural industry.

12–13 SEPTEMBER 2022
TAMWORTH LEAGUES CLUB

NUFFIELD'S MAJOR EVENT FOR SCHOLARS, INVESTORS AND BROADER INDUSTRY

www.nuffield.com.au

NUFFIELD
AUSTRALIA
FARMING SCHOLARS



70 YEARS

BRINGING THE WORLD HOME FOR 70 YEARS



NUFFIELD AUSTRALIA 2022 NATIONAL CONFERENCE.

The Nuffield Australia National Conference is the highlight of the Nuffield calendar. It offers a meeting point for scholars, investors and the broader agricultural industry.

As a high profile forum for the announcement of incoming scholars and public presentation of returning scholar research, the Nuffield National Conference is a must-do for anyone serious about the future direction of Australian agriculture.

HIGHLIGHTS:

- Hear the announcement of the 2023 Scholars.
- Discover innovation and technologies from the 2020 Scholars.
- Exchange knowledge and information with industry leaders.
- Network with the alumni who, over 70 years, have been bringing the world home.

PARTNER WITH US!

Nuffield has been celebrating our 70th anniversary. The first Nuffield Scholar was selected in Australia in 1951, and since then we have awarded 495 unique scholarships, fostering personal development and industry capacity building in Australian agriculture.

For 70 years, we've been 'Bringing the World Home'.



The Nuffield Australia National Conference offers a unique opportunity for your organisation to highlight and promote your product and service offerings to a highly targeted and engaged national agricultural industry audience.

The strength of our Nuffield alumni network is a major point of difference of our program, and is evident at the conference. This ensures your investment continues to be valuable for many years to come.



WHAT IS NUFFIELD AUSTRALIA?

Nuffield is Australia's leading agricultural study scholarship program and has been supporting innovative and progressive Australian primary producers for 70 years.

The program provides an avenue for the next generation of Australian agriculture to collaborate with leading farmers, agribusinesses and institutions around the world.

Nuffield Australia has over 495 alumni located across all States and Territories and from a broad cross section of primary industry sectors.

Over the 70 years of Nuffield Australia, scholars have been pivotal in influencing the development of new and emerging industries such as turf growing, truffles and chia seed.

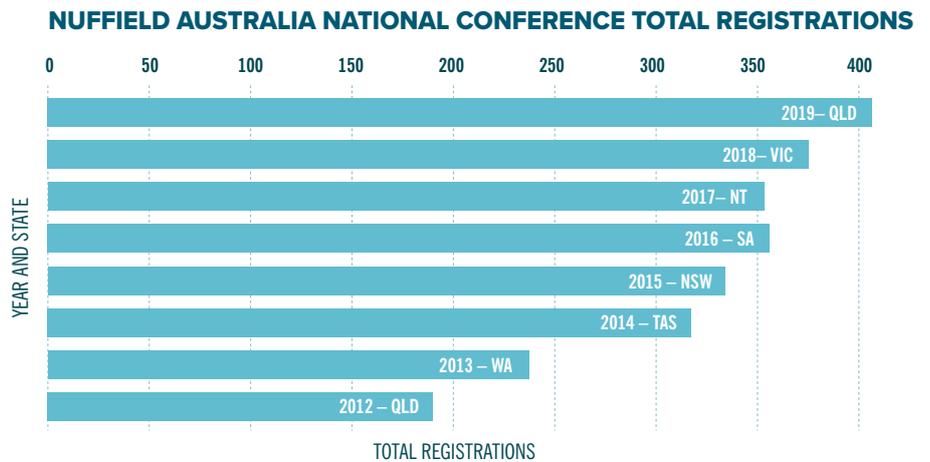
Scholars are recognised as leaders not only in their communities and industries but across Australian agriculture.

Scholars continue to be involved with Nuffield after they present their report. Along with investors, they make Nuffield the most influential agricultural network in Australia.



NUFFIELD AUSTRALIA NATIONAL CONFERENCE NUMBERS.

The Nuffield Australia National Conference has been growing, with more than 400 attending in 2019.



DELEGATE PROFILE

With the continued annual increase in attendee numbers, there has likewise been an expansion in industry sector representation with delegates ranging from:

- Nuffield Scholars
- Primary Producers
- Agribusiness
- Research & Development Corporations
- Industry Organisations
- Supply Chain Service Providers
- Financial Institutions
- Philanthropic Organisations
- Researchers
- Media





CONFERENCE PROGRAM.

In 2022, our program will provide attendees with insights into Australian and global agriculture along with a detailed look behind the scenes of agriculture in New South Wales as only Nuffield can provide.

Our 2020 Scholars have experienced delays with their international study due to COVID19, but have adapted with extensive virtual learning, and are enjoying international travel now restrictions have eased. They look forward to sharing their stories and findings.

We will also continue highlighting extraordinary members of the Nuffield alumni who will share their stories since completing their scholarship and how the Nuffield experience has contributed to their success.

Presentations and panel sessions will showcase scholars' ability to learn from others around the world, identify new technology and practices and implement new ideas.

National Conference Dates 2022

- **Annual Awards Dinner**
Monday 12 September

Introduction of 2021 and 2022 Scholars and the announcement of 2023 Scholars

- **Full Conference Day**
Tuesday 13 September

Including breakfast and Networking Cocktail Reception

- **Post Conference Tour**
Wednesday 14 and Thursday 15 September

Visits to scholar properties and agribusinesses in the Tamworth region

PARTNERSHIP PACKAGES.

The 2022 Nuffield Australia National Conference will be an invaluable networking event for agricultural producers, supply chain participants, agribusiness and government.



PLATINUM PARTNER (\$15,000 +GST) (Max.4)

- 20-minute keynote address
- Exclusive naming rights and branding in one plenary session (including banner on stage — partner to provide)
- Category exclusivity from direct industry competitors
- Complimentary tickets:
 - Six full registration conference tickets (including Awards Dinner)
 - Two Post Conference Tour tickets
- Additional conference, dinner and tour tickets can be purchased at the early bird rate
- Prominent trade display (3 x 3m), equivalent floor space
- Full page advertisement in the conference program
- Partner and logo recognition in all promotional materials
- Partner recognition across all social media platforms and media releases
- Four banners in registration and catering areas (partner to provide)
- Additional verbal and on-screen recognition throughout the conference



GOLD PARTNER (\$7,500 +GST)

- Panel participation in a main plenary session
- Branding in the main conference room with one banner on display (offstage)
- Complimentary tickets:
 - Three full registration conference tickets (including Awards Dinner)
 - One Post Conference Tour ticket
- Additional conference, dinner and tour tickets can be purchased at the early bird rate
- Prominent trade display (3 x 3m), equivalent floor space
- Half-page advertisement in the conference program
- Partner and logo recognition in all promotional material
- Recognition across all social media platforms
- Two banners in catering areas (partner to provide)
- Recognition throughout the conference



SILVER PARTNER (\$5,000 +GST)

- Complimentary tickets:
 - Two full registration conference tickets (including Awards Dinner)
- Additional conference, dinner and tour tickets can be purchased at the early bird rate
- Logo recognition in all promotional material
- Recognition in the conference program
- Recognition across all social media platforms
- One banner in catering areas (partner to provide)
- Recognition throughout the conference
- Option to add a trade booth (\$1,000 + GST)



PARTNERSHIP PACKAGES. (CONT)

OTHER PARTNERSHIP OPPORTUNITIES:

Networking Cocktail Reception (\$6,000 +GST)

- Networking Cocktail Reception keynote address (10-minutes)
- Two full registration conference tickets (including Awards Dinner)
- Banners on display at Networking Cocktail Reception (partner to provide)
- Logo recognition in all promotional material
- Recognition across all social media platforms

Coffee Cart (\$8,000 +GST)

- Full branding of all coffee cups for delegates
- Half-page advertisement in the conference program
- Logo recognition in all promotional material
- Recognition across all social media platforms
- Recognition in conference program

Pre-Awards Dinner Cocktail Reception (\$3,000 +GST)

- Two Awards Dinner tickets
- Banners in Pre-Awards Dinner Cocktail Reception
- Logo recognition in all promotional material
- Recognition across all social media platforms
- Recognition in conference program

Trade Booth Stand (\$2,500 +GST)

- 3m x 3m trade stand in exhibition space (including signage, lighting and power outlet)
- Exhibition space alongside catering areas for maximum traffic
- One full registration conference ticket (including Awards Dinner)
- Option to add a booth for \$1,000 +GST if you sign up as a silver partner

Meal Break (\$1,500 +GST)

- Three banners in catering area for this meal break (partner to provide)
- Recognition in conference program
- Recognition on catering stands

Post Conference Tour Partner (\$7,500 +GST)

- Exclusive Post Conference Tour partner naming rights
- Four Post Conference Tour tickets
- Host the Wednesday evening meal with a 15-minute speaker opportunity (location in Tamworth to be determined)
- Logo recognition in all promotional materials
- Recognition across all social media platforms

In acknowledgement of current support, the above Partnership Package opportunities are available to scholarship investors and corporate members at a 10% discounted rate.

We look forward to welcoming you as a National Conference Partner in 2022



PROMOTION AND PUBLICITY.

The National Conference is directly marketed to a database of over 1,000 Scholars, potential scholarship applicants, national investors, Australian agribusiness, industry stakeholders and friends of Nuffield. We also have 8,700 Twitter followers, 9,700 Facebook followers, 3,200 LinkedIn followers and more than 1,100 followers on Instagram.

Partners will be acknowledged in the lead up to and throughout the event for their support with recognition and full colour logos marketed by:

- Branded electronic emails;
- Dedicated webpage(s) for background information and registration;
- Social media, including Twitter, Facebook, LinkedIn and Instagram;
- Conference marketing materials (online and printed);
- Comprehensive conference program;
- Traditional media relations campaign.



Conference registrations will open on 1 June 2022 and close on 1 September 2022, providing a three-month promotional campaign to maximise partner recognition leading up to the event.

CONTACT

For further information or to discuss partnership opportunities, please contact:

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Follow us on social media to receive regular updates as we move closer to the event.

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Follow the conversation using the #NuffieldAg hashtag

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