



PIEFA CONFERENCE 2025
MAY 19 – 21, 2025

SPONSORSHIP PROSPECTUS



www.piefa.edu.au/piefa-conference-2025

AN INVITATION

After a fantastic conference in 2023, I am thrilled to be welcoming the food and fibre education community back to Canberra for PIEFA Conference 2025, where we'll be exploring ways we can **Secure the Future of Food and Fibre Education**.

We hope you can join us on May 19-20, 2025, at the Hotel Realm in Canberra. We're busy planning two days packed with innovation, inspiration, and opportunities to connect with like-minded individuals, passionate about shaping the future of our education and primary industries sectors.

At PIEFA, we're on a mission to empower the next generation of food and fibre leaders, and this conference is our flagship event for achieving just that. With a broad focus on innovation in education, food security, biosecurity and boosting the food and fibre workforce, we're diving deep into the strategies and solutions that will propel the industry forward.

In attendance will be leaders of education and industry, policymakers and thought leaders, all excited to share their knowledge and insights. Conference delegates are largely made-up of educators, industry representatives and community from across Australia and other nations.

From stimulating keynote speakers to interactive workshops, lively panel discussions and fantastic networking events, we've curated a program that's highly engaging and will leave you feeling inspired for what's ahead. Plus, we're excited to be bringing a new element to the 2025 conference, an optional Field Trip day for delegates to explore local facilities and programs to enhance their own learning.

We're extending a special invitation to potential sponsors to join us at PIEFA Conference 2025. By partnering with PIEFA, not only are you aligning your brand with the peak-body of food and fibre education in Australia, but you'll be a part of shaping the future of farming.

With multiple sponsorship packages available, each with custom sponsor benefits and opportunities, we do hope you'd like to get involved. Please feel free to contact me to discuss a package tailored to your needs.

LUCIANO MESITI

CEO | Primary Industries Education Foundation Australia (PIEFA)



PROGRAM:

Sunday, May 18

Welcome Reception |
Hotel Realm

Monday, May 19

DAY 1 | Keynote
Presentations and
Workshops

Tuesday, May 20

DAY 2 | Keynote
Presentations and
Workshops

Wednesday, May 21

Field Trip / Food &
Fibre Education and
Technology Tour



OVERVIEW OF AVAILABLE

SPONSORSHIP PACKAGES

 <p>PLATINUM 1 available \$25,000</p>	 <p>WELCOME RECEPTION 1 available \$6,500</p>
 <p>GOLD 3 available \$15,000</p>	 <p>COFFEE CART 1 available \$5,500</p>
 <p>SILVER 5 available \$10,000</p>	 <p>NETWORK LOUNGE 1 available \$4,700</p>
 <p>BRONZE 5 available \$8,000</p>	 <p>CATERING 2 available \$4,200</p>
 <p>GALA DINNER 1 available \$10,000</p>	 <p>LANYARD 1 available \$4,000</p>
 <p>FIELD TRIP/TOUR 1 available \$7,500</p>	 <p>EXHIBITOR/TRADE Limited quantity \$1,900</p>



KEY BENEFITS & OPPORTUNITIES

FOR SPONSORS OF PIEFA CONFERENCE 2025



Brand Exposure

Your logo promoted on digital and/or print materials



Industry Connections

Meet fellow food and fibre educators and thought leaders



Exhibit

Eligibility to exhibit to a highly engaged audience



Network

Meet our members and delegates at conference and social events



Education

Attend our Conference presentations and workshops and gain crucial insights into the industry



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

PLATINUM 1 available | \$25,000

Our top-tier package, this opportunity offers one sponsor the ability to refer a keynote speaker and introduce the speaker to the entire delegation.

- ◆ acknowledgement as **major sponsor** on all materials;
- ◆ a **large exhibition space**, with furniture/display package;
- ◆ opportunity to **refer and introduce a keynote speaker**;
- ◆ a complete **VIP table** at the Gala Dinner (including 10 tickets);
- ◆ 6x tickets to **Welcome Reception**;
- ◆ 6x **full conference registrations**;
- ◆ premium position **full-page ad** in conference handbook;
- ◆ access to one **eDM** to PIEFA's subscribers;
- ◆ **signage** prominently displayed at conference venue;
- ◆ **delegate list** supplied.



GOLD 3 available | \$15,000

This premium package offers VIP sponsorship opportunities to enhance your brand impact across the conference.

- ◆ acknowledgement as **gold sponsor** on all materials;
- ◆ a **large exhibition space**, with furniture/display package;
- ◆ opportunity to **contribute one workshop OR lightning presentation**;
- ◆ 4x tickets to **Welcome Reception**;
- ◆ 4x **full conference registrations**;
- ◆ 4x tickets to **VIP Table at Gala Dinner**;
- ◆ premium position **full-page ad** in conference handbook;
- ◆ access to one **eDM** to PIEFA's subscribers;
- ◆ **signage** prominently displayed at conference venue;
- ◆ **delegate list** supplied.



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

SILVER 5 available | \$10,000

Stand out amongst the crowd with the high value, superior impact silver sponsorship package.

- ◆ acknowledgement as **silver sponsor** on all materials;
- ◆ a **standard exhibition space**; with furniture/display package;
- ◆ opportunity to **contribute one workshop OR lightning presentation**;
- ◆ 2x tickets to **Welcome Reception**;
- ◆ 2x **full conference registrations**;
- ◆ 2x tickets to **Gala Dinner**;
- ◆ **half-page ad** in conference handbook;
- ◆ access to one **social media post** on PIEFA's channels;
- ◆ **signage** prominently displayed at conference venue;
- ◆ **delegate list** supplied.



BRONZE 5 available | \$8,000

Offering fantastic value to organisations hoping to reach a highly engaged audience.

- ◆ acknowledgement as **bronze sponsor** on all materials;
- ◆ a **standard exhibition space**; with furniture/display package;
- ◆ opportunity to **contribute one workshop OR lightning presentation**;
- ◆ 2x tickets to **Welcome Reception**;
- ◆ 2x **conference registrations** (excluding Field Trip day);
- ◆ 2x tickets to **Gala Dinner**;
- ◆ **half-page ad** in conference handbook;
- ◆ **signage** prominently displayed at conference venue;
- ◆ **delegate list** supplied.



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

GALA DINNER 1 available | \$10,000

This package offers a unique opportunity to address delegates directly at our entertaining Conference Gala Dinner.

- ◆ acknowledgement as exclusive **Gala Dinner sponsor** on all materials;
- ◆ **co-branding** at dinner venue through displays and banners;
- ◆ opportunity to welcome delegates at Gala Dinner (up to **5 minutes speaking time**);
- ◆ 2x tickets to **Welcome Reception**;
- ◆ 2x **conference registrations** (excluding Field Trip day);
- ◆ 4x tickets to **VIP Table at Gala Dinner**;
- ◆ access to **one social media post** to PIEFA's channels;
- ◆ **delegate list** supplied.



FIELD TRIP/TOUR 1 available | \$7,500

A unique opportunity to support PIEFA's first ever Conference Field Trip day. Benefits include:

- ◆ acknowledgement as **Field Trip sponsor** on all materials;
- ◆ 1x ticket to **Welcome Reception**;
- ◆ 1x **full conference registration** (including Field Trip day);
- ◆ 1x ticket to **Gala Dinner**;
- ◆ opportunity to provide **branded materials** for Field Trip delegates, e.g water bottles, hats, etc. (must be supplied by sponsor);
- ◆ opportunity to welcome delegates on the Field Trip (up to **3 minutes speaking time**);
- ◆ access to **one social media post** on PIEFA's channels.



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

WELCOME RECEPTION 1 available | \$6,500

This package allows one sponsor the opportunity to address delegates in an informal setting at our Conference Welcome Reception.

- ◆ acknowledgement as exclusive **Welcome Reception sponsor** on all materials;
- ◆ **co-branding** at Welcome Reception venue through displays and banners;
- ◆ opportunity to welcome delegates at Welcome Reception (up to **3 minutes speaking time**);
- ◆ 4x tickets to **Welcome Reception**;
- ◆ 1x **conference registration** (excluding Field Trip day);
- ◆ 1x ticket to **Gala Dinner**;
- ◆ access to **one social media post** on PIEFA's channels.



COFFEE CART 1 available | \$5,500

Price is for sponsorship of one coffee cart over 2 conference days.

- ◆ acknowledgement as **Coffee Cart sponsor** on all materials;
- ◆ **branding rights** on coffee cups, signage, aprons, t-shirts at coffee cart (to be supplied by sponsor);
- ◆ 1x ticket to **Welcome Reception**;
- ◆ 1x **conference registration** (excluding Field Trip day);
- ◆ 1x ticket to **Gala Dinner**;
- ◆ access to **one social media post** on PIEFA's channels.



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

NETWORKING LOUNGE 1 available | \$4,700

New for 2025, the networking lounge will offer a semi-private space for delegates to meet.

- ◆ acknowledgement as exclusive **Networking/ Meeting Lounge sponsor** on all materials;
- ◆ **co-branding** within Networking/Meeting Lounge space through displays and banners;
- ◆ opportunity to provide **branded materials** within lounge, e.g. note pads, pens.
- ◆ 1x **conference registration** (excluding Field Trip day);
- ◆ access to **one social media post** on PIEFA's channels.



CATERING 2 available | \$4,200

Price is for sponsorship of one day catering - morning and afternoon tea and lunch.

- ◆ acknowledgement as **catering sponsor** on all materials;
- ◆ **prominent signage** positioned at refreshment/catering area on one day;
- ◆ 1x ticket to **Welcome Reception**.
- ◆ opportunity to **brand** serviettes at catering area (at sponsors cost);
- ◆ 1x **conference registration** (excluding Field Trip day).



SPONSORSHIP PACKAGES

(ALL PRICES EXCLUDE GST):

LANYARD 1 available | \$4,000

Our lanyard sponsor has the opportunity to promote their brand with their logo co-branded alongside PIEFA's on delegate and speaker lanyards.

- ◆ exclusive **co-branding on delegate lanyards**, alongside PIEFA logo;
- ◆ acknowledgement as **Lanyard Sponsor** on all materials
- ◆ 1x ticket to **Welcome Reception**;
- ◆ 1x **conference registration** (excluding Field Trip day);
- ◆ 1x ticket to **Gala Dinner**;
- ◆ access to **one social media post** on PIEFA's channels.



EXHIBITOR limited quantity | \$1,900

The exhibition space is open over two conference days and the price is to exhibit over both days. Benefits include:

- ◆ acknowledgement as **exhibitor** on all materials;
- ◆ a standard **exhibition space**;
- ◆ **table, chair, power outlet, backing board** for signage;
- ◆ 1x **conference registration** (excluding Field Trip day);
- ◆ 1x ticket to **Welcome Reception**.



COMPARISON BETWEEN SPONSORSHIP PACKAGES

BENEFITS	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$8,000	Gala Dinner \$10,000	Field Trip/Tour \$7,500
Refer a keynote speaker	✓					
Present a Workshop/ Lightning session		✓	✓	✓		
Speaking opportunity	Introduce referred keynote				5-minutes	3-minutes
Acknowledgement in all print and digital conference materials	✓	✓	✓	✓	✓	✓
Exhibition space	Large	Large	Standard	Standard		
Exhibitor furniture/ display package	✓	✓	✓	✓		
Conference registration/s	6	4	2	2	2	1
Field Trip registration/s	6	4	2			1
Welcome Reception ticket/s	6	4	2	2	2	1
Gala Dinner ticket/s	10 at VIP table	4 at VIP table	2	2	4 at VIP table	1
Advertisement in conference program	1-page ad	1-page ad	½ page ad	½ page ad		
Custom email to PIEFA's database	✓	✓				
Opportunity to provide branded materials						✓
Branding on delegate lanyards						
Social media post on PIEFA's channels			✓		✓	✓
Signage at venue	✓	✓	✓	✓	✓	
Delegate list supplied	✓	✓	✓	✓	✓	



COMPARISON BETWEEN SPONSORSHIP PACKAGES

BENEFITS	Welcome Reception \$6,500	Coffee Cart \$5,500	Meeting Lounge \$4,700	Catering \$4,200	Lanyard \$4,000	Exhibitor \$1,900
Refer a keynote speaker						
Present a Workshop/ Lightning session						
Speaking opportunity	3-minutes					
Acknowledgement in all print and digital conference materials	✓	✓	✓	✓	✓	✓
Exhibition space						Standard
Exhibitor furniture/ display package						✓
Conference registration/s	1	1	1	1	1	1
Field Trip registration/s						
Welcome Reception ticket/s	4	1		1	1	1
Gala Dinner ticket/s	1	1			1	
Advertisement in conference program						
Custom email to PIEFA's database						
Opportunity to provide branded materials		✓	✓	✓		
Branding on delegate lanyards					✓	
Social media post on PIEFA's channels	✓		✓		✓	
Signage at venue	✓		✓	✓		
Delegate list supplied						



SPONSORSHIP AND EXHIBITOR

APPLICATION FORM

Primary Industries Education Foundation Australia Limited ABN 15 133 151 229

SELECT SPONSORSHIP PACKAGE FROM THE FOLLOWING:

Platinum \$25,000

Gold \$15,000

Silver \$10,000

Bronze \$8,000

Gala Dinner \$10,000

Field Trip/Tour \$7,500

Welcome Reception \$6,500

Coffee Cart \$5,500

Networking Lounge \$4,700

Catering \$4,200

Lanyard \$4,000

Exhibitor \$1,900

(All prices exclude GST) The sponsorship fee is payable on acceptance of the application. A tax invoice will be produced on request. Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment. Credit card payments incur a 1.4% surcharge.

SPONSOR DETAILS:

Name of Company: _____

Address: _____

City: _____

Postcode: _____ State: _____

Contact person: _____

Email: _____

Office number: _____ Mobile number: _____

Signature: _____ Date: _____

PAYMENT DETAILS:

Mastercard Visa Amex Amount \$ _____

Credit card number: _____

Expiry date: _____ / _____

Name on card: _____

OR: Electronic bank transfer

Bank: Westpac Banking Corporation

BSB: 032 529

Account: 24 5602

Account Name: Primary Industries

Education Foundation Australia

PLEASE COMPLETE AND RETURN FORM TO:

PIEFA

PO Box 114, North Richmond, NSW 2754

Telephone: 0437 829 312

Email: conference@piefa.edu.au





PIEFA Conference 2025

SECURING THE FUTURE

of Food and Fibre Education



Primary Industries Education
Foundation Australia

Thank you for your consideration

www.piefa.edu.au

primezone
Food and fibre classroom educational resources.

Through its web portal, Primezone delivers hundreds of curriculum-aligned, high quality, food and fibre teaching resources for students from Foundation through to Year 12.

www.primezone.edu.au

**primezone
ACADEMY**
Food and fibre student eLearning courses.

The Primezone Academy eLearning portal allows students to undertake free, interactive courses at their own pace – at school or at home.

www.primezoneacademy.edu.au



CAREER HARVEST

Career Harvest provides students with information on career pathways, scholarships and other opportunities to embark on a career in Australia's food and fibre sector.

www.careerharvest.com.au

**VIRTUAL
CLASSROOM**

As a direct connection between the classroom and the farm, PIEFA's Virtual Classroom helps students understand where their food and fibre comes from.

www.farmertime.com.au