BEEF 2027

AUSTRALIAN WAGYU ASSOCIATION™

Exclusive

Partnership Opportunities







As a proud **Principal Partner of Beef 2027**, the Australian Wagyu Association (AWA) invites industry leaders to align their brand with global innovation, quality and global reputation of Australian Wagyu. Position your organisation at the forefront of the premier beef industry event through our high-visibility sponsorship packages.

BEEF 2027 ROCKHAMPTON AUSTRALIA

AUSTRALIAN WAGYU ASSOCIATION™

Sundowner Sponsor

Availability: 4 Opportunities
Monday - Thursday: 4pm – 6pm

Investment: $7,000 + GST
(First-in, best-dressed for day selection)

Host the premier end-of-day networking session at the AWA trade site, connecting directly with key decision-makers, breeders, and industry leaders. Food & Beverage included & organised by AWA.

ENTITLEMENTS

Tickets: 2 x Wagyu Long Lunch Tickets (Monday 3rd May 2027)

Exclusive Naming Rights: Official sponsor of your selected day's Sundowner event.

Keynote Presentation: 10-minute dedicated speaking opportunity to address attendees directly during the event.

Merchandise: Opportunity to distribute branded stubby holders, collateral, and promotional merchandise to attending members.

Digital Exposure: Brand feature on the AWA trade site digital LED screen throughout your sponsored event session 4:00pm – 6:00pm

Media Amplification: Dedicated recognition and promotion across AWA's official social media channels.






ds Luxury Beef




AUSTRALIAN
WAGYU
ASSOCIATION
#Worlds




Welcome
AUSTRALIAN
WAGYU
ASSOCIATION
WAGYU LONG LUNCH
Monday 6th May






WAGYU

Wagyu Beef Display Sponsor

Availability: 1 Exclusive Opportunity

Investment: $15,000 + GST

Capture maximum foot traffic by sponsoring the visual focal point of the AWA stand, a state-of-the-art, custom-built carcase display fridge showcased for the entire duration of Beef 2027.

ENTITLEMENTS

Tickets: 2 x Wagyu Long Lunch Tickets (Monday 3rd May 2027)

Featured Display Rights: Opportunity to supply half Wagyu carcase/cuts for prominent showcase within the custom display unit. Carcase & meat supplied must be of a minimum AUSMEAT marble score 9 or above.

Bespoke Co-Branding: High-visibility co-branded logo placement and artwork featured prominently on the display fridge.

Event-Long Digital Advertising: High-rotation branded content displayed on the AWA trade site digital LED screen for the entire duration of the event.

Social Media Spotlight: Featured highlight across AWA's digital and social media platforms reaching an engaged audience.

Trade Site
Digital Advertising

Availability: Unlimited

Investment: $500 + GST per day

Ensure continuous visual presence in front of a targeted audience through dynamic multi-media placement on our high-definition trade site screen.

ENTITLEMENTS

Digital Display: Premium 30-second digital advertisement static (png/pdf/jpg) or motion (.mp4) featured on rotation throughout the day on the main AWA trade site LED screen.

Investment Summary

Opportunity	Availability	Schedule/Duration	Investment (excl. GST)
Sundowner Sponsor	4	Weekdays 4:00pm - 6:00pm	$7,000
Wagyu Beef Display Sponsor	1 (Exclusive)	Full Event	$15,000
Trade site Digital Advertising	Daily	Full Event	$500/day





AUSTRALIAN WAGYU ASSOCIATION™

PARTNERSHIP ENQUIRIES

AWA Communications
02 8880 7744
communications@wagyu.org.au

Principal Partnership

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