



AWA PARTNERSHIP 2025  
/ prospectus



## / Strong foundations

On behalf of the **Australian Wagyu Association (AWA)**, I am pleased to extend an invitation to you to consider a partnership with us to build upon our strong foundations within the Wagyu sector in Australia and internationally.

The **AWA** boasts a membership of over 1410 members, including more than 545 international members. As such, partnering with our association offers you the opportunity to be recognized as an annual partner or sponsor of the **AWA**. Additionally, you can explore the possibility of sponsoring various parts and events of our annual WagyuEdge conference, granting you unparalleled access to the global Wagyu industry through our advertising platforms.

Our flagship event, the WagyuEdge annual conference, leverages the industry's knowledge and experience to enhance the integrity of breed, genetics, brands, and reputation. Notably, the conference attracts the largest and most prominent industry groups and supply chains, in addition to **AWA** members. It is the largest annual event on the Red Meat Industry Calendar, with over 600 attendees in 2023 and 2024.

By partnering with the **AWA**, you gain the opportunity to promote your business through our conference media channels and secure trade exhibition space at our events, facilitating valuable networking opportunities with potential new clients and existing partners. We offer a wide range of corporate partnerships and conference sponsorship packages designed to provide you with maximum visibility and prominence. One of the highlights of our industry is the Wagyu Branded Beef Competition, where Australian Wagyu producers come together to showcase their exceptional products. We invite you to consider sponsoring one of the five classes in this competition, allowing you to align your brand with excellence in Wagyu beef.

I urge you to review the comprehensive opportunities outlined in our Partnership Prospectus, which will enable you to strategically promote your company with the **Australian Wagyu Association**. It offers a unique chance to connect with familiar faces while also reaching out to new potential clients both domestically and internationally. I would like to express my gratitude for your support, and I eagerly anticipate the possibility of welcoming you as a partner for our industry. Together, we can continue to elevate the Wagyu sector and foster its growth and success.



**Dr Matt McDonagh**  
CEO, Australian Wagyu Association

## / Contents

### AWA COMMUNICATION PLATFORMS

- 04 About the AWA membership
- 05 Wagyu Update Magazine
- 05 Wagyu Webinar Series & Monthly Email Marketing
- 06 AWA Website & Social Media channels
- 07 AWA Flagship Events

### PARTNERSHIP OPPORTUNITIES COMPARISON TABLE

- 08 Annual and Conference
- 10 Wagyu Industry Dinner
- 11 Event - Wagyu Branded Beed Competition

### EVENT POLICY, TERMS & CONDITIONS

- 11 General overview
- 12 Terms and Conditions - General
- 13 Terms and Conditions - Events
- 14 Who to contact

The Wagyu breed is leading the way in growth in the Australian market, with more membership uptake than any other breed.

Wagyu is a sound long-term investment in the Australian cattle and beef industry.

# / AWA communication platforms

AWA members represent all sectors of the Wagyu value chain with our membership extending beyond Australia. Over 37% of our membership is located internationally. We provide our partners with the opportunity to connect directly to key stakeholders in the domestic and international Wagyu marketplace.

The AWA employs a number of different communication channels to reach our membership including **email marketing** (Monthly Wagyu Sector and Member Update eDMs), **AWA website advertising**, **Wagyu Webinar Series**, **social media** (Facebook, Linked In and video platform - Vimeo, **Face-to-face events** (workshops and conferences) and a **Wagyu Update magazine** published three times a year (print and digital).

## ABOUT THE AWA MEMBERSHIP



# / AWA communication platforms

## WAGYU QUARTERLY MAGAZINE



**+3.9k**  
impressions  
per month

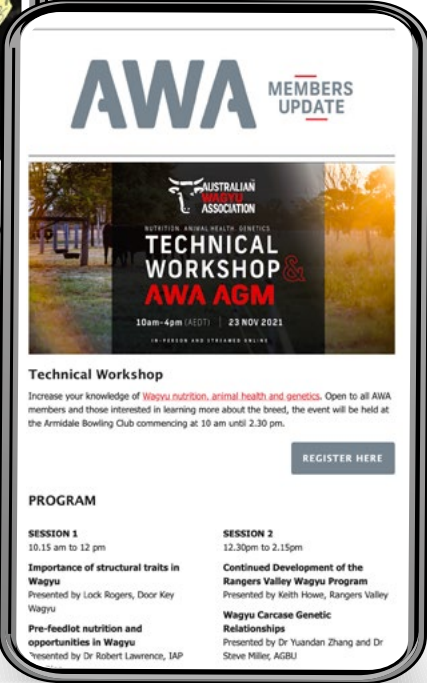
**4**  
publications  
per year

**+1.7k**  
magazines  
distributed  
per issue

## MONTHLY EMAIL MARKETING Wagyu Sector Update & Member Update

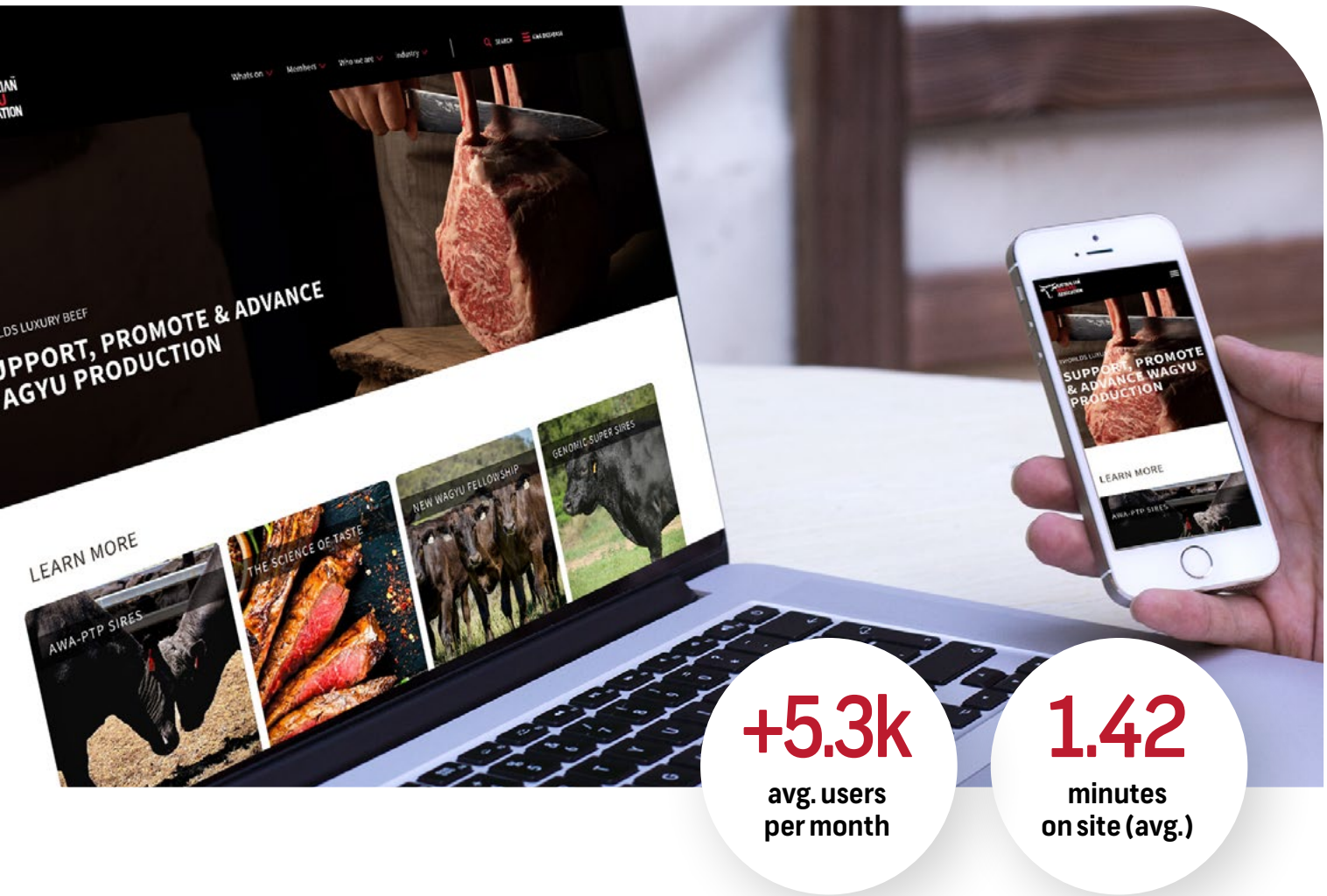
**24**  
email newsletters  
per year

**+4.7k**  
subscribers  
reached  
per month



# / AWA communication platforms

## AWA WEBSITE



## AWA SOCIAL MEDIA CHANNELS



# / AWA flagship events

## ANNUAL WAGYUEDGE CONFERENCE

The WagyuEdge annual conference builds on the industry's knowledge and learning gained to increase the integrity of breed, genetics, brands and reputation.

The conference is attended by the largest and most prominent industry groups/supply chains in addition to AWA members. Each year the event attracts over 600 delegates with approximately 30% new attendees who have not been to a prior conference.

The WagyuEdge conference is the largest annual event on the Red Meat Industry Calendar.

The WagyuEdge'25 Conference is to be held from 9 to 11 April in Perth WA.

## WAGYU BRANDED BEEF COMPETITION

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 or Reserve Champion.

The winners will be awarded their trophies during Wagyu Branded Beef Awards evening, presented by the category sponsor.

## ANNUAL ELITE WAGYU SALE

The Australian Wagyu Association's Elite Wagyu Sale showcases the top of Wagyu genetics with bulls and females, semen and embryos and special interest and rare genetics on offer.

Live lots and genetics, featuring multiple EBVs in the top 5% in each trait category (carcase, growth and maternal (gestation and milk) and a Breed \$Index in the top 1% of Wagyu BREEDPLAN will be on offer.

# / Annual and conference partnership opportunities

	ANNUAL PARTNERS				CONFERENCE PARTNERS					
	DIAMOND CORPORATE	PLATINUM	GOLD	SILVER	LUNCH BREAK PARTNER	TEA BREAK PARTNER	TRADE	COFFEE	LANYARD	HYDRATION
	\$26,000	\$18,000	\$10,500	\$6,500	\$10,500	\$6,500	\$4,500	\$8,500	\$8,500	\$8,500
<b>ADVERTISING with the AWA annually</b>										
Website banner advertising (home page)	12 months	6 months	4 months	2 months	—	—	—	—	—	—
Website banner advertising (internal content page)	12 months	6 months	4 months	2 months	—	—	—	—	—	—
Email banner advertising - Wagyu Sector Update	6 banner ads	4 banner ads	2 banner ads	2 banner ads	—	—	—	—	—	—
Email banner advertising - AWA Member News	6 banner ads	4 banner ads	2 banner ads	1 banner ads	—	—	—	—	—	—
Full page advertisement in Wagyu Quarterly Magazine	4 x full pages	3 x full pages	2 x full pages	1 x full pages	—	—	—	—	—	—
Half page advertisement in Wagyu Quarterly Magazine	—	—	—	—	1 x half page	—	—	1 x half page	1 x half page	1 x half page
Full page advertisement in EWS Catalogue	1 x full page	1 x full page	—	—	—	—	—	—	—	—
Half page advertisement in EWS Catalogue	—	—	1 x half page	—	—	—	—	—	—	—
<b>AWA MEMBERSHIP</b>										
Associate Membership (one-year)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

# / Annual and conference partnership opportunities

	ANNUAL PARTNERS (CONTINUED)				CONFERENCE PARTNERS (CONTINUED)					
	DIAMOND CORPORATE	PLATINUM	GOLD	SILVER	LUNCH BREAK PARTNER	TEA BREAK PARTNER	TRADE	COFFEE	LANYARD	HYDRATION
	\$26,000	\$18,000	\$10,500	\$6,500	\$10,500	\$6,500	\$4,500	\$8,500	\$8,500	\$8,500
EVENT Annual Wagyu Edge Conference										
Trade display stand (3m x 2m)	optional extra	optional extra	optional extra	optional extra	optional extra	optional extra	✓	✓	✓	✓
Logo on sponsor banners (and/or digital) (produced by AWA)	✓	✓	✓	✓	✓	✓	—	✓	✓	✓
Logo in WagyuEdge program (colour)	✓	✓	✓	✓	✓	✓	—	✓	✓	✓
Full page in WagyuEdge program	✓	✓	—	—	—	—	—	—	—	—
Half page in WagyuEdge program	—	—	✓	—	—	—	—	1 x half page	1 x half page	1 x half page
WagyuEdge’25 full delegate registrations (3-days)	3	3	2	2	4	2	1	2	2	2
logo on merchandise (supplied by partner)	—	—	—	—	logo on branded napkins and catering staff	logo on branded napkins and catering staff	—	coffee cups and Barista clothing	logo on co-branded delegate lanyard (produced by AWA)	logo hydration station / reusable water bottles
Speaking slot before the sponsored break	—	—	—	—	5-minute	3-minute	—	—	—	—
Naming rights to the sponsored break time	—	—	—	—	✓	✓	—	—	—	—

# / Wagyu Industry Dinner partnership opportunity



One available **\$26,000**

This exclusive opportunity, valued at \$26,000, is your opportunity to showcase your brand at the epicentre of the largest gathering of Wagyu industry stakeholders in Australia. We are proud to partner with leading global Wagyu brands whose support is integral to delivering the renowned annual WagyuEdge Conference. The Wagyu Industry Dinner, the grand finale of the conference, is an eagerly anticipated event where guests indulge in a three-course dinner featuring the exquisite Wagyu from the **Wagyu Branded Beef Competition 2024 Champion and 2024 Reserve Champion**.

We have an exclusive opportunity for just ONE brand to partner with us to host the 2025 dinner and exhibit their brand, products, or services by engaging the AWA members and industry stakeholders.

At the Australian Wagyu Association, we understand that each partnership is unique, and we are committed to working closely with our partners to tailor a suite of benefits that align with your specific business needs. We believe in creating a mutually beneficial partnership that enhances your brand visibility, amplifies your message, and supports your strategic objectives.

By becoming an Australian Wagyu Association Partner, your organisation will enjoy an esteemed association with one of the leading representative organisations in the industry, known for its outstanding national and international reputation. Expanding your reach and influence, you'll gain access to a network of Wagyu industry experts, leaders, and decision-makers.

Contact us today to explore this partnership opportunity and discover the tailored benefits we have in store for you. Together, let's make a lasting impact on the Wagyu industry and propel your brand to new heights of success.



# / Wagyu Branded Beef Competition partnership opportunities

	WBBC EVENT PARTNERS		
	GRAND CHAMPION	RESERVE CHAMPION	INDIVIDUAL CLASS
	\$26,000 one only	\$18,000 one only	\$10,000 limited - one partner per class
<b>EVENT WBBC/Awards Dinner and annual advertising with AWA</b>			
Naming rights to WBBC class	✓	✓	✓
Invitation to be a WBBC judge	✓	✓	✓
Presentation of WBBC awards	✓	✓	✓
Logo in WBBC results booklet	✓	✓	✓
Advertising - Wagyu Update magazine	4 x full pages	3 x full pages	2 x full pages
Website banner advertising (home page)	6 months	4 months	2 months
Website banner advertising (WBBC web page)	6 months	4 months	6 months
Email banner advertising - AWA Member News and Wagyu Sector emails	6 months	4 months	—
1-minute promo video played during awards program (supplied by partner)	✓	✓	✓
1-minute promo video included into official WBBC awards video	✓	✓	—
Acknowledgement in WBBC related press releases (minimum of 3 releases)	✓	—	—
Number of tickets to attend WBBC Awards Dinner	8	6	4
WagyuEdge'25 full delegate registrations (3-days)	4	3	2
<b>AWA MEMBERSHIP</b>			
Associate Membership (one-year)	✓	✓	✓

# / Sponsorship and Exhibition Policy 2025

The AWA 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.

# / Sponsorship and Exhibition Policy 2025

## 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.
- + **AWA Terms of Trade is applicable** – Fees are exclusive of GST, GST will be added where applicable. Payment terms are strictly 30 days from invoice date. A completed partner application form or partnership contract together with payment in full of the applicable fee is required to confirm a partnership. Only a confirmed partnership may access any partner benefits, and all partnerships must be confirmed at least 7 days prior to any AWA event to which the partnership relates.

# / Sponsorship and Exhibition Policy 2025

## 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 nominated rates. These registrations give you full access to all of the conference activities including the welcome function and Gala Dinner.
- + **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).
- + **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.
- + **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.
- + **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.
- + **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.
- + **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.
- + **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.



## / Who to contact

### PARTNERSHIP ENQUIRIES

**Emily Rabone**

AWA Marketing and Communications Manager

☎ 0437 388 481

✉ [emily@wagyu.org.au](mailto:emily@wagyu.org.au)

### CONFERENCE ENQUIRIES

**Bradley Hayden**

AWA Conference Manager

☎ 0412 461 392

✉ [bradley@wagyu.org.au](mailto:bradley@wagyu.org.au)



Suite 6, 146 Marsh St,  
ARMIDALE NSW AUSTRALIA 2350

 +61 (0) 2 8880 7700  
 [office@wagyu.org.au](mailto:office@wagyu.org.au)  
 [www.wagyu.org.au](http://www.wagyu.org.au)

Follow us on

