

The Great Aussie Composting Roadshow

6 to 17 March 2023
VIC, NSW and QLD

**SPONSORSHIP
OPPORTUNITIES**



**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA

Centre for
Recycling of Organic
Waste and Nutrients



Introduction

The idea for the first ever Great Aussie Composting Roadshow was driven by the recognition that, when it comes to manure management, many intensive animal enterprises are still dealing with a 'waste problem', are uncertain about what solution might be best for them, and are in need of concise and independent information.

Current and future government regulations have farmers wondering if it's better to stay with the status quo or invest in composting and other value-adding options.

We are 'going bush' to meet farmers on their turf for the Great Aussie Composting Roadshow, aiming to help intensive animal farms, such as egg and broiler farms, cattle feedlots, piggeries, and dairy farms, gain a better understanding of composting animal manures and mortalities and find a way forward for their enterprise.



The Great Aussie Composting Roadshow will visit the following nine locations where intensive animal industries are concentrated:

Victoria

- Monday 6 March 2023 - Colac
- Tuesday 7 March 2023 - St Arnaud
- Wednesday 8 March 2023 - Shepparton

New South Wales

- Thursday 9 March 2023 - Griffith
- Monday 13 March 2023 - Maitland
- Tuesday 14 March 2023 - Tamworth

Queensland

- Wednesday 15 March 2023 - Pittsworth
- Thursday 16 March 2023 - Dalby
- Friday 17 March 2023 - Beaudesert

It's expected that each workshop will attract between 30 and 50 people, totaling between 300 and 400 participants, mostly from intensive animal industries. However, we also expect consultants, State Government agencies, local governments, and others to attend.

If manure management in intensive animal industries is the target market for your products and services, you do not want to miss the opportunity of being part of the Great Aussie Composting Roadshow.

This is a unique opportunity for you to present your products, your services and your company to five key animal industry sectors along the Eastern seaboard, representing a large share of your potential target market.

Sponsoring and participating in The Great Aussie Composting Roadshow is a great way to raise brand awareness and showcase your business's products and/or services to this highly targeted audience.

The Roadshow offers several sponsorship and exhibition packages that will provide maximum exposure for your organization before, during, and after the events. Furthermore, the packages published within this prospectus may also be customised to your specific needs and marketing goals.

Please consider partnering with the Great Aussie Composting Roadshow for a program we hope will transform manure management and composting in Australian intensive animal farming.

Yours faithfully



Johannes Biala
Director
Centre for Recycling of Organic Waste and Nutrients (CROWN)
School of Agriculture and Food Sciences
The University of Queensland

This series of events is jointly funded by the Australian Government's National Landcare Program, Smart Farming Partnerships, and the associated partners.



BENEFITS OF BEING A SPONSOR OR EXHIBITOR

- **Maximum exposure in the lead-up to and during the workshops**
Align your brand and products with The Great Aussie Composting Roadshow for event exposure and ongoing promotion opportunities. Securing your sponsorship early will ensure the highest level of exposure in pre-conference marketing materials.
- **Raise brand and product awareness**
Position and enhance your brand, company, products and services to your target market in a cost-effective way with widespread and highly visible acknowledgement of your company's involvement.
- **Cultivate a competitive edge**
The Great Aussie Composting Roadshow will provide you with a unique opportunity to position your company above your direct competitors, while also allowing you to demonstrate your close involvement with and support for Australia's farming and intensive animal industries.
- **Exposure to an engaged target market, represented by industry leaders**
Benefit from exposure to an engaged, relevant and influential audience that is represented by industry leaders, in an environment that is removed from the competition of everyday distractions.
- **Establish new and foster existing relationships**
Build new and maintain existing business relationships by connecting with attendees' face-to-face during the workshops and break times.
- **Gain valuable insights**
By sponsoring and attending the workshops, you will be able to gain valuable insights, gather new information, learn about the latest developments, and get an understanding of the 'mood' in the various intensive animal industries.

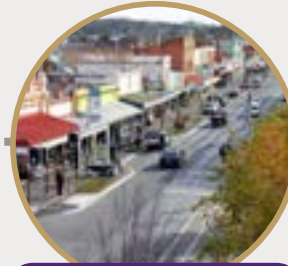
Workshop dates and locations

Monday
6 March 2023



Colac, VIC

Tuesday
7 March 2023



St Arnaud, VIC

Wednesday
8 March 2023



Shepparton, VIC

Tuesday
14 March 2023



Tamworth, NSW

Monday
13 March 2023



Maitland, NSW

Thursday
9 March 2023



Griffith, NSW

Wednesday
15 March 2023



Pittsworth, QLD

Thursday
16 March 2023



Dalby, QLD

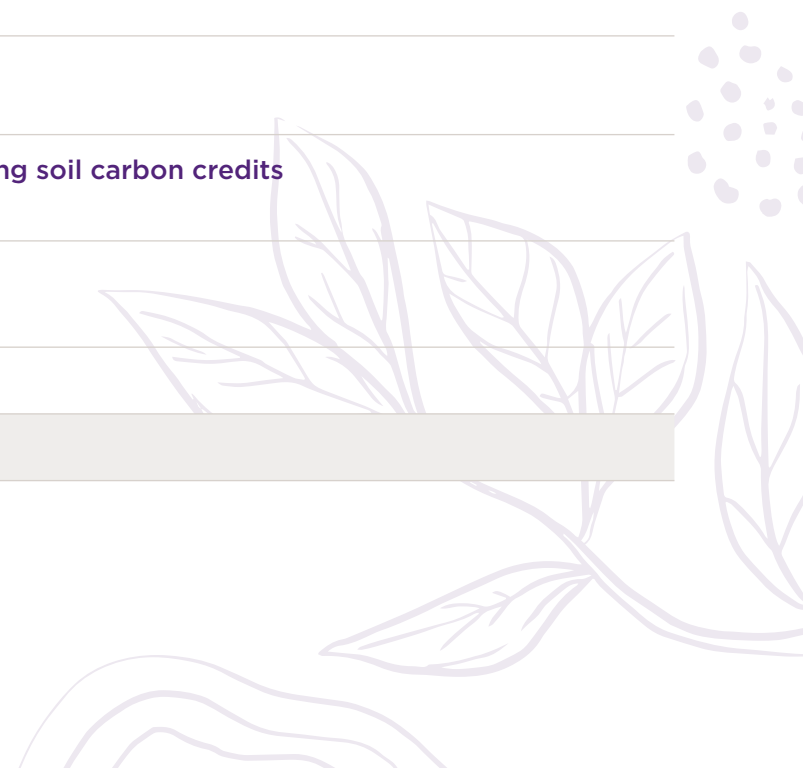
Friday
17 March 2023



Beaudesert, QLD

Workshop agenda

9:30am	Registration, tea and coffee
10:00am	Welcome and housekeeping
10:10am	On-farm composting – Status, Barriers, Opportunities Dr Kevin Wilkinson
10:45am	Why consider manure composting? Prof Robert Rynk
11:20am	Rules and regulations that govern manure management and composting Janine Price
11:55am	The fundamentals of composting Prof Robert Rynk
12:30pm	Lunch Break
1:30pm	Planning and setting up a composting operation, including business and operational models Matt Cotton
2:05pm	Mortality composting Dr Kevin Wilkinson
2:40pm	Compost characteristics and compost use, including soil carbon credits Johannes Biala
3:15pm	Presentation related to the local area Local speaker
3:30pm	Roundtable discussion and Q&A - local issues
4:00pm	Workshop Close





Sponsorship packages

Gold tour sponsor

EXCLUSIVE OPPORTUNITY - Only one package available

Investment: \$7,500 + GST

Gold Tour Sponsorship inclusions:

- Acknowledgement as Gold Tour Sponsor with corporate logo on company website on promotional flyer (Version 2 to be distributed around end of January 2023)
- Acknowledgement as Gold Tour Sponsor with corporate logo, 200-word corporate profile and weblink from Roadshow website (crown-concrete.com)
- Acknowledgement on any electronic communications including electronic newsletters and social media posts, where feasible
- Half-page advertisement in the Workshop Handouts
- Acknowledgement of sponsor in welcome address at each of the nine workshops
- Corporate logo on sponsors list (with other event sponsors) at each of the nine workshops
- Complimentary attendance for up to two company representatives at each workshop
- Opportunity to place brochures and promotional material on trestle table at each of the nine workshops (100 x 75 cm)
- Opportunity to display company banner next to trestle table at each of the nine workshops (sponsor is responsible for delivery, installation and removal of banner)
- Opportunity to show company video (no sound) of maximum 5-minute duration during morning tea and lunch at each of the nine workshops

Sponsorship packages

Silver tour sponsor

One package sold, one package remaining (Maximum two in total)

Investment: \$5,000 + GST

Silver Tour Sponsorship inclusions:

- Acknowledgement as Silver Tour Sponsor with corporate logo and link to company website on promotional flyer (Version 2 to be distributed around end of January 2023)
- Acknowledgement as Silver Tour Sponsor with corporate logo, 100-word corporate profile and weblink from Roadshow website (crown-compost.com.au)
- Acknowledgement on any electronic communications (including electronic newsletters and social media posts, where feasible)
- Quarter-page advertisement in the Workshop Handouts
- Acknowledgement of sponsorship during welcome address at each of the nine workshops
- Corporate logo on sponsors' slide (with other event sponsors) at each of the nine workshops
- Complimentary attendance for one company representative at each workshop
- Opportunity to display brochures and promotional material on half of trestle table at each of the nine workshops (90 x 75 cm)
- Opportunity to show company video (no sound) of maximum 3-minute duration during morning tea and lunch at each of the nine workshops





Sponsorship packages

Bronze tour sponsor

Maximum three packages available - all sold

Investment: \$3,000 + GST

BronzeTour Sponsorship inclusions:

- Acknowledgement as Bronze Tour Sponsor with corporate logo and weblink to company website on promotional flyer (Version 2 to be distributed around end of January 2023)
- Acknowledgement as Bronze Tour Sponsor with corporate logo and weblink from Roadshow website (crown-compost.com.au)
- Acknowledgement on any company communications (including electronic newsletters and social media posts, where applicable)
- Company contact details listed in the Workshop Handouts
- Acknowledgement of sponsorship during welcome address at each of the nine workshops
- Corporate logo (along with other event sponsors) at each of the nine workshops
- Complimentary attendance for one company representative at each workshop
- Opportunity to display brochures and promotional material on a third of a trestle table at each of the nine workshops (approx. 75 cm)
- Opportunity to show company video (no sound) of maximum 1-minute duration during morning tea and lunch at each of the nine workshops



Display opportunities

Apart from Sponsorship packages, the Great Aussie Composting Roadshow also offers equipment and service providers the opportunity to display brochures and promotional material on trestle tables.

The available space per exhibitor measures approximately 45 x 75 cm, representing a quarter of a trestle table.

Exhibition options

1. Display of brochures and information material, handled by accompanying company staff.

OPTION A	All States - 9 locations	\$1,000 + GST
OPTION B	Two States - 6 locations	\$750 + GST
OPTION C	One State - 3 locations	\$500 + GST

2. Display of brochures and information material, handled by Roadshow staff.

OPTION A	All States - 9 locations	\$900 + GST
OPTION B	Two States - 6 locations	\$700 + GST
OPTION C	One State - 3 locations	\$475 + GST

Contact and next steps

Step 1: Contact the team to discuss your needs. Once your requirements have been determined and agreed upon you will receive a Sponsorship Agreement

Step 2: Complete and return the Sponsorship Agreement

Step 3: Once we have received your completed agreement you will be sent a confirmation email and invoice for your deposit payment. As the event draws closer you will receive further communications to assist in your preparation for the event.

Should you have any questions regarding any of the information contained within this Prospectus, please contact the team today.

Veronica Dullens

T 0400 449 100

E veronica@revolveservices.com.au

Johannes Biala

T 0409 062 613

E j.biala@uq.edu.au

crown-compost.com.au

CRICOS 00025B TEQSA PRV12080

