



AWA PARTNERSHIP PROSPECTUS 2027



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 1,600 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), AWA website advertising, social media, face to face events and a Wagyu Update magazine published two times a year.

ABOUT THE AWA MEMBERSHIP

+1,600
members

+650
international
members

Located in
+42
countries

+150
new members/
year for last
3 years

WAGYU UPDATE MAGAZINE



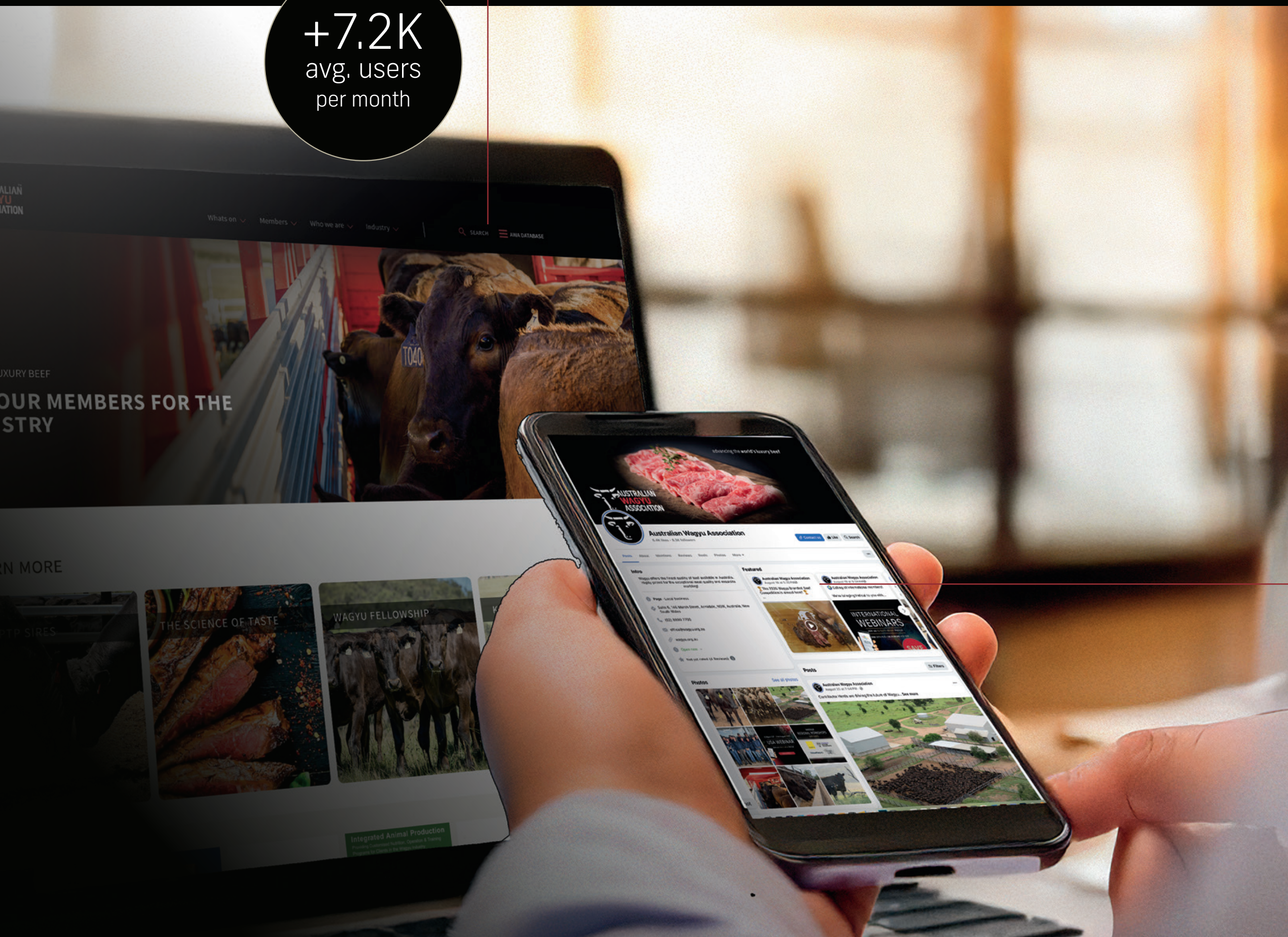
+3.1K
impressions
per month

—2—
publications
per year

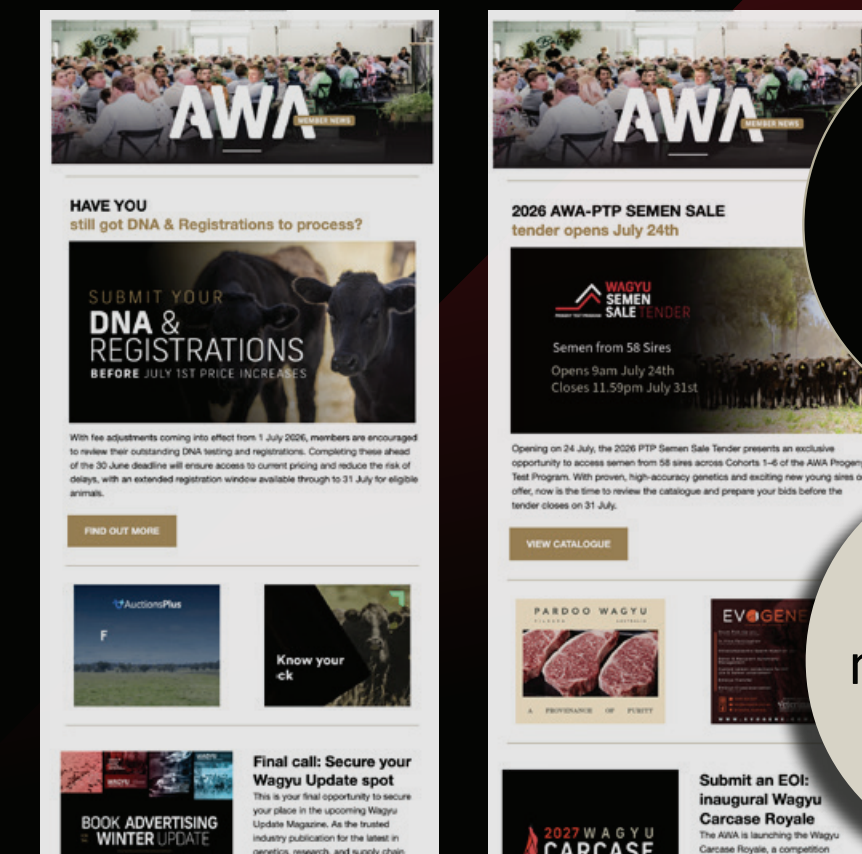
+1.7K
magazines
distributed
per issue

AWA WEBSITE

+7.2K
avg. users
per month



MONTHLY ELECTRONIC DIRECT MAIL



+4.7k
subscribers
reached
per month

-12-
monthly news
plus conference
updates per year

SOCIAL MEDIA CHANNELS



9.5K
followers

1.1M
views



4.2K
followers

75.9K
reach



2.7K
followers

210K
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’27 is to be held in Adelaide SA from 27th – 29th April 2027.



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.



ANNUAL ELITE FEMALE SALE

The Australian Wagyu Association's Elite Female Sale showcases the top Wagyu genetics on the world stage. This high stakes sale will feature 10 premier female lots.

The sale lots will feature WBVs in the top 1% 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.



WAGYU CARCASE ROYALE

A premier benchmarking competition for Australian Wagyu producers, the Wagyu Carcase Royale has been developed to showcase the strength of Wagyu genetics and commercial production systems while delivering valuable performance insights to participants.

Sponsorship opportunities are available across a range of competition, award and event categories.

Winners will be recognised at the prestigious **Industry Dinner** at WagyuEdge’28, where trophies and awards will be presented by category sponsors.



ANNUAL AND CONFERENCE PARTNERSHIP OPPORTUNITIES

	ANNUAL PARTNERS				CONFERENCE PARTNERS										
	Diamond Corporate	Platinum	Gold	Silver	Welcome Function 1 available \$15,000	Lounge Partners 2 available \$15,000	Lunch Break 2 available \$10,800	Charging Stations 2 available \$10,800	Tea Break 4 available \$7,200	Trade (shell scheme) \$5,200	Trade (clear space) \$6,200	Meat Sponsor 2 available In kind	Coffee 2 available \$10,800	Lanyard 1 available \$8,800	Hydration 1 available \$8,800
ADVERTISING WITH AWA ANNUALLY															
Website Banner Advertising (months)	12	9	6	4	4	–	–	–	–	–	–	–	–	–	–
eDM Wagyu Conference Update Advertising (editions)	6	4	2	1	–	–	–	–	–	–	–	–	–	–	–
eDM AWA Member News Advertising (editions)	6	4	2	1	4	–	–	–	–	–	–	–	–	–	–
Full Page Advertisement in Wagyu Update Magazine (editions)	2	2	1	1	2	1	–	–	–	–	–	–	–	–	–
Half Page Advertisement in Wagyu Update Magazine (editions)	–	–	1	–	–	1	1	1	–	–	–	–	1	1	1
Listing on online AWA Supplier Page	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Logo on partners page on AWA website	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
AWA MEMBERSHIP															
Associate Membership (one-year)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
EVENT – ANNUAL WAGYUEDGE CONFERENCE															
Trade Display Stand (shell scheme 3x2, clear space 5x5)	6x2	3x2	3x2	3x2	3x2	5x5	3x2	3x2	3x2	3x2	5x5	–	3x2	3x2	3x2
Logo on sponsor banners (and/or digital) (produced by AWA)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Logo in WagyuEdge’27 Program	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Full Page in WagyuEdge’27 Program	✔	✔	–	–	✔	✔	–	–	–	–	–	–	–	–	–
Half Page in WagyuEdge’27 Program	–	–	✔	–	–	–	–	✔	–	–	✔	–	✔	✔	✔
Logo & Listing on WagyuEdge’27 Delegate App	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
WagyuEdge’27 full Delegate Registrations (2.5 days)	3	3	2	2	6	4	4	2	2	2	2	2	2	2	2
Welcome Function tickets	–	–	–	–	4	–	–	–	–	–	–	–	–	–	–
Logo on merchandise (supplied by partner)	–	–	–	–	Logo on branded napkins & catering staff	–	Branded aprons and hats for catering staff	Branding on bar height re-charge desk top	Branded aprons and hats for catering staff	–	–	Logo on branded napkins	Logo on coffee cups and Barista clothing	Logo on co branded delegate lanyard (produced by AWA)	Logo hydration station/reusable water bottles
Satchel item (supplied by partner)	✔	✔	✔	✔	✔	✔	✔	✔	✔	–	–	✔	✔	✔	✔
Promo video played prior to sponsored break (supplied by partner)	–	–	–	–	5 minute	–	5 minute	–	3 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 2027 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.

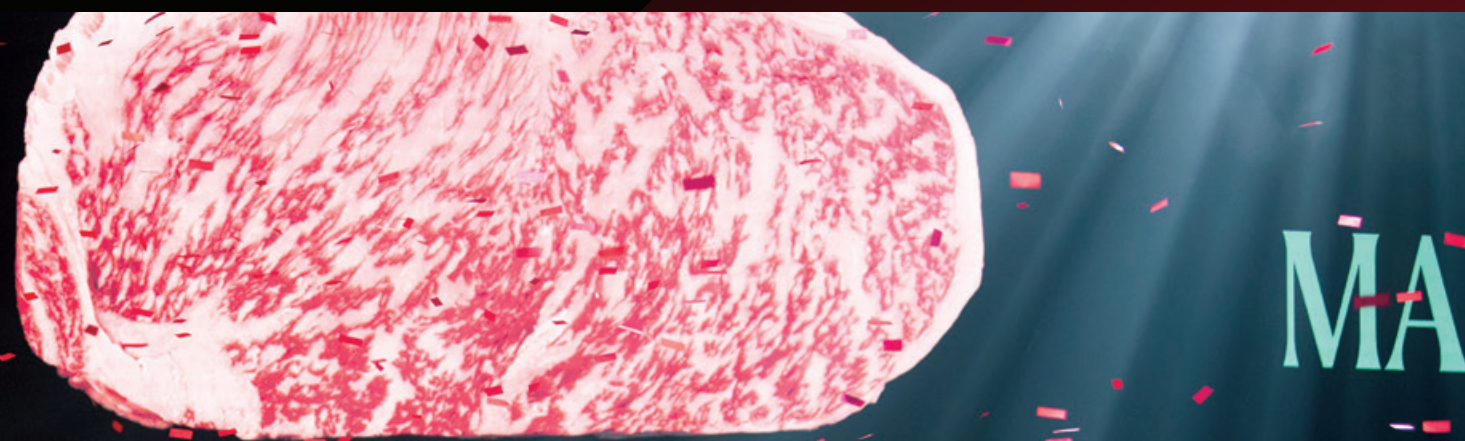
Contact us today to explore this partnership opportunity and discover the tailored benefits we have in store for you. Together, let's make a lasting impact on the Wagyu industry and propel your brand to new heights of success.

WAGYU BRANDED BEEF COMPETITION

PARTNERSHIP OPPORTUNITIES

By Penstock Pastoral
Breeder Lapins Lament Wagyu

DMp **54.2%**
DMF **9.6**
UFA **54.2%**
EMA **99.5cm²**
SCORE
1051



WAGYU
BRANDED
BEEF
COMPETITION

WAGYU BRANDED BEEF COMPETITION

	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	2	2	1
Website Banner Advertising (home page)	6 months	4 months	2 months
Website Banner Advertising (WBBC page)	12 months	12 months	12 months
eDM Wagyu Conference Update Advertising	2 months	1 months	–
eDM AWA Member News Advertising	4 months	3 months	–
Listing on online AWA Supplier Page	12 months	12 months	12 months
Logo and listing on WagyuEdge'27 Delegate App	✓	✓	✓
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
Logo on sponsor banners (and/or digital) (produced by AWA)	✓	✓	✓
Logo in WagyuEdge program	✓	✓	✓

AWA MEMBERSHIP

Associate Membership (one-year)	✓	✓	✓
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WAGYU CARCASE ROYALE

PARTNERSHIP OPPORTUNITIES



WAGYU CARCASE ROYALE

	FULLBLOOD CLASS	PUREBRED CLASS	SPECIAL AWARDS	GENERAL PARTNER
	\$25,000	\$25,000	\$10,000	\$5,000
	One Only	One Only	4	-
WAGYU CARCASE ROYALE				
Naming rights to Carcase Royale Class	☑	☑	☑	-
Presentation of Carcase Royale Awards in 2028	☑	☑	☑	-
Logo in Carcase Royale results booklet	☑	☑	☑	-
Full Page Advertisement in Wagyu Update Magazine (editions)	2	2	1	-
Website Banner Advertising (months)	6	6	2	-
Website Banner Advertising (Carcase Royale page months)	12	12	12	-
eDM Member News Advertising (editions)	4	4	-	☑
Listing on online AWA Supplier Page (12 months)	☑	☑	☑	☑
Logo on partners page on AWA website	☑	☑	☑	☑
Logo and listing on WagyuEdge'28 Delegate App	☑	☑	☑	☑
Logo on sponsor banners (2028) (and/or digital) (produced by AWA)	☑	☑	☑	☑
Logo in WagyuEdge'28 program	☑	☑	☑	☑
1 minute promo video played during awards program (supplied by partner)	☑	☑	☑	-
Display space at Wagyu Carcase Royale Field Day*	☑	☑	☑	☑
Number of tickets to attend 2028 Industry dinner	8	8	4	-
WagyuEdge'28 Delegate Registrations	4	4	2	-
AWA MEMBERSHIP				
Associate Membership (one-year)	☑	☑	☑	☑

* Display set up, including pop up tents, tables, chairs etc are the responsibility of partner.

SPONSORSHIP AND EXHIBITION POLICY 2027

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

Partnership Approval All partnership applications are subject to review and approval by the Australian Wagyu Association (AWA). The AWA reserves the sole and absolute discretion to accept, decline, suspend, or terminate any partnership application or partnership arrangement at any time.

Partnership Benefits The AWA is committed to delivering the benefits, entitlements and promotional opportunities outlined in each partnership package and will use its best efforts to do so. However, from time to time, circumstances beyond the AWA's reasonable control, including operational requirements, event changes or unforeseen factors, may necessitate amendments to certain partnership benefits. The AWA reserves the right to amend, substitute, postpone, reduce or withdraw any benefit where reasonably necessary and, where practicable, will endeavour to provide an alternative benefit of comparable value. Such changes will not give rise to any liability, compensation, refund or penalty on the part of the AWA.

No Guarantee of Outcomes The AWA does not guarantee any specific commercial outcome, exposure level, business opportunity, lead generation, or return on investment arising from a partnership.

Prospectus Information While every effort is made to ensure the accuracy of information contained in this prospectus, the AWA reserves the right to amend any information, pricing, partnership inclusions, or conditions without prior notice.

Acceptance of Terms By entering into a partnership agreement with the AWA, the partner acknowledges and accepts these Terms and Conditions and any additional terms specified in the partnership agreement.

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 Welcome Function, Industry Dinner and WBBC Awards Dinner in 2027.

Display space – All 3x2 display spaces are part of a shell scheme. All 5x5 are clear space for a custom build or machinery display. 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.

TERMS AND CONDITIONS – DATA SHARING

Access to Australian Wagyu Association (AWA) data sharing services is subject to AWA approval and ongoing compliance with these terms.

- Eligibility for access to AWA data sharing via Helical requires the organisation to maintain a partnership level at or above the minimum tier specified within the Partnership Prospectus.

- Eligibility for access to AWA data sharing via API requires the organisation to maintain a Platinum Partnership or equivalent value.

- Eligibility for access to AWA data sharing via Share Card requires the organisation to maintain a Gold Partnership or equivalent value.

- Partnership status alone does not guarantee access to AWA data sharing services. All data sharing arrangements are assessed and approved at the sole discretion of AWA.

- AWA reserves the right to approve, decline, suspend, modify, limit, or terminate any data sharing arrangement at any time and for any reason, without notice or liability.

- The scope, format, frequency, and availability of any data provided may be amended by AWA at its discretion.

- Continued access to AWA data sharing services is contingent upon the partner maintaining the required partnership level and complying with any applicable data sharing agreements, policies, and conditions established by AWA.



PARTNERSHIP ENQUIRIES

AWA Communications
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communications@wagyu.org.au