

2024

WILMOT FIELD DAY SPONSORSHIP PROSPECTUS

28-29TH FEBRUARY 2024



ACCELERATING THE CHANGE FOOD, FIBRE & NATURE



ABOUT

Macdoch Ag Group Wilmot Field Day

Presented by Macdoch Ag Group, the Wilmot Field Day has been running for five years and is held at Wilmot Cattle Co's iconic New England property near Ebor, NSW. The field day is an opportunity for producers to network and learn from industry leaders about how planned grazing and other climate-smart farming practices can improve productivity, resilience, and profitability, while building natural capital. The two-day event is an immersive experience for attendees, including a conference program, workshops, and paddock walks to showcase these principles in action. The 2024 event will be held on the 28th and 29th February 2024.

The Wilmot Field Day has grown to be a highly sought after event within the industry. Attendees come from across Australia to elevate their knowledge. Global industry leaders are among the many national and international speakers and facilitators. Each year, the event focuses on a specific theme surrounding best-practice sustainable agriculture, with some previous themes being 'Natural Capital Matters' and 'A Natural Progression'.

Macdoch Ag Group is comprised of a portfolio of businesses and investments that are focused on a low carbon and climate resilient future. These include innovative farming and grazing businesses, technology tools created to enable more efficient farming and specialist advisory and management companies.

Macdoch Ag Group, in particular Wilmot Cattle Co, is proud to present the sixth farmer focused Wilmot Field Day in 2024. The aim of the event is to showcase leadership in the farming industry, highlight opportunities for building resilient businesses and encourage producers to think differently about how they manage sustainability. The 2024 Wilmot Field Day will have another great line up of expert speakers and opportunities to network with like-minded producers!

The theme for the 2024 Wilmot Field Day will be

**ACCELERATING THE CHANGE
FOOD, FIBRE & NATURE**



2024 WILMOT FIELD DAY PARTNERSHIP

An opportunity to partner with Macdoch Ag Group
& Wilmot Cattle Co.

Choosing to partner with Macdoch Ag Group for the Wilmot Field Day, gives your business the opportunity to link its brand and products with a pioneering Australian supporter of enlightened and sustainable farming practices. Macdoch's purpose is to work hand-in-hand with producers to show how building natural capital can contribute to a profitable agriculture sector and global climate solutions. There is great synergy between your business and the Macdoch Ag Group, and this opportunity to partner will enable your business to reinforce its profile and products within the farming and grazing sector, while enhancing your brand through aligned values.

What are the benefits?

A partnership with Macdoch Ag Group and Wilmot Cattle Co means great exposure for your brand. With over 400 people attending the Wilmot Field Day each year, you'll have access to a broad and varied audience of graziers, producers, industry leaders and decision makers. The Wilmot Field Day has an appeal to many international and Australian communities, particularly enhancing rural and regional communities.

Exposure

By partnering with Wilmot Field Day as a Corporate Sponsor, your brand will gain exposure through:

- Wilmot Cattle Co Facebook and Instagram pages – total of 5.3k engaged followers.
- MaiaGrazing Facebook and Instagram pages – total of 7.6k engaged followers. Event advertising and promotional opportunities leading up to and at the Field Day
- Digital and print media
- Signage at event
- Product advertising in official event program
- Networking opportunities



2024 EVENT SPECIFIC SPONSOR PARTNERSHIP

A naming rights partnership of specific events at the Wilmot Field Day will give your business the opportunity to align with a unique and pioneering Australian agricultural business and gain broader exposure for your brand.

Coffee Sponsorship

(valued at \$12k) - 1 available

- Business name inclusion in the event program as official WFD Coffee sponsor
- Branded coffee keep cups given out to all attendees
- TWO signs with your business logo displayed at the coffee cart throughout the event
- Inclusion of business logo and acknowledgement of sponsorship on the official event assets, including websites, social media, programs, and relevant promotional channels
- Acknowledgment of sponsorship on all event related media releases.
- Official announcement throughout the event, acknowledging your business as a key sponsor of the event
- ONE x VIP passes for the event
- ONE x dedicated trader space during the event

Sunset Drinks Sponsorship

(valued at \$15K) - 1 available

- Business name inclusion in the event program as the official Sunset Drinks sponsor
- Branded stubby holders given out to all Sunset Drinks attendees
- TWO signs with business logo displayed at the Sunset Drinks event
- Inclusion of business logo and acknowledgement of sponsorship on the official event assets, including websites, social media, programs, and relevant promotional channels
- Acknowledgment of sponsorship on all event related media releases.
- Official announcement throughout the event, acknowledging your business as a key sponsor of the event
- TWO x VIP passes for the two-day event
- ONE x dedicated trader space during the event

Dinner Under the Stars

(valued at \$30K) – 1 available

- Business name inclusion in the event program as official dinner sponsor
- Branded stubby holders for all dinner attendees
- 20 min speaking spot at Dinner Under the Stars/ during the program
- Custom event logo created by graphic designer with inclusion your business name/logo
- TWO signs with business logo displayed at the Dinner Under the Stars event
- Inclusion of business logo and acknowledgement of sponsorship on the official event assets, including websites, social media, programs, and relevant promotional channels
- Acknowledgment of sponsorship on all event related media releases.
- Official announcement throughout the event, acknowledging your business as a key sponsor of the event
- FOUR x VIP passes for the two-day event
- ONE x dedicated trader space during the event

VIP Drinks & Dinner

(valued at \$20k) – 1 available

- Business name inclusion in the event program as the official VIP night sponsor
- Branded beer mugs & wine glasses given out to all VIP night attendees
- TWO signs with business logo displayed at the VIP event
- Inclusion of business logo and acknowledgement of sponsorship on the official event assets, including websites, social media, programs, and relevant promotional channels
- Acknowledgment of sponsorship on all event related media releases.
- Official announcement throughout the event, acknowledging your business as a key sponsor of the event
- THREE x VIP passes for the two-day event
- ONE x dedicated trader space during the event

2024 WILMOT FIELD DAY PARTNERSHIPS

We have a number of different event sponsorship packages on offer to provide businesses the opportunity to partner with the Macdoch Ag Group for its popular Wilmot Field Day. There are three packages available, that all vary in benefits and inclusions. These packages are designed to offer maximum exposure for your business. Please get in contact if you would like to discuss a custom sponsorship package.

INCLUSIONS	GOLD (\$20K)	SILVER (\$10K)	BRONZE (\$5K)
Signage	2 x large banners placed in high-traffic and visual areas	1 x large banner placed in high-traffic and visual areas	1 x large banner placed in high-traffic and visual areas
Speaker/ Panellist Spot	Yes	No	No
Logo	Logo on stage, website & program	Logo on stage, website & program	Logo on website & program
Advertising	<ul style="list-style-type: none"> 3-Min Promo video to be included during the event Social Media Promotion Large logo and link on website Guest blog featured on website 	<ul style="list-style-type: none"> 1-Min Promo video to be included during the event Social Media Promotion Medium logo and link on website 	<ul style="list-style-type: none"> Social Media Promotion Small logo and link on website
Editorial	300-word editorial in pre-event newsletter to all attendees and partners	150-word editorial in pre-event newsletter to all attendees and partners	Logo featured in pre-event newsletter to all attendees and partners
VIP Access	4 x 2-Day VIP Tickets	2 x 2-Day VIP Tickets	1 x 2-Day VIP Ticket
Trader Stall	Yes	Yes	Sites available at a discounted rate

2024 WILMOT FIELD DAY LONG TERM PARTNERSHIPS

Would you like to become a long-term partner of Wilmot Field Day? Check out our multi-year sponsorship options!

Gold Sponsorship Options

- 2-year partnership: \$35,000 (\$17.5k/year)
- 3-year partnership: \$50,000 (\$16.7k/year)

Silver Sponsorship Options

- 2-year partnership: \$17,000 (\$8.5k/year)
- 3-year partnership: \$24,000 (\$8k/year)



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