



MACKILLOP FARM MANAGEMENT GROUP

# SPONSORSHIP PROSPECTUS

PARTNERING WITH MACKILLOP  
FARM MANAGEMENT GROUP

JULY 2022  
- JUNE 2023

PROSPERITY  
THROUGH  
COLLABORATION



## ABOUT US

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MacKillop Farm Management Group was first formed in 1998 following a bus trip by some local farmers to view raised bed cropping systems near Geelong. The Group initially began as a branch of Southern Farming Systems, and focussed on high rainfall zone cropping in the Limestone Coast. Soon after, MFMG incorporated to form an independent not for profit association and over time has partnered with various other groups in the Limestone Coast. MFMG now manages projects that cover all aspects of broadacre agriculture, including cropping, livestock, soils, businesses, and more.

## OUR VISION

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MFMG's vision is for sustainable farming through the adoption of research and innovation.

## OUR MISSION

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MFMG collaborates to deliver research and drive adoption for the benefit of members and the broadacre cropping and livestock industry across the Limestone Coast, western Victoria and beyond.

## OUR VALUES

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MFMG is collaborative, professional and progressive.

## HOW WE DO IT

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- We deliver innovative extension to drive adoption of research outcomes in the Limestone Coast and western Victoria
- We operate professionally
- We adapt to and thrive under changing external factors

## SPONSORSHIP BENEFITS AND OPPORTUNITIES

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Sponsors have the opportunity to be affiliated with a professional organisation and have access to an extensive network of primary producers and businesses through the agricultural industry across the Limestone Coast, western Victoria and beyond.

PROSPERITY THROUGH COLLABORATION

Our sponsorship opportunities are outlined below. All levels are open to negotiation and we would be happy to discuss any aspect of our sponsorship packages with you.

## WHAT IS OUR VALUE TO YOU AS A SPONSOR?

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MFMG have a membership base which covers farming businesses from Sherwood and Meningie in the north to Millicent in the south, Goroke in the east and Mount Benson in the west.

We keep in touch with our members and sponsors using a variety of methods – a fortnightly email, regular social media posts, a twice-yearly long-form newsletter, updates and posts on our website, conducting field days, crop walks and other events, and producing an annual trial results book.

MFMG has over 400 individual members on our distribution list, approximately 75% of whom are farmers and ¼ of whom are in agribusiness, with a read rate of 58%. Our events and field days attract over 300 attendees annually and are held across the Limestone Coast and into western Victoria. Our website averages 5700 page views per month, and our social media channels (Facebook and Twitter) reach over 120,000 people every year.

## HOW DO YOU CONTACT US?

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## SPONSORSHIP SUMMARY

Sponsorship inclusions	Bronze	Silver	Gold
MFMG Agribusiness Membership for your staff*	2	4	Unlimited
Add additional Agribusiness Memberships to your sponsorship package at a discounted rate <b>NEW</b>	25% discount	50% discount	100% discount
Work with MFMG to establish trials or demonstrations of your products at appropriate MFMG sites, or feature your company's site at an MFMG event (where appropriate)**	x	Yes	Yes
Conduct a joint event with MFMG	x	x	Yes
Have a speaking slot at one of our events	x	x	Yes
Free admittance to MFMG funded events for all staff*^	Yes	Yes	Yes
Distribution of a case study, article or other information to MFMG members	Yes	Yes	Yes
Display your logo in our twice-yearly long-form newsletter	Yes	Yes	Yes
Have an advertisement included in our twice-yearly long-form newsletter distributed publicly	x	Half width	Full width
Have an article included in our twice-yearly long-form newsletter, distributed publicly	x	250 words	500 words
Share promotional material on MFMG's social media channels***	1 post	2 posts	4 posts
Display your logo on MFMG's website	Yes	Yes	Yes
Have your logo featured in MFMG's fortnightly newsletter^	Yes	Yes	Yes
Have information forwarded to our database through our fortnightly newsletter	Yes	Yes	Yes

PROSPERITY THROUGH COLLABORATION

## SPONSORSHIP SUMMARY CONTINUED

Sponsorship inclusions	Bronze	Silver	Gold
Have a colour advertisement in our annual trial results book	1/2 page	1 page	2 pages
Access to the member only area of our website^^	Yes	Yes	Yes
Have opportunities to network with members, researchers, Board and Operations Committee at our events	Yes	Yes	Yes
List your business on our business directory on our website^^^ <b>NEW</b>	Yes	Yes	Yes

[\*] Agribusiness Membership is on an individual basis.

[\*\*] More details about trial sponsorship are listed in the Trial and Demonstration Site Sponsorship section.

[\*\*\*] Facebook and Twitter

[\*^] MFMG funded events only - member pricing applies for project funded events

[^] Sponsor logos included on a rotating basis each fortnight

[^^] Included in Agribusiness Membership for your nominated staff members

[^^^] This listing is to be added and maintained by the sponsor organisation, not MFMG

## TRIAL AND DEMONSTRATION SITE SPONSORSHIP

MFMG is involved with trial and demonstration sites throughout the Limestone Coast and into western Victoria. MFMG welcomes our Gold and Silver Sponsors to liaise with us to demonstrate or trial products at these sites, as appropriate, each year.

### Conduct your own trial or demonstration at a MFMG trial site or with a MFMG member

- You may choose to conduct your own trial at one or more of MFMG's trial sites. Alternatively, you may choose to conduct your own trial or demonstration on a MFMG member's property, at a different location to a MFMG trial site.
- MFMG will work with you to find the best location for trials and demonstrations, and finalise treatments and costings for these trials before the decision to participate is made by you.
- You will receive an invitation to speak about your product/s at a relevant event for each trial or demonstration site at which you have conducted a trial or demonstration.

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## TRIAL AND DEMONSTRATION SITE SPONSORSHIP CONTINUED

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- You will receive a copy of the data from the trial or demonstration you have sponsored when the trial has been completed.
- If you choose to share the trial and demonstration site data with MFMG's members, MFMG will publish an article about the trial or demonstration site in our Annual Trial Results Book, with your company's name listed in the trial article. This article must be written by your company.
- You may arrange to visit your trial or demonstration at any time, with pre-approval from MFMG, in order to inspect, promote, or use your trial as an educational tool.

### **Sponsor a MFMG trial**

- You may choose to sponsor an existing MFMG trial that MFMG's Operations Committee has approved.
- You will receive a trial plan with costings for your involvement before the decision to participate is made by you.
- You will receive an invitation to speak about your product/s at the relevant event for each trial site at which you sponsored a trial.
- You will receive a copy of the data from the trial or demonstration you have sponsored when the trial has been completed.
- Trial site data will be published in MFMG's Annual Trial Results Book, with your company's name listed in the trial article as a trial sponsor.

### **Co-location of your trial site at or near an MFMG trial site**

- You may choose to use your own provider to establish a trial or demonstration site in the same location or in a nearby location to a MFMG site.
- You will have your site included on the program for a relevant MFMG event, and you will work with MFMG to finalise the agenda for the visit to your site. Approval must be granted by MFMG for the content to be covered at your site.

PROSPERITY THROUGH COLLABORATION

## GOLD SPONSORSHIP

\$5000+GST per year

Agribusiness membership of MFMG for an unlimited number of staff members\*  
5% discount for a Gold Sponsorship package if signing for a 3-year commitment (payable upfront)

### At our trial sites we invite you to:

- Work with MFMG to establish trials or demonstrations of your products at appropriate MFMG sites, or feature your company's site at a MFMG event (where appropriate)\* \*.

### At our events we invite you to (when appropriate):

- Conduct a joint event with MFMG;
- Have a speaking slot at our events where appropriate;
- Have free admittance for your staff to MFMG funded events\* ^

### We will provide you with the opportunity to:

- Distribute a case study, article, or other promotional information to MFMG's members through our database;
- Display your logo in our twice-yearly long-form newsletter;
- Have a full width advertisement included in our twice-yearly long-form newsletter, distributed publicly;
- Have a 500 word article included in our twice-yearly long-form newsletter, distributed publicly;
- Have 4 posts on each of our social media channels containing your promotional material (videos, articles, links to your website etc) throughout the year\* \* \*;
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's fortnightly newsletters^;
- Have information forwarded to our database through our fortnightly newsletter;
- Have two colour full page advertisements in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book^^;
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.
- NEW IN 2022-2023: List your business on our business directory on our website^^^.

[\*] Agribusiness Membership is on an individual basis.

[\*\*] More details about trial sponsorship are listed in the Trial and Demonstration Site Sponsorship section.

[\*\*\*] Facebook and Twitter

[^] MFMG funded events only - member pricing applies for project funded events

[^] Sponsor logos included on a rotating basis each fortnight

[^^] Included in Agribusiness Membership

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PROSPERITY THROUGH COLLABORATION

## SILVER SPONSORSHIP

\$2500 + GST per year

- Agribusiness membership of MFMG for 4 of your staff members\*
- Add additional Agribusiness Memberships to your package at a 50% discount
- 5% discount for a Silver Sponsorship package if signing for a 3-year commitment (payable upfront)

### At our trial sites we invite you to:

- Work with MFMG to establish trials or demonstrations of your products at appropriate MFMG sites, or feature your company's site at a MFMG event (where appropriate)\*\*.

### At our events we invite you to (when appropriate):

- Have free admittance for your staff to MFMG funded events\*^

### We will provide you with the opportunity to:

- Distribute a case study, article, or other promotional information to MFMG's members through our database;
- Display your logo in our twice-yearly long-form newsletter;
- Have a half width advertisement included in our twice-yearly long-form newsletter, distributed publicly;
- Have a 250 word article included in our twice-yearly long-form newsletter, distributed publicly;
- Have 2 posts on each of our social media channels containing your promotional material (videos, articles, links to your website etc) throughout the year\*\*\*;
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's fortnightly newsletters^;
- Have information forwarded to our database through our fortnightly newsletter;
- Have one colour full page advertisement in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book^^;
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.
- NEW IN 2022-2023: List your business on our business directory on our website^^^.

[\*] Agribusiness Membership is on an individual basis.

[\*\*] More details about trial sponsorship are listed in the Trial and Demonstration Site Sponsorship section.

[\*\*\*] Facebook and Twitter

[^] MFMG funded events only - member pricing applies for project funded events

[^] Sponsor logos included on a rotating basis each fortnight

[^^] Included in Agribusiness Membership

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## BRONZE SPONSORSHIP

\$1000 + GST per year

- Agribusiness membership of MFMG for 2 of your staff members\*
- Add additional Agribusiness Memberships to your package at a 25% discount
- 5% discount for a Bronze Sponsorship package if signing for a 3-year commitment (payable upfront)

### At our events we invite you to (when appropriate):

- Have free admittance for your staff to MFMG funded events\*^

### We will provide you with the opportunity to:

- Distribute a case study, article, or other promotional information to MFMG's members through our database;
- Display your logo in our twice-yearly long-form newsletter, distributed publicly;
- Have 1 post on each of our social media channels containing your promotional material (videos, articles, links to your website etc) throughout the year\*\*\*;
- Display your logo on the main page of our website;
- Have your logo featured in MFMG's fortnightly newsletters^;
- Have information forwarded to our database through our fortnightly newsletter;
- Have one colour half page advertisement in our annual trial results book;
- Access to the member area of the MFMG website, including our annual trial results book^^;
- Have the opportunity to network with members, researchers, the MFMG Board and Operations Committee.
- NEW IN 2022-2023: List your business on our business directory on our website^^^.

[\*] Agribusiness Membership is on an individual basis.

[\*\*\*] Facebook and Twitter

[\*^] MFMG funded events only - member pricing applies for project funded events

[^] Sponsor logos included on a rotating basis each fortnight

[^^] Included in Agribusiness Membership

[^^^] This listing is to be added and maintained by the sponsor organisation, not MFMG

PROSPERITY THROUGH COLLABORATION

## HOW DO YOU BECOME A SPONSOR OF MFMG OR RENEW YOUR SPONSORSHIP?

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If you'd like to become a sponsor of MFMG or to renew your sponsorship, please [click here to access our registration form and the link to sign up on our website](#). We'll then contact you to arrange billing (as appropriate) and welcome you on board.

## NOT QUITE READY TO SIGN UP FOR SPONSORSHIP OF MFMG?

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You can sign up as an Agribusiness Member of MFMG instead! Head to our website for more information and to sign up: [www.mackillopgroup.com.au/membership](http://www.mackillopgroup.com.au/membership).

Our sponsorship year runs from July 1st until June 30th, however special arrangements can be made for sponsorship commencing outside of this timeframe.

The Board, Operations Committee and members of MFMG thank you for your interest and support of our group and the agricultural industry in the Limestone Coast and western Victoria. We look forward to partnering with you and your business and achieving the best possible outcomes for all involved.

PROSPERITY THROUGH COLLABORATION



[www.mackillopgroup.com.au](http://www.mackillopgroup.com.au)