



CORPORATE PARTNER & EVENT SPONSOR

 **prospectus**
2021

Image : Wagyu
Update Magazine -
Issue 73

Premium butcher,
Victor Churchill
celebrates luxury
Wagyu beef

The AWA continues to
provide the services and
support for the Wagyu
industry to strengthen and
meet the needs of the future

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wagyuedge
ANNUAL AWA CONFERENCE & TOUR

WAGYU
BRANDED
BEEF
COMPETITION™

ELITE
WAGYU
SALE

/ Get involved

The Wagyu breed is leading the way in growth in the Australian market, with more membership uptake than any other breed recognising that breeding and marketing Wagyu is a sound long-term investment in the Australian cattle and beef industry.

The Australian Wagyu Association (AWA) invites you to consider partnership to build on our strong foundations within the Wagyu sector in Australia and internationally. The AWA membership includes more than 750 members, including 150 international members. Each year, the AWA attracts more than 50 new members who are potential new customers for our partners and sponsors.

Our Association offers an opportunity to be recognised as a corporate partner, or as a sponsor for our key events - the WagyuEdge annual conference and Wagyu Branded Beef Competition. As a corporate partner, we look to building a solid foundation of business cooperation that benefits the partner, the Association, and more importantly, the Wagyu sector as a whole.

Our flagship event, the WagyuEdge annual conference builds on the industry's knowledge and learning to increase the integrity of breed, genetics, brands and reputation. Typically, we attract between 400 - 600 delegates to the event, with 15% from international origins. Making it the largest annual event on the red meat industry calendar.

Sponsorship offers an opportunity to promote your business through our conference media channels as well as the trade exhibition space at our events to give you the time to meet potential new clients or catch up with existing. On offer are Day and Tour sponsorship packages to give you the most prominence, or alternatively sponsorships are available that are tailored towards a budget.

Celebrating Australian produced Wagyu, our brand owners look forward each year to entering the Wagyu Branded Beef Competition to compete against peers to find the very best in Wagyu beef. Entries are across three classes - Fullblood, Crossbred and Commercial, with champions awarded in each, and a Grand Champion overall. The 2020 event heralded a new way to celebrate, with a livestream broadcast of the Gold, Champion and Grand Champion winners that reached an audience of 12,000 viewers around the world.

With that in mind, I invite you to review the opportunities offered in this Corporate Partner and Sponsorship Prospectus to consider promotion of your company into the Australian Wagyu industry. It will provide you with an opportunity to connect with familiar faces as well as reaching out to new potential clients both domestically and internationally.



I thank you for your support and look forward to having you as a partner for our industry.

A handwritten signature in blue ink that reads "Matt McDonagh". The signature is fluid and cursive, written in a professional style.

Matt McDonagh
CEO, Australian Wagyu Association

/ Diamond Corporate Partner

The AWA undertakes a number of programs to enhance the knowledge of the Wagyu sector through research, innovation and events. Through a collaborative approach, the Association offers an opportunity to share knowledge with sector stakeholders that provides a value proposition to our corporate partners through greater interactivity with members for the tenure of the program.

A **Diamond Corporate Partner** with the AWA provides a 12-month partnership to recognise the exceptional relationship our partners have with our industry and provides significant year-long exposure to our audiences.

Connection through traditional and online media channels, recognition during the conference as well as opportunities to participate in joint projects are included.

\$20,000 +GST four (4) available

ADVERTISING

- + 2 x full page ads in either Wagyu Update magazine or Elite Wagyu Sale catalogue
- + 12 months website advertising
- + 6 x eNews ads
- + 2 x 2-page advertorial in Wagyu Update magazine
- + Social media platform interaction
- + The opportunity to work with the AWA on a webinar where the theme aligns with the AWA and your corporate goals or promotional activities



/ Diamond Corporate Partner

GOLD SPONSORSHIP RECOGNITION

- + Trade stand 3 x 2m
- + Option to present during the conference (as a 5-minute speech or video)
- + 3 delegate registrations to the annual conference
- + 1 brochure insert in delegate satchel
- + Conference sponsor recognition on all conference branding and media
- + One year complementary AWA membership
- + Valid from January up to the end of March the following year

EXCLUSIVE TO DIAMOND PARTNERS

- + First option on any additional promotional activities or events that may be offered during the partnership year
- + Use of an exclusive “AWA Diamond Partner” logo to promote your partnership with the AWA
- + Exclusive Diamond Partners Function. An opportunity to meet with the AWA CEO and Board in an exclusive Black Tie setting, featuring winning entries from the Wagyu Branded Beef Competition

/ Flagship Events

The AWA conducts two flagship events open to sponsorship, the Wagyu Branded Beef Competition and WagyuEdge Annual Conference and Tour.

Both events represent an opportunity to reach a broader audience from around the world, and right across the supply chain.

The Australian Wagyu Association Sponsorship and Exhibition policy is designed to create mutually beneficial partnerships between the AWA and our corporate supporters.

WE AIM TO DO THIS BY

- + Extensively promoting events throughout industry networks in a manner that is beneficial to the success of AWA events
- + Promoting the events through our Association media outlets including the Wagyu Update magazine, website and social media
- + Ensuring we give Sponsors and Exhibitors every possible opportunity to reach their target audience through fair and equitable programming and trade display layout
- + Providing brand recognition to our Sponsors to maximise return on investment
- + Provide excellent customer service to our Sponsors and Exhibitors

ENQUIRIES

For full Terms and Conditions and Sponsorship Enquiries please contact Conference and Tour Manager:

Bradley Hayden
AWA Conference Manager

☎ 0412 461 392

✉ bradley@wagyu.org.au



WagyuEdge 2021 Sponsorship Packages Summary

	EMERALD DAY PARTNER	EMERALD TOUR PARTNER	PLATINUM	GOLD	SILVER	COFFEE
<i>Refer to detailed package information</i>	<i>page 12</i>	<i>page 14</i>	<i>page 16</i>	<i>page 17</i>	<i>page 18</i>	<i>page 19</i>
Maximum number available	one per day	one	unlimited	unlimited	unlimited	one
Address to delegates	15 mins	15 mins	—	—	—	—
Full conference registrations	6	6	4	3	2	2
Trade Display stand ¹	6m x 2m	3m x 2m	3m x 2m	3m x 2m	3m x 2m	Coffee stand
Flyer insert delegate satchel	2 flyers	1 flyer	1 flyer	1 flyer	1 flyer	1 flyer
Logo on satchel	✓	✓	✓	—	—	—
Logo on sponsor banners	✓	✓	✓	✓	✓	✓
Logo on conference material	✓	✓	✓	✓	✓	✓
Conference App	✓	✓	✓	✓	✓	✓
AWA website	✓	✓	✓	✓	✓	✓
Wagyu Update magazine advertising	3 x full pages	3 x full pages	3 x full pages	1 x full page	1 x half page	—
AWA supply chain listing (one post)	✓	✓	✓	✓	✓	✓
AWA membership (one year)	✓	✓	✓	✓	✓	✓
	\$15,000	\$15,000	\$10,000	\$5,500	\$3,850	\$7,000

Note: All prices are in AUD exclusive of GST



¹ Display Booths

All display spaces are 3 metres wide by 2 metres deep and are 'clear space' only (walls are not provided). A trestle table, 2 chairs and a cloth are included. Power is not automatically available but can be made available by prior arrangement (charges may apply). A map of the trade display space will be provided a month prior to conference confirming allocated positions. Allocation of sites will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received.

Cancellation Policy (once sponsorship is confirmed)

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days from the commencement of the conference.
- Cancellations within 60 days of the commencement of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the AWA Conference Manager.

/ Emerald Day Partner



\$15,000 +GST three (3) available – one per day

EXHIBITION SPACE

- + Trade display stand (6m x 2m) in preferred position within the conference trade display area

CONFERENCE ADDRESS, GALA DINNER AND REGISTRATION

- + Fifteen-minute address to conference delegates
- + Eight full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising



/ Emerald Day Partner

ADVERTISING

- + Two brochures in delegate satchel branded with your logo
- + Acknowledgement on all Conference banners and presentation announcements
- + Co-branding with your logo on all Conference material
- + Logo and URL link on AWA Conference website and App
- + Three full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

/ Emerald Tour Partner

\$15,000 +GST one (1) available

EXHIBITION SPACE

- + Trade display stand (6m x 2m) in preferred position within the conference trade display area

CONFERENCE ADDRESS, GALA DINNER AND REGISTRATION

- + Fifteen-minute address to tour delegates
- + Eight full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising



/ Emerald Tour Partner

ADVERTISING

- + Two brochures in delegate satchel branded with your logo
- + Acknowledgement on all Conference banners and presentation announcements
- + Co-branding with your logo on all Conference material
- + Logo and URL link on AWA Conference website and App
- + Three full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

/ WagyuEdge Platinum Sponsor

\$10,000 +GST

EXHIBITION SPACE

- + Trade display stand (3m x 2m) in prominent position within the conference trade display area

CONFERENCE ADDRESS, GALA DINNER AND REGISTRATION

- + Ten-minute address to conference delegates
- + Four full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

ADVERTISING

- + One brochure in delegate satchel branded with your logo
- + Acknowledgement on all Conference banners and presentation announcements
- + Co-branding with your logo on all Conference material
- + Logo and URL link on AWA Conference website and App
- + Three full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

/ WagyuEdge Gold Sponsor

\$5,500 +GST

EXHIBITION SPACE

- + Trade display stand (3m x 2m) in trade display area

CONFERENCE REGISTRATION

- + Three full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

ADVERTISING

- + One brochure in delegate satchel
- + Acknowledgement on all Conference banners and presentation announcements
- + One full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

/ WagyuEdge Silver Sponsor

\$3,850 +GST

EXHIBITION SPACE

- + Trade display stand (3m x 2m) in trade display area

CONFERENCE REGISTRATION

- + Two full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

ADVERTISING

- + One brochure in delegate satchel branded
- + Acknowledgement of your support throughout the Conference
- + One half page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

/ WagyuEdge Coffee Sponsor

\$7,000 +GST

one (1) available

EXHIBITION SPACE

- + Trade display stand (3m x 2m) in trade display area in trade display area with an additional 2m x 2m for an adjacent coffee machine
- + Opportunity for barista's to be dressed in your branded shirts and/or caps (sponsor to supply)

CONFERENCE REGISTRATION

- + Two full complementary Conference registrations

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

ADVERTISING

- + One brochure in delegate satchel
- + Acknowledgement on all Conference banners and presentation announcements
- + One full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

Have a Coffee Barista dressed in your corporate uniform to operate in your trade display area and bring 'real coffee' to our delegates!

Note - package includes the service of 300 cups per day. Additional coffee served will be at the discretion of the sponsor and at the sponsors expense based on \$4 per cup served

/ Wagyu Branded Beef Competition 2021 sponsorship summary



A premier event to showcase the leading brands of Australian Wagyu, the Wagyu Branded Beef Competition is increasingly well recognised in retail and hospitality.

Sponsorship of the Competition is available for individual categories or the Grand Champion. A first in 2020, the Gold winners, Class Champions and Grand Champion were announced in a livestream event, with successful entrants introduced by each of the category sponsors. With more than 12,000 views, the event has significant exposure for the event sponsors.

Where a conference is held, the winners will be awarded their trophies during the Gala Dinner, presented by the category sponsor.

	GRAND CHAMPION SPONSOR	CATEGORY SPONSOR
<i>Refer to detailed package information</i>	<i>page 22</i>	<i>page 23</i>
Maximum number available	one	three
Livestream promotion	✓ promotional and announcement of winner	✓ category winner
Branding/logo on WBBC media	✓	✓
Branding/logo at Conference	✓	✓
Naming rights to BBC category	✓	✓
Invitation to Judge	✓	✓
Present Grand Champion at Conference	✓	—
Present category award at Conference	—	✓
Wagyu Edge Conference Registration	4	2
Trade Display Stand	3m x 2m	3m x 2m
AWA Annual Membership	✓	✓
Logo and AWA website link	✓	✓
Wagyu Update magazine advertising	3 x full pages	1 x full page
	\$10,000	\$5,500

Note: All prices are in AUD exclusive of GST



/ Competition Grand Champion Sponsor

\$10,000 +GST one (1) available

CORPORATE BENEFITS

- + Corporate promotion during the Livestream event
- + Announcement of Grand Champion during the livestream event
- + Invitation to participate in the WBBC judging panel
- + Naming rights to WBBC Grand Champion

CONFERENCE BENEFITS

- + Trade display stand (3m x 2m) in trade display area
- + Four full complementary Conference registrations
- + Presentation of Grand Champion award at Conference Gala Dinner

ADVERTISING

- + One brochure in conference delegate satchel branded with your logo
- + Acknowledgement of your support throughout WBBC channels
- + Logo and URL link from WBBC website page
- + Three full page advertisements in Wagyu Update magazine (or Elite Wagyu Sale catalogue)
- + One year listing on Wagyu supply chain on AWA website

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

/ Competition Category Sponsor

\$5,500 +GST three (3) available

CORPORATE BENEFITS

- + Announcement of Class Champion during the livestream event
- + Invitation to participate in the WBBC judging panel
- + Naming rights to a WBBC Category

CONFERENCE BENEFITS

- + Trade display stand (3mx2m) in trade display area
- + Two full complementary Conference registrations
- + Invitation to participate in the WBBC judging panel
- + Presentation of Category award at Conference Gala Dinner

ADVERTISING

- + One brochure in conference delegate satchel
- + Acknowledgement of your support throughout WBBC channels
- + Logo and URL link from WBBC website page
- + One full page advertisements in Wagyu Update magazine
- + One year listing on Wagyu supply chain on AWA website

MEMBERSHIP

- + One year complementary AWA membership, which includes member rates for advertising with the AWA in the Weekly Sales, eNews or banner advertising

**WAGYU
BRANDED
BEEF** 
COMPETITION

/ Sponsorship and Exhibition Policy 2021

The Australian Wagyu Association Sponsorship policy is designed to create mutually beneficial partnerships between the AWA and our corporate supporters.

WE AIM TO DO THIS BY

- + Extensively promoting events throughout industry networks in a manner that is beneficial to the success of AWA events
- + Promoting the events through our Association media outlets including the Update magazine, website and social media
- + Ensuring we give Sponsors and Exhibitors every possible opportunity to reach their target audience through fair and equitable programming and trade display layout
- + Providing brand recognition to our Sponsors to maximise return on investment
- + Provide excellent customer service to our Sponsors and Exhibitors – we want you to enjoy participating in AWA events and that you will come back next year!

OUR TERMS AND CONDITIONS FORM TWO PARTS

- + **General terms and conditions relating to corporate partnerships**, where events are not incorporated into the agreement;
- + **Terms and conditions specific to Events.** These terms and conditions encompass the general terms and conditions as outlined over the following pages.

Terms and conditions – general

- + **MEMBER LISTS** – A member contact list will not be provided as part of any partnership. It is the responsibility of the partner to attract members to their business to build contacts.
- + **WEB HYPERLINKS** – AWA requests each partner who is provided with a hyperlink from the AWA website, to respond with a reciprocal link from your organisation's website to the AWA website be provided.
- + **LOGO PLACEMENT** – Placement and size of logos, content or other marketing collateral included in marketing material will be at the discretion of the AWA and will reflect the level of support given by your organisation. All graphical elements will be designed to suit the requirements of the media channel.
- + **VARIATION** – This agreement can only be varied with the written consent of both parties. Where both parties agree to the variation of this agreement, the amount of the Partnership or delivery of other services or some of its components may be increased in accordance with a written variation of this agreement.
- + **EXCLUSIVITY OF THIS AGREEMENT** – The Partner acknowledges there are a range of partners offering different or competitive products and services at the conference. There is no exclusivity of Partnerships apart from a limit on the number of Partners where specified by the AWA.
- + **TERMINATION OF AGREEMENTS** – If either party goes into liquidation, is deregistered, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters a scheme or arrangement or is placed under official management or in receivership, the other party may terminate this agreement by immediate written notice. Any Partnership monies unspent will remain the property of AWA.
- + **TERM OF THE AGREEMENT** – one (1) year from the date of execution.

/ Sponsorship and Exhibition Policy 2021

Terms and conditions – events

- + SPONSOR REGISTRATIONS** – All company representatives attending and participating in the conference must register and pay the nominated ‘sponsor’ registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration is still required. Additional registrations may be purchased for your staff at the discounted rate of \$660 per person. These registrations give you full access to all of the conference activities including the welcome function and Gala Dinner.
- + DELEGATE LISTS** – A delegate contact list will not be provided as part of any sponsorship package however a nametag scanning facility will be available on site for sponsors/exhibitors to ‘scan’ delegates resulting in delegate contact details going straight to the nominated sponsor/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. In the process, all delegates must be made aware that the scanning process will result in the delegates contact details being made available to you.
- + LOGO PLACEMENT** – Placement and size of logos included in the conference material will be at the discretion of the AWA and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.
- + DISPLAY SPACE** – all display spaces are 3 metres wide by 2 metres deep and are ‘clear space’ only (walls are not provided). A trestle table, two chairs and a cloth are included. Power is not automatically available but can be made available by prior arrangement (charges may apply).
- + WEB HYPERLINKS** – AWA requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation’s website to the conference website be provided.
- + INSURANCE** – The Sponsor must carry their own Public Liability insurance covering the entire period of the event. A current Certificate of Currency for \$20 million must be provided to AWA 60 days prior to the event date, preferably noting AWA as an interested party.
- + DISPLAY ALLOCATIONS** – A map of the trade display space will be provided a month prior to conference confirming allocated positions. Allocation of sites will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received.
- + SPONSOR SPEAKER POSITIONS** – Speaker fees and travel costs associated with any sponsored speaking positions will not be covered by AWA and the speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package. Speaker presentations remain the property of the presenter and will not be made available to the public. Videos of the presentation will be made available post-conference.
- + FORCE MAJEURE** – Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value or services that may have already been received.
- + CANCELLATION POLICY** – Once your sponsorship is confirmed. Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled by a sponsor more than 60 days from the commencement of the conference. Cancellations within 60 days of the commencement of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement. All requests for cancellations must be made in writing to the AWA Conference Manager.

CORPORATE PARTNER AND SPONSOR ENQUIRIES

Deb Andrich
AWA Marketing and
Communications Manager

 0400 855 040

 deb@wagyu.org.au

CONFERENCE ENQUIRIES

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