

Seed Business

Collaborate, learn & grow

CHRISTCHURCH, NZ

25 - 28 AUGUST 2025

TE PAE CHRISTCHURCH CONVENTION CENTRE

Sponsorship Prospectus



Seed & Grain
New Zealand



Australian
Seed Federation

Seed Business 2025 PREMIUM SPONSOR

\$20,000 NZD
+ GST

+ Gala Dinner
\$27,500 NZD
+ GST

The Premium Sponsor of Seed Business 2025 will have maximum exposure to companies in the seed and agriculture industry.

As well as being the premium convention partner, this exclusive package gives you the option to include the highlight of the social functions, the Gala Dinner, at a reduced price.

The Gala Dinner will include the presentation of any Life Members as well as other awards.



Inclusions

- 1x exhibitor trade booth
- The opportunity to nominate a convention speaker
- Full page ad in the printed and digital Seed Business handbook
- 1x pull-up banner on the plenary convention stage
- 1x pull-up banner at the convention registration area
- Premium digital branding on the convention websites and social media promotion
- Premium digital branding at the two days of Seed Business Convention
- Premium branding on all delegate nametags
- Acknowledgement in the printed and digital convention handbook



Why not take full advantage of this opportunity and include the **Gala Dinner sponsorship** for maximum brand coverage

- Naming rights to Gala Dinner
- 1x pull up banner on Gala Dinner stage
- 5 minute speaking slot at the Gala Dinner
- Opportunity to have company logo printed on Gala Dinner menu
- 3x Gala Dinner tickets

GALA DINNER

\$12,500 NZD
+ GST

Be the centerpiece of the convention social events by sponsoring the Gala Dinner at the magnificent **Christchurch Town Hall**. Your brand will shine at this gathering of seed industry leaders, leaving a lasting impression through our key networking and celebration event.



WELCOME DRINKS

\$6,500 NZD
+ GST

The Welcome Drinks will help to set the tone for the convention and provide a relaxed environment to network with known and new industry colleagues.



Inclusions

- Naming rights to the Gala Dinner
- 5 minute speaking slot at the Gala Dinner
- Branding at the Gala Dinner including 1x pull up banner on Gala Dinner stage
- Opportunity to have company logo printed on the Gala Dinner menu
- 3x Gala Dinner tickets
- Half page ad in the printed and digital convention handbook
- Digital branding on the convention website and social media promotion
- Acknowledgement in the printed and digital convention handbooks



Inclusions

- 5 minute speaking slot at the Welcome Drinks
- Branding at the Welcome Drinks including 1x pull up banner at the event
- 3x Welcome Drinks tickets
- The option to provide a branded takeaway for all guests – to be organised separately
- Half page ad in the printed and digital convention handbook
- Digital branding on the convention website and social media promotion
- Acknowledgement in the printed and digital convention handbooks



GENE TECH WORKSHOP

\$8,500 NZD
+ GST

Shape one of the conversations in innovation as the Gene Tech Workshop Sponsor. Align your brand with cutting-edge advancements in seed technology, engaging directly with leaders shaping the future of our industry.



Inclusions

- Naming rights to Gene Tech Workshop
- Opportunity to nominate one of the workshop speakers
- Branding at the Gene Tech Workshop including 1x pull up banner on stage
- 2x Gene Tech Workshop tickets
- Half page ad in the printed and digital convention handbook
- The option to provide a branded takeaway for all guests – to be organised separately
- Digital branding on the convention website and social media promotion
- Acknowledgement in the printed and digital convention handbooks



WOMEN IN SEED

\$5,000 NZD

SOLD

The Women in Seed Cocktail Hour is designed to showcase and support the women in the seed industry to network and encourage diversity.



Inclusions

- Naming rights to the Women in Seed Cocktail Hour
- 5 minute speaking slot at the Women in Seed Cocktail Hour
- Branding at the Women in Seed Cocktail Hour including 1x pull up banner
- 2x Women in Seed Cocktail Hour tickets
- Half page ad in the printed and digital convention handbook
- Digital branding on the convention website and social media promotion
- Acknowledgement in the printed and digital convention handbooks



KEYNOTE SPEAKER

2@ \$3,500 NZD
+ GST

As a convention keynote speaker sponsor you will have the opportunity to shape the program during a plenary session.

There are two Keynote Speaker sponsor sessions available.



Inclusions

- Naming rights to a plenary session at Seed Business 2025
- The opportunity to nominate a speaker (30-minute speaking slot)
- 1x pull-up banner on the main convention stage during your plenary session
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



COFFEE CART

\$5,500 NZD
+ GST

Everyone knows conventions are fueled by caffeine, so why not be the company responsible for pleasing delegates with freshly made barista coffee. Enjoy great brand exposure with every coffee made.



Inclusions

- 1x pull-up banner at the coffee cart for the two days of Seed Business 2025
- The option to provide branded coffee cups and additional signage on the coffee cart – to be organised separately through the coffee cart supplier
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



CONVENTION LANYARDS

\$4,000 NZD
+ GST

SOLD

See your brand around the neck of every attendee as the Convention lanyard sponsor. The lanyards will also include the logos of NZGSTA and the ASF.



Inclusions

- Maximum brand exposure on every delegate's lanyard
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



CONVENTION HANDBOOK

\$3,500 NZD
+ GST

Be seen as the Convention handbook sponsor across both the printed and digital convention handbooks, the key take away from the event. See your brand showcased amongst the convention information, speaker biographies, program, delegate list and more.



Inclusions

- Full page ad in the printed and digital Seed Business handbook (inside front cover)
- Company logo displayed each page of the Seed Business handbook
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



CONVENTION NOTEBOOKS & PENS

\$3,500 NZD
+ GST

Let your brand do the talking as each delegate receives a notebook and pen to use throughout the convention and beyond.



Inclusions

- Maximum brand exposure on every delegate's notebook and pen
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook

MEETING LOUNGE

\$3,000 NZD
+ GST

Position your brand at the heart of connection and collaboration as the exclusive Meeting Lounge Sponsor. Your support will provide attendees with a comfortable, professional space to network and recharge.



Inclusions

- Naming rights for the meeting lounge space
- 1x pull-up banner displayed at the meeting lounge space
- Opportunity to provide branded materials at the meeting lounge (e.g., notebooks, pens, water bottles) – to be organised separately
- Digital branding on the convention website, social media promotion, and throughout the convention
- Acknowledgement in the printed and digital convention handbook

SEED BUSINESS CHALLENGE

\$3,000 NZD
+ GST

Be the company that lets attendees have some fun while networking as they take part in the hotly contested Seed Business Challenge!



Inclusions

- Branding at the Seed Business Challenge including 1x pull-up banner
- 2x tickets for a company/brand representative to participate in the Seed Business Challenge
- The opportunity to award the trophy to the winner of the Seed Business Challenge at the Welcome Drinks
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



CONVENTION SUPPORTER

\$2,000 NZD
+ GST

Interested in simply supporting Seed Business Convention? Sign up as a Convention Supporter to help bring this great event to life, and receive brand coverage in recognition of your support.



Inclusions

- Quarter page ad in convention handbook
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook

FIELD DAYS

3@ \$3,500 NZD
+ GST

Showcase your expertise and commitment to the industry by sponsoring one of our Field Days.

With three tailored tours, your brand will be front and centre as delegates explore the rich tapestry of NZ's seed industry.



Inclusions

- Naming rights to one of three Seed Business Field Days
- The option to provide branded hats (or similar) for all field day attendees – to be organised separately
- Digital branding on the convention website, social media promotion and throughout the convention.
- Acknowledgement in the printed and digital convention handbook

EXHIBITION SPACE

\$3,000 NZD
+ GST

Claim your space in the exhibition hall for the best opportunity to meet with convention delegates and current and potential customers across throughout Seed Business Convention.

The exhibitor booth allows you choose either a 3m x 3m or 3m x 1.8m space to showcase your latest products or services.

There are limited exhibitor booths available at Seed Business 2025, so get in quick!



Inclusions

- Booth includes: Shell scheme booth, spotlight and power outlet
- The option to hire additional furniture and purchase alternate branding options
- 1x ticket for daily catering and social functions
- The chance to win Best Booth
- Digital branding on the convention website, social media promotion and throughout the convention
- Acknowledgement in the printed and digital convention handbook



Australian specific

SPONSOR A STUDENT

\$2,500 NZD

+ GST

Invest in the future of the seed industry by sponsoring a student to attend the convention. Your support will provide aspiring professionals with invaluable access to learning, networking, and career development opportunities.



Inclusions

- Opportunity to provide branded materials for the sponsored student – to be organised separately
- Testimonial from your sponsored student to be promoted by the ASF and provided to you for own promotion
- Digital branding on the convention website, social media promotion, and throughout the convention
- Acknowledgement in the printed and digital convention handbook

WOMEN IN SEED AWARD

\$2,500 NZD



The ASF Women in Seed award celebrates and honours a dedicated woman in the Australian Seed Industry who has demonstrated exceptional commitment, leadership, and impact.



Inclusions

- Your brand featured on the physical award trophy
- The option to nominate a representative to present the award at the Gala Dinner
- Digital branding on the convention website, social media promotion, and throughout the convention
- Acknowledgement in the printed and digital convention handbook



EMERGING LEADER AWARD

\$2,500 NZD



The ASF Emerging Leader Award is designed to recognise and celebrate an individual who is new to the Australian Seed Industry, having been in the industry for under seven years.



Inclusions

- Your brand featured on the physical award trophy
- The option to nominate a representative to present the award at the Gala Dinner
- Digital branding on the convention website, social media promotion, and throughout the convention
- Acknowledgement in the printed and digital convention handbook

Seed Business

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Get in touch to secure your
sponsorship package!



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