

# AWA PARTNERSHIP PROSPECTUS 2026





# FOR OUR MEMBERS, FOR THE INDUSTRY

On behalf of the Australia Wagyu Association (AWA), I am pleased to extend an invitation to you to consider a partnership with us to ensure value delivery for your business to the Global Wagyu Sector.

The AWA boasts an engaged membership of over 1,500 members, including more than 650 international members. Working with our association offers you the opportunity to be recognised 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 conference, leverages our industry's drive for technological improvement to promote and advance integrity of the Wagyu breed and our genetics, brands and industry reputation. Notably, the conference attracts the largest and most prominent Ag corporates, industry representatives and supply chain participants, in addition to AWA members. It is the largest annual event on the Red Meat Industry calendar, typically with well over 600 attendees.

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 in an award ceremony like no other. 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 outline 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, support, promote and advance the Wagyu sector and foster growth and success.



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



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# AWA COMMUNICATIONS 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 electronic direct mail (EDM), monthly Wagyu Sector Update and Member Update EDMS, AWA website advertising, social media, face to face events and a Wagyu Update magazine published four times a year.

ABOUT THE AWA MEMBERSHIP

+1,500  
members

+650  
international  
members

Located in  
+42  
countries

+150  
new members/  
year for last  
3 years

## WAGYU UPDATE MAGAZINE



+4.8K  
impressions  
per month

—4—  
publications  
per year

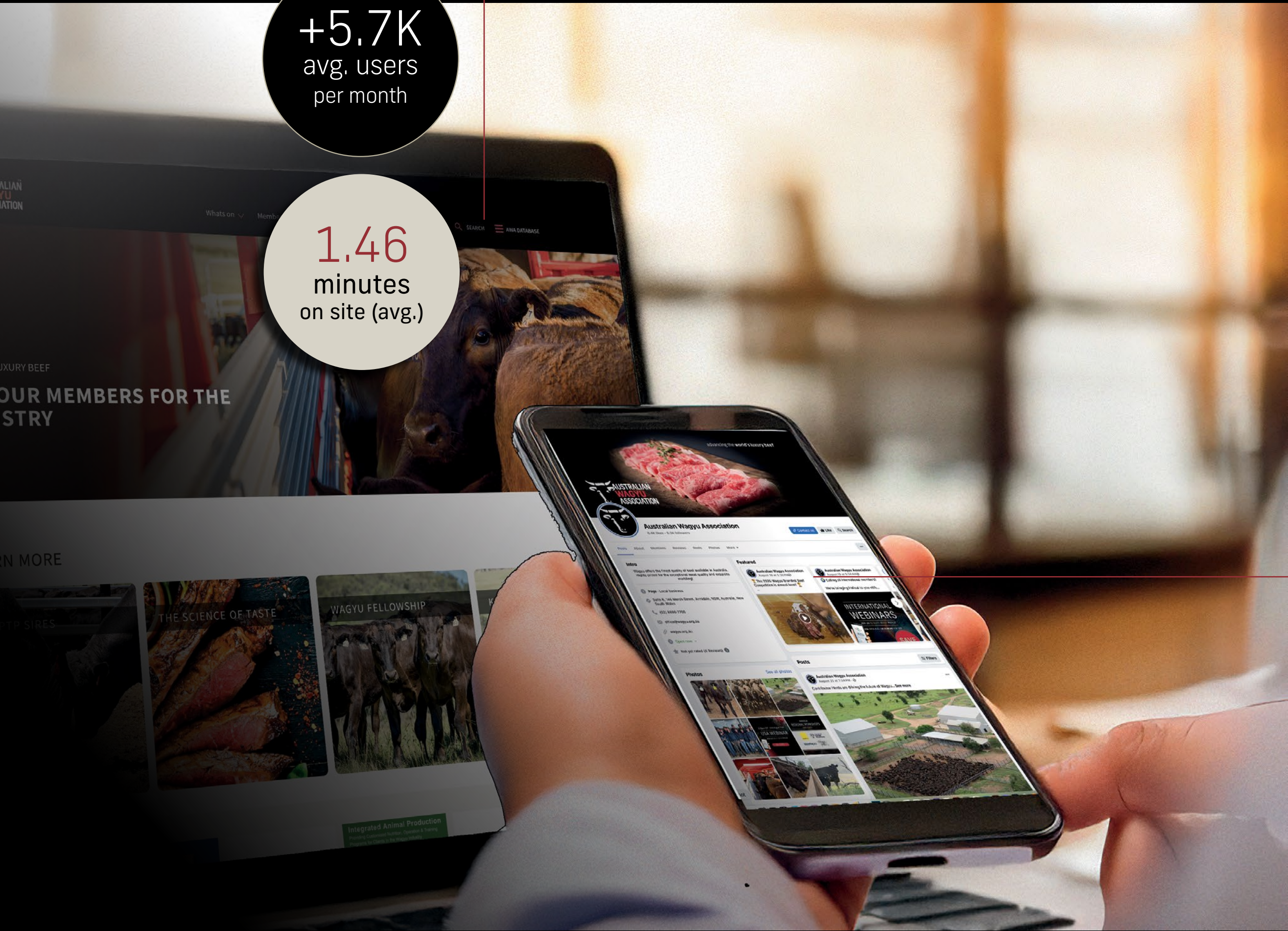
+1.7K  
magazines  
distributed  
per issue



AWA WEBSITE

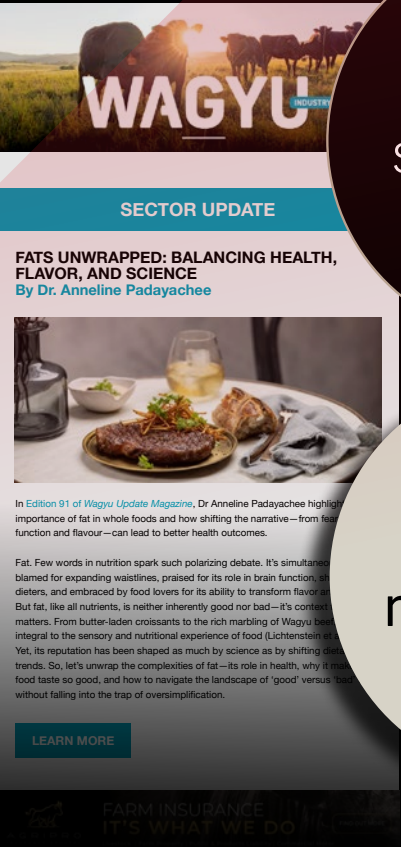
+5.7K  
avg. users  
per month

1.46  
minutes  
on site (avg.)



MONTHLY ELECTRONIC DIRECT MAIL





Wagyu Sector Update & Member update



+4.7k  
subscribers  
reached  
per month

-24-  
newsletters  
per year

SOCIAL MEDIA CHANNELS

			
8.3K followers	2.3K followers	1.7K followers	2K followers
133.8K reach	29.2K reach	135K impressions	23K impressions





## AWA FLAGSHIP EVENTS

### ANNUAL WAGYUEDGE CONFERENCE

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

The conference is attended by the largest and most prominent industry and supply chain representatives 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.

WagyuEdge is the largest annual conference on the Red meat Industry calendar.

WagyuEdge'26 is to be held in Brisbane on 15<sup>th</sup> – 17<sup>th</sup> April 2026.

**WagyuEdge'26**  
ANNUAL AWA CONFERENCE

### 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 each of the five class categories as well as Grand and Reserve Champion.

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

**WAGYU  
BRANDED  
BEEF**  
COMPETITION™

### ANNUAL ELITE WAGYU SALE

The Australia Wagyu Association's Elite Wagyu Sale showcases the top 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 will be on offer.

**ELITE  
WAGYU  
SALE**



# ANNUAL AND CONFERENCE PARTNERSHIP OPPORTUNITIES

	ANNUAL PARTNERS				CONFERENCE PARTNERS					
	DIAMOND CORPORATE	PLATINUM	GOLD	SILVER	LUNCH BREAK	TEA BREAK	TRADE	COFFEE	LANYARD	HYDRATION
	\$26,800	\$18,500	\$10,800	\$6,700	\$10,800	\$6,700	\$4,600	\$8,800	\$8,800	\$8,800
ADVERTISING with AWA annually										
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	–	–	–	–	–	–
eDM Wagyu Sector Update Advertising	6 banner ads	4 banner ads	2 banner ads	1 banner ads	–	–	–	–	–	–
eDM AWA Member News Advertising	6 banner ads	4 banner ads	2 banner ads	1 banner ads	–	–	–	–	–	–
Full Page Advertisment in Wagyu Update Magazine	4 x full pages	3 x full pages	2 x full pages	1 x full page	–	–	–	–	–	–
Half Page Advertisment in Wagyu Update Magazine	–	–	–	–	✔	–	–	✔	✔	✔
Full Page Advertisement in EWS Catalogue	✔	✔	–	–	–	–	–	–	–	–
Half Page Advertisement in EWS Catalogue	–	–	1 x half page	–	–	–	–	–	–	–
AWA MEMBERSHIP										
Associate Membership (one-year)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
EVENT – Annual WagyuEdge 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	✔	✔	✔	✔	✔	✔	–	✔	✔	✔
Full Page in WagyuEdge Program	✔	✔	–	–	–	–	–	–	–	–
Half Page in WagyuEdge Program	–	–	✔	–	–	–	–	✔	✔	✔
WagyuEdge'26 full Delegate Registrations (3 days)	3 registrations	3 registrations	2 registrations	2 registrations	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	–	logo on coffee cups and Barista clothing	logo on co branded delegate lanyard (produced by AWA)	logo hydration station/resuable 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 \$26,800**

This exclusive opportunity, valued at \$26,800, is your opportunity to showcase your brand at the epicenter 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 exquisite Wagyu.

We have an exclusive opportunity for just ONE brand to partner with us to host the 2026 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



## EVENT WBBC/Awards Dinner & Annual Advertising with AWA

	WBBC		
	GRAND CHAMPION	RESERVE CHAMPION	CLASS - WBBC
	\$26,800	\$18,500	\$10,300
Naming rights to WBBC Class	✓	✓	✓
Invitation to be a WBBC judge	✓	✓	✓
Presentation of WBBC Awards	✓	✓	✓
Logo on WBBC results booklet	✓	✓	✓
Full Page Advertisement in Wagyu Update Magazine	4	3	2
Website Banner Advertising (home page)	6 months	4 months	2 months
Website Banner Advertising (WBBC page)	6 months	4 months	6 months
eDM Wagyu Sector or Member News Update Advertising	6 months	4 months	–
1 minute promo video played during awards program (supplied by partner)	✓	✓	✓
1 minute promo video included in official WBBC awards video (supplied by partner)	✓	✓	–
Acknowledgement in WBBC related media releases	✓	–	–
Number of tickets to attend WBBC Awards dinner	8	6	4
WagyuEdge Delegate Registrations	4	3	2
AWA MEMBERSHIP			
Associate Membership (one-year)	✓	✓	✓



# SPONSORSHIP AND EXHIBITION POLICY 2026

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.

## 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** – 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 execution date.

**AWA Terms of Trade** – 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.

## 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.





#### **PARTNERSHIP ENQUIRIES**

**AWA Communications**  
02 8880 7744  
[communications@wagyu.org.au](mailto:communications@wagyu.org.au)

#### **CONFERENCE ENQUIRIES**

**Bradley Hayden**  
AWA Conference Manager  
0412 461 392  
[bradley@wagyu.org.au](mailto:bradley@wagyu.org.au)