

AUSTRALIAN SEED FEDERATION

- CORPORATE SPONSORSHIP -

FY 2023 - 2024

The Australian Seed Federation is the peak body representing the interests of Australia's seed industry.

AUSTRALIAN SEED FEDERATION

CORPORATE SPONSOR

Become a corporate sponsor today!

Thank you for considering coming on board as a corporate sponsor of the Australian Seed Federation for 2023-24.

The Australian Seed Federation represents the entire seed supply chain in Australia and includes plant breeders, seed growers, seed processors and seed marketers.

The Australian Seed Industry is worth over \$1 billion annually to the Australian economy and is an important part of rural and regional Australia.

We are committed to seeing a productive and sustainable seed industry in Australia through leadership, integrity and collaboration, and with your support, can further our reach and contribution to the broader Australian agricultural industry.

As a corporate sponsor of the Australian Seed Federation, you will...

Enjoy premiere brand exposure

- Be featured across every page the Australian Seed Federation's website in our updated sponsor carousel, meaning that every site visitor will see your brand
- Have a click through ad and brand housed on the Australian Seed Federation website



AUSTRALIAN SEED FEDERATION

CORPORATE SPONSOR

- Have the opportunity to provide an advertisement or editorial in the Australian Seed Federation's monthly Seed News publication
- Have the chance to be featured in our Sponsor Spotlight as part of the monthly Seed News
- Be promoted as an Australian Seed Federation corporate sponsor across Australian Seed Federation communications and marketing materials which are sent to members, industry and governments representatives and more
- Be promoted across the Australian Seed Federation's social media channels



Interact with Australian Seed Federation members

- Have your logo featured on Australian Seed Federation signage displayed prominently at our annual Seed Business Convention, Regional Meetings and other events
- Have your company brand promoted in the Seed Business Convention handbook made available to all convention delegates and exhibitors
- Receive a 10% discount on Seed Business Convention sponsorship packages
- Have the opportunity to purchase an exhibitor booth at a reduced cost for the Seed Business Convention.



SEED BUSINESS CONVENTION

Seed Business Convention is the principal event on the Australian seed industry's calendar.

In 2023 close to 150 delegates from over 60 companies will gather in Adelaide across four days to:

- Connect with seed and agriculture leaders.
- Engage with industry colleagues, researchers and policy makers.
- Learn about the latest seed and agriculture developments and new technology.
- Discuss industry issues and policy development.

Convention sponsors will have the opportunity to meet with the decision makers right across the spectrum of Australian seed businesses as well as government officials and research and development corporations.

SEED BUSINESS SNAPSHOT



**Australian
seed industry's
principal event**



**up to
150
attendees**



**over
60
companies**

4

**four
days**



**seed business
decision
makers**



**agricultural
leaders**



**policy
makers**



**brand
exposure**

Keen to find out more?

Let's chat!

As a Corporate Sponsor of the Australian Seed Federation, the total investment for 2023-24 is \$2,750 + GST.



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