



Sponsorship Prospectus

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Introduction

The Western Australian No-Tillage Farmers Association is a member organisation formed in 1992, with the purpose of integrating new technology and agronomic innovation into conservation farming practices, to drive profitability and productivity.

We invite organisations in related industries to consider the advantages of partnering with WANTFA, the largest agronomic grower group in the state. The majority of our members are growers, who collectively contribute around half a billion dollars to the Western Australian Agriculture Sector.

Sponsors benefit from their association with WANTFA, through regular opportunities to showcase products and services at events run by WANTFA, and in internal communications to members.

WANTFA events are well supported by growers, industry and academics from across the state and represent a fantastic opportunity to the right businesses.

Benefits

- Sponsors will be associated with the largest agronomic grower group in Western Australia, a leader in conservation farming practices for more than thirty years, and some of Australia's best-practice farmers.
- Sponsors will partner with a brand recognized in Australia and overseas in the global agriculture space and a farmer-led board with vastly experienced directors
- Sponsors will be aligned with a farming group with an ethos of integrity and a track record of delivering cutting-edge research to the farm gate
- All sponsors, no matter the level, can expect to be valued members of the WANTFA team, and treated with the utmost respect.

Sponsorship Packages

Premium Sponsor

- Naming rights to one WANTFA event per year
- Naming rights to three sessions at WANTFA events, such as live demo days or conferences
- Invitation to demonstrate products and services at all WANTFA events
- WANTFA Podcast - This Farming Life - one announcement per episode read by the host - script supplied
- Invitation to a company rep to appear on the WANTFA podcast once per year on Sponsors Day, to discuss your company or service and how you can benefit members
- WANTFA newsletter message or article pertinent to our farmer members, banner strip adverts, four times per year
- WANTFA website - banner space for your company with the files supplied with a direct link to your company or services web page
- One invite per year to a WANTFA board meeting to meet the board
- Recognition twice a month on WANTFA social media platforms
- Signage on WANTFA vehicles - one small decal provided in a prominent place that will be seen all over the WA Wheatbelt
- Invitation to annual WANTFA sponsors BBQ by the Bay

\$25,000 p/a

CASH OR IN KIND - MINIMUM 2 YEAR COMMITMENT

Gold Sponsor

- Naming rights to one session at WANTFA events, such as live demo days or conferences
- Invitation to demonstrate products and services at all WANTFA events
- WANTFA Podcast - This Farming Life - 6 announcements per 12 months, read by the host - script supplied
- Invitation to a company rep to appear on the WANTFA podcast once per year on Sponsors Day, to discuss your company or service and how you can benefit members
- WANTFA newsletter message or article pertinent to our farmer members, banner strip adverts, four times per year
- WANTFA website - banner space for your company with the files supplied with a direct link to your company or services web page
- One invite per year to a WANTFA board meeting to meet the board
- Recognition once a month on WANTFA social media platforms
- Signage on WANTFA vehicles - one small decal provided in a prominent place that will be seen all over the WA Wheatbelt
- Invitation to annual WANTFA sponsors BBQ by the Bay

\$15,000 p/a

CASH OR IN KIND - MINIMUM 2 YEAR COMMITMENT

Sponsorship Packages

Silver Sponsor

- Invitation to demonstrate products and services at all WANTFA events
- WANTFA Podcast - This Farming Life - 1 announcement per month, read by the host - script supplied
- WANTFA newsletter message or article pertinent to our farmer members, banner strip adverts, twice per year
- WANTFA website - banner space for your company with the files supplied with a direct link to your company or services web page
- Recognition of your sponsorship on WANTFA social media platforms
- Invitation to annual WANTFA sponsors BBQ by the Bay

\$12,000 p/a

CASH OR IN KIND - MINIMUM 2 YEAR COMMITMENT

Machinery Dealer Sponsor

- Naming Rights for one meal break or session at a WANTFA Live Demonstration Day eg Lunch BBQ or Marquee Sponsor
- Invitation to display up to three machines, live or static, at all WANTFA Live Demonstration Days during the period of sponsorship
- Invitation to display flags, brochures and marketing material at all WANTFA Live Demonstration Days
- WANTFA Podcast - This Farming Life - 2 announcements per 12 months, read by the host - script supplied
- Invitation to a company rep to appear on the WANTFA podcast to discuss your machinery
- WANTFA newsletter - 2 articles a year on farm machinery and the latest innovations and new technology in the WANTFA E-Newsletter
- Recognition on WANTFA social media platforms of your sponsorship
- Invitation to annual WANTFA sponsors BBQ by the Bay

\$10,000 p/a

CASH OR IN KIND - MINIMUM 2 YEAR COMMITMENT

Sponsorship Packages

WANTFA Podcast

NAMING RIGHTS SPONSOR

- Podcast naming rights for 12 months across 24 episodes - "bought to you by".
- Invitation to be a stand-alone guest, twice a year
- 30 second scripted advert, read by the host, in each podcast episode

\$9,000 p/a

CASH ONLY - MINIMUM 2 YEAR COMMITMENT

ADVERTISING SPONSOR

- Ad-hoc, 15 second scripted adverts, read by the host

\$350 p/episode

CASH ONLY

- Outro advert, 30 seconds scripted, read by the host

\$500 p/episode

CASH ONLY

Associate Sponsor

- One 15-second advert per year scripted and read by the host on the WANTFA Podcast
- Recognition on the WANTFA social media channels
- Recognition on our sponsor panel, which accompanies all communications
- Invitation to all WANTFA events
- Invitation to the annual WANTFA BBQ By The Bay event

\$5,000 p/a

CASH ONLY - MINIMUM 2 YEAR COMMITMENT

Sponsor Panel Only

- Recognition on our sponsor panel, which accompanies all communications
- Invitation to all WANTFA events
- Invitation to the annual WANTFA BBQ By The Bay event

\$3,000 p/a

CASH ONLY - MINIMUM 2 YEAR COMMITMENT

