

Victorian  
Farmers  
Federation

# SYMPOSIUM SPONSORSHIP PROSPECTUS

SOFITEL  
HOTELS & RESORTS  
MELBOURNE ON COLLINS



# OUR STORY

The Victorian Farmers Federation is an active, powerful lobby group dedicated to the interests of farmers and making a difference to communities. With a strong record of successful political advocacy and leadership, the VFF has generated substantial benefits for the agriculture sector since its formation in 1979.

## Vision

- A secure farming future – for Victoria and for generations to come.

## Mission

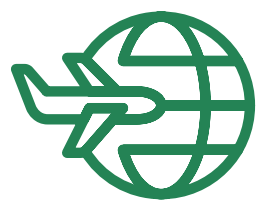
- We are the voice of Victorian agriculture: we protect and progress farmers' interests.



# OUR IMPACT



## EXPORTS



**\$11.4B**  
in food exports with main markets being China, USA, Japan, New Zealand and Indonesia



# WHY PARTNER WITH US?

An alliance with the VFF's Symposium will allow key engagement for your brand and we may be the ideal partner for you, with almost 5000 Victorian Members, a readership of 20,000 through our *Victorian Farmer* magazine, an audience of almost 60,000 on our social channels and, with a renewed focus on promotions and communications in our Organisation's modernisation, this audience will grow.

## Industry Development

The VFF works to improve the productivity and efficiency of the Victorian agriculture industry. We understand that this is a shared industry objective, and sponsorship of the VFF's Symposium provides a means for organisations to actively participate in work that contributes to the 'industry good,' and benefits growers and corporates alike.

## Government Engagement

As the peak body for Victorian farmers, the VFF engages with all levels of government and government departments, from local to state through to federal. The VFF uses its commercial independence and representative status to lobby on behalf of members to benefit whole of industry projects and objectives.

## The Opportunity

For over 40 years the VFF has been the peak farming body for Victorian farmers. Corporate sponsorship of the VFF provides a range of significant benefits including networking, corporate citizenship, industry development and brand awareness. The VFF is trusted and well respected within the media and there is an opportunity, a unique occasion for brand custodians such as your company looking to generate exposure and new leads and support our Victorian farmers to join us. Your company can leverage a VFF partnership of our 2022 Symposium to your advantage and emphatically assert your marketing messages and products to our shared audience.





# THE EVENT

Following a highly productive year for Victorian agriculture, the VFF will be hosting a Symposium for members at the Sofitel on Collins in Melbourne on Friday 14 October 2022.

This will provide a unique opportunity to engage with hundreds of producers from across Victoria, including:

- An informal welcome Dinner on Thursday 13 October
- Formal Symposium and Dinner to learn, present, discuss and influence industry developments and government policy, and be inspired by thought leaders from various sectors
- A young farmers program to nurture and develop our future farmers

The Symposium provides the following benefits:

- An opportunity for key opinion leaders and decision makers within the agriculture industry, and beyond, to gather
- A forum to ponder and debate issues affecting our industry
- An excellent opportunity to socialise and network with delegates and corporate sponsors, with dedicated time for social activities
- The opportunity to reach a highly engaged audience of at least 200 Victorian agriculture professionals



KNOWN BY  
THE COMPANY  
YOU KEEP





# FRESH FARMER PROGRAM NAMING RIGHTS

INVESTMENT \$60,000 + GST

New in 2022, the Fresh Farmer Program will include a nomination process, interview and then selection of 10 fresh (under 40 years) farmers.

## Your investment will include:

- Sponsorship of 10 Young Victorian Farmers to attend the VFF Symposium, Dinner and pre-event social function. This includes their accommodation, meals and transport from Thursday 13 October – Saturday 15 October.
  - Professional Development prize for one winner of \$10,000 and inclusion as an Observer on one VFF Policy Advisory Committee, to be awarded at the Symposium Dinner on Friday 14 October.
  - Trade exhibition stall at Symposium
  - Two (2) complimentary all-inclusive registrations, includes attendance at Symposium, Dinner and social function
  - Acknowledgement throughout the event as our Fresh Farmer program sponsor
  - Logo acknowledging level of sponsorship in the Symposium Program and Dinner Menu
  - Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the Victorian Farmer magazine (readership 20,000) and on the VFF's social media channels (audience 59,000)
- The Fresh Farmers will be actively involved as part of our Future Leaders session at the Symposium, on how our industry will attack issues such as diversity, sustainability, accessibility and technology in the years ahead.





# SYMPOSIUM DINNER PRESENTING PARTNER

INVESTMENT \$20,000 + GST

**Your investment will include:**

- A five minute speaking opportunity at the Dinner
- Trade exhibition stall at Symposium
- Two (2) complimentary all-inclusive registrations, includes attendance at Symposium, Dinner and social function
- Acknowledgement throughout the event as our Dinner Sponsor
- One (1) promotional item per guest on the Dinner tables
- Logo acknowledging level of sponsorship in the Symposium Program and Dinner Menu
- Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the *Victorian Farmer* magazine (readership 20,000) and on the VFF's social media channels (audience 59,000)





# SYMPOSIUM SOCIAL FUNCTION PRESENTING PARTNER

**INVESTMENT \$20,000 + GST**

## Your investment will include:

- Speaking opportunity at the event on Thursday 13 October which will be held at Colonial Brewing and Starward Whisky in Fishermans Bend. A tour of each facility will be followed by tastings and substantial canapés. The tours will include information from Head Brewers/Distillers on supply chains, processes, use of waste and links to farms.
- Trade exhibition stall at Symposium
- Two (2) complimentary all-inclusive registrations, includes attendance at Symposium, Dinner and social function
- Logo acknowledging level of sponsorship in the Symposium Program
- Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the Victorian Farmer magazine (readership 20,000) and on the VFF's social media channels (audience 59,000)





# ADDITIONAL PACKAGES

Sponsorship Package	Limit
Gold Symposium Partner	Two Available
Silver Symposium Partner	Three Available
Bronze Symposium Partner	Three Available

## PACKAGE INCLUSIONS

### Gold Symposium Partner Investment \$17,000 + GST

- Trade exhibition stall and Lunch sponsorship (one lunch opportunity available)
- Three (3) complimentary all-inclusive registrations, includes attendance at Symposium, Dinner and social function
- Acknowledgement throughout the event as a Gold Symposium Sponsor
- Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the Victorian Farmer magazine (readership 20,000) and on the VFF’s social media channels (audience 59,000)
- Logo acknowledging level of sponsorship in the Program and Dinner Menu
- Advertisement in Symposium program

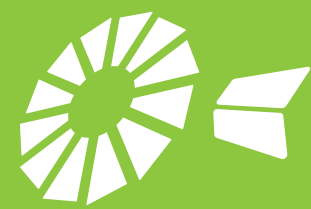
### Silver Symposium Partner Investment \$13,000 + GST

- Trade exhibition stall
- Two (2) complimentary all-inclusive registrations, includes attendance at Symposium and social functions
- Acknowledgement throughout the event as a Silver Symposium Sponsor
- Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the Victorian Farmer magazine (readership 20,000) and on the VFF’s social media channels (audience 59,000)
- Logo acknowledging level of sponsorship in the Program and Dinner Menu
- Advertisement in Symposium program

### Bronze Symposium Partner Investment \$6,000 + GST

- Trade exhibition stall
- One (1) complimentary all-inclusive registration
- Acknowledgement throughout the event as a Bronze Symposium Sponsor
- Acknowledgement of sponsorship in VFF newsletter (distribution 5,300), the Victorian Farmer magazine (readership 20,000) and on the VFF’s social media channels (audience 59,000)
- Logo acknowledging level of sponsorship in the Program and Dinner Menu





Victorian  
Farmers  
Federation

# CONTACT

Thank you for taking the time to read this Symposium Proposal.  
Please do not hesitate to contact us if you have any questions  
and wish to discuss flexible options to partner with the Victorian  
Farmers Federation.

## Sponsorship opportunities:

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