



National Centre for Farmer Health biennial conference

*Hamilton, Victoria
17 – 19 September, 2012*



Sponsorship prospectus

Invitation

Welcome to the National Centre for Farmer Health's 2nd biennial conference: *'Sowing the seeds of farmer health'*, presented in partnership with Western District Health Service and Deakin University.

The National Centre for Farmer Health was established to improve the health, well-being and safety of Australian farmers, agricultural workers and their families. The 'Centre' is rapidly becoming recognised as an energetic and highly motivated cohort working hard to achieve its visions of being a thriving centre inspiring quality education, research and service delivery through innovative partnerships that advance agri-health and medicine both locally and globally.

The theme *'Sowing the seeds of farmer health'* was chosen to build on the success of the inaugural 2010 conference *'Opening the gates on farmer health'*. The conference aims to develop the knowledge and engage health and agri-professionals alike to raise awareness and develop strategies to improve farmer health, well-being and safety.

This year our biennial conference offers delegates a unique opportunity to interact with leading experts and gain insight into the opportunities presented within the Hamilton Charter for Farmer Health and to provide a healthy agricultural workforce with benefits for the Australian and international agricultural marketplace. Opportunities will also abound for the health professional in terms of professional development and service delivery. The program offers an exciting line-up of speakers, including international experts, representing agricultural and health, industry groups, research agencies and businesses that have engaged in and benefitted from innovative service delivery to farming families and agricultural workers.

Developments around health, well-being and safety, quality and functionality will be featured, in addition to presentations on marketing, opportunities and associated case studies. Opportunities for new service delivery, building the evidence base and best practice will be presented through the sessions. The overarching themes will be based within categories including: valuing culture, living with work, future-proofing farm systems, building skills and knowledge and creating momentum.

Agri-professionals, health professionals and industry leaders, researchers, policy makers, local government, health agencies, community members and farming men and women and allied industries can look forward to a dynamic information exchange featuring the latest research, technologies and market developments delivered by internationally and nationally recognised experts.

Conference venue

Hamilton Performing Arts Centre

Brown Street, Hamilton, Victoria 3300

The Hamilton Performing Arts Centre (PAC) is the major venue for performing arts, functions and conferences in the Southern Grampians region. It is located in the heart of the Hamilton business district and is only a short stroll from the shopping strip and accommodation. The Hamilton PAC is also adjacent to the Hamilton Art gallery, famous for its outstanding collection of fine and decorative arts, and the host to the 2012 National Centre for Farmer Health Photography Competition: *'In Focus – Celebrating Farm Life'*. Photographic works will be on display from 29th August – 14th October, 2012.

Hamilton is a major rural centre located in the south-west of Victoria. Hamilton features attractive tree-lined streets and a vibrant commercial centre. Hamilton offers a number of attractive parks, gardens and the significant 4 hectare botanical gardens established in 1870. Lake Hamilton is located at the eastern end of the town and is surrounded by 25 hectares of parkland. Other attractions in Hamilton include the Sir Reginald Ansett Transport Museum, Hamilton Pastoral Museum and the Big Wool Bales.

Sponsorship opportunities

CONFERENCE SPONSOR

Investment \$20,000 (plus GST)

Major sponsorship offers your organisation exclusive marketing opportunities. The benefits of the major sponsorship package for your organisation include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- Up to six full registrations
- Up to six conference dinner tickets
- Up to eight tickets to photography exhibition and cocktail party at Ted's track
- Full page advertisement for inclusion in conference handbook with personalised message of support (logos and advertisement material to be provided by sponsor and subject to committee approval).
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Organisations logo on associated marketing material (website, registration brochure, program, conference handbook)
- Acknowledgement on conference website with links back to sponsor's web page
- Corporate logo recognition in any audio-visual components of the event
- Display of your organisations banner in the main plenary room (banner to be provided by the sponsor)
- One satchel insert to be provided by sponsors (subject to committee approval)
- Display table in exhibition hall
- Verbal recognition as part of Master of Ceremonies scripts
- An opportunity to be directly involved in the conference, i.e. organisation representative to act as a session chair
- The opportunity to pre-organise a meeting with the international speaker
- Access to privacy friendly information regarding events/participants (delegates lists)

This sponsorship arrangement is restricted to only one organisation.

PLATINUM SPONSOR

Tailored packages from \$10,000 - \$15,000 (plus GST)

Major sponsorship offers your organisation exclusive marketing opportunities. The benefits of the major sponsorship package for your organisation include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- Up to four full registrations
- Up to four conference dinner tickets
- Up to four tickets to photography exhibition and cocktail party at Ted's track
- Half page advertisement for inclusion in conference handbook with personalised message of support (logos and advertisement material to be provided by sponsor and subject to committee approval).
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Organisations logo on associated marketing material (website, registration brochure, program)
- Acknowledgement on conference website with links back to sponsor's web page

- Corporate logo recognition in any audio-visual components of the event
- Display of your organisations banner in the main plenary room (banner to be provided by the sponsor)
- One satchel insert to be provided by sponsors(subject to committee approval)
- Display table in exhibition hall
- Verbal recognition as part of Master of Ceremonies scripts
- An opportunity to be involved in the conference i.e. organisation representative to act as a session chair
- The opportunity to pre-organise a meeting with the international speaker

This sponsorship arrangement is restricted to two organisations.

CELEBRATING EXCELLENCE – Paddock to palate

Investment \$16,000 (plus GST)

Major sponsorship offers your organisation exclusive marketing opportunities at the conference dinner. The benefits of the major sponsorship package for your organisation include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- Up to four full registrations
- Up to four conference dinner tickets
- Up to four tickets to photography exhibition and cocktail party at Ted's track
- Half page advertisement for inclusion in conference handbook with personalised message of support (logos and advertisement material to be provided by sponsor and subject to committee approval).
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Organisations logo on associated marketing material (dinner tickets, dinner program, conference handbook, table settings)
- Corporate logo recognition in any audio-visual components of the dinner
- Display of your organisations banner during the dinner (banner to be provided by the sponsor)
- Delegates photo taken in front of organisations banner as part of arrival at dinner (banner to be provided by the sponsor)
- PowerPoint presentation slide displaying the organisation logo during the dinner
- Tabletop displays of organisations logo and on menus
- Dinner venue themed in sponsors organisation colours and use of logo where appropriate
- One satchel insert to be provided by sponsors (subject to committee approval)
- Display table in exhibition hall
- Verbal recognition as part of Master of Ceremonies scripts
- Access to privacy friendly information regarding events/participants (delegates lists)

INTERNATIONAL SPEAKER SPONSOR

Investment \$4,750 (plus GST)

The opportunity to sponsor an international speaker provides the sponsor with prominent exposure at the conference. The benefits of the international speaker sponsorship include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- Two full registrations
- Two conference dinner tickets
- One ticket to photography exhibition and cocktail party at Ted's track
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- Display of organisation banner in the room during the selected speaker session (banner to be provided by sponsor)
- Acknowledgement by the session chair at the commencement and completion of the selected speakers session
- Chairing of session
- Acknowledgement of sponsors in program next to sponsored speaker
- PowerPoint presentation slide displaying the organisation logo during the speaker session
- One satchel insert to be provided by sponsors and subject to committee approval
- The opportunity to pre-organise a meeting with the international speaker
- Display table in exhibition hall
- Acknowledgement of sponsorship in post event media

This sponsorship arrangement is restricted to two organisations.

GOLD SPONSOR – KEYNOTE SESSION SPEAKER

Investment \$3,500 (plus GST)

The opportunity to be a gold sponsor provides your organisation with important exposure at the conference. Benefits of the gold sponsorship include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One full registration
- One ticket to conference dinner
- One ticket to photography exhibition and cocktail party at Ted's track
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- Chairing of session
- One satchel insert to be provided by the sponsor and subject to committee approval
- Display table in exhibition hall

This sponsorship arrangement is restricted to five organisations.

HYPOTHETICALS SPONSOR

Investment \$3,000 (plus GST)

This session includes a leading host who will orchestrate a series of discussions on ‘farmer health, well-being, safety and future of agricultural production issues’, using a hypothetical format and a selected panel of experts will discuss its ramifications. Panel members will include a farmer, an educator, a health professional, media representatives and consumers. The sponsors of this session will have a significant visual impact during the ‘hypothetical session.’

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One full registration
- One ticket to photography exhibition and cocktail party at Ted’s track
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- PowerPoint presentation slide displaying the organisation logo during the speaker session
- One satchel insert to be provided by the sponsor and subject to committee approval
- Opportunity to meet with members of the panel

This sponsorship arrangement is restricted to two organisations.

SILVER SPONSOR

Investment \$2,750 (plus GST)

The silver sponsors will have a significant visual presence throughout the conference. Benefits of the silver sponsorship include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One full registration
- One ticket to conference dinner
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- One satchel insert to be provided by the sponsor(subject to committee approval)
- Display table in exhibition hall

This sponsorship arrangement is restricted to three organisations.

SACHEL SPONSOR

Investment \$2,500 (plus GST)

The satchel sponsors will have a visual presence throughout the conference with their company logo present on the conference satchel. All registered delegates will receive a satchel.

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One full registration
- One conference dinner
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- One satchel insert to be provided by the sponsor and subject to Committee approval

This sponsorship arrangement is restricted to three organisations.

COCKTAIL PARTY SPONSOR

Investment \$2,250 (plus GST)

The cocktail party offers your organisation exclusive marketing opportunities at the welcome cocktail party and announcement of photography competition winners. As sponsors you will have a significant visual presence throughout the cocktail party. Benefits of the cocktail party sponsorship include:

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- Organisations logo on associated marketing material (cocktail party tickets)
- Naming rights to the cocktail party
- Display of organisation banner in the room during the cocktail party (banner to be provided by sponsor)
- One menu item named after sponsor
- One satchel insert to be provided by the sponsor and subject to Committee approval

This sponsorship arrangement is restricted to one organisation.

FUTURE FARMER/HEALTH PROFESSIONAL SCHOLARSHIP

Investment \$2,000 (plus GST)

The future of the agricultural industry and its health is reliant on future leaders. To help build these professionals of tomorrow, we would like to encourage as many agricultural and health students to attend our biennial conference as possible. But they need your help to make the trip! This sponsorship will allow four (two health, two agricultural) students to attend – covering their registration and defraying their travel.

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One full registration
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- Naming rights to the future farmer/health professional scholarship
- Media releases highlighting the sponsor and sponsored students

This sponsorship arrangement is restricted to three organisations.

PHOTOGRAPHY COMPETITION CATEGORY WINNERS

Investment \$500 (plus GST)

SIX SOLD

The photography competition is an important part of the conference program with a dedicated cocktail party to view the entries and provide the delegates choice winner. This area will be incorporated within the cocktail party and will provide sponsors with continued exposure.

Entitlements:

- Having your business and brand directly linked to the nation-wide conference and its positive messages regarding agricultural health, well-being and safety.
- One ticket to photography exhibition and cocktail party at Ted's track
- Acknowledgement in the final conference handbook including a promotional paragraph (provided by the sponsor and subject to committee approval)
- Acknowledgement on the conference website
- Sponsor branding and acknowledgements on the category winners display (subject to approval)

This sponsorship arrangement is restricted to nine organisations.

OTHER OPPORTUNITIES

If these sponsorship opportunities do not meet your requirements, but you would like to support 'Sowing the Seeds of Farmer Health' conference, please contact Felicity Little, Event Coordinator, on (03) 5551 8533 or email Felicity.Little@wdhs.net to discuss alternative possibilities.

Sponsorship applications and conditions

- Sponsorship applications must be received on the official application contract form. A tax invoice will be issued upon receipt of this application form. The sponsorship application form is located at the back of this prospectus
- Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice
- Full payment must be made within seven days from date of invoice
- All payments must be made in Australia dollars (see payment details on application form)
- Sponsorship investments are GST inclusive
- Payment can be made via cheque, BPay and credit card
- The organisers reserve the right at their total discretion to decline any application
- If full payment is not received, the conference organisers has the right to review the sponsorship commitment and withdraw the application

Sponsorship cancellation policy

In exceptional circumstances the organisers will be prepared to consider cancellation of their contract with a sponsor, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the reason for the cancellations is, in the opinion of the organisers well founded
- That the sponsors agrees that the organisers shall retain 10% of the contract price if the cancellation is accepted more than six months before the conference, 50% of the contract price if the cancellation is accepted between six and two months prior to the conference and 100% of the contract price if the cancellation is accepted within two months of the opening of the conference
- Cancellation will not be considered if the organisers deem that the sponsorship entitlements have already been provided prior to the submission of the cancellation

Payment details

CHEQUES

Please make all cheques payable to **Western District Health Service** and send to the conference office:

Sowing the seeds of farmer health
C/- National Centre for Farmer health
PO Box 283
HAMILTON VIC 3300

CREDIT CARD/BPAY

Credit card or BPay options will be available on the tax invoice

Further information

For further information or to arrange sponsorship for any of the items listed above, please return the enclosed application form to:

Felicity Little, Event Coordinator
C/- National Centre for Farmer health
PO Box 283
HAMILTON VIC 3300
T: + 61 3 5551 8533
F: + 61 3 5551 8267
E: Felicity.Little@wdhs.net
W: www.farmerhealth.org.au