



# CORPORATE SPONSORSHIP

FY 2024-25

[asf.asn.au](http://asf.asn.au)





**Australian  
Seed Federation**

## **Who are we?**

The **Australian Seed Federation** represents the entire seed supply chain in Australia and includes plant breeders, seed growers, seed processors and seed marketers, as well as associated businesses.

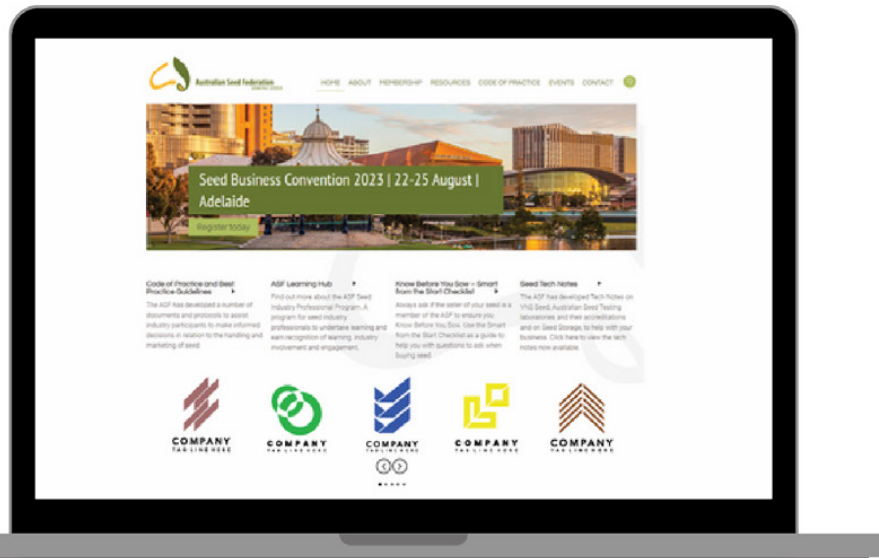
The Australian Seed Industry is worth over \$1 billion annually to the Australian economy and is an important part of rural and regional Australia.

We are committed to seeing a productive and profitable seed industry in Australia through our values of sustainability, leadership, integrity and collaboration.

**With your support, we can further our reach and improve the Australian seed industry to add value to the world through high-quality seed for sowing.**

# Become a sponsor

Have a look at the benefits of becoming a corporate sponsor of the Australian Seed Federation.



## Premium brand exposure

Your brand will take center stage, featured across every page of the Australian Seed Federation's website in our updated sponsor carousel. This ensures that every site visitor encounters your brand, driving significant visibility and clicks across to your website.

## NEW! Exclusive sponsors networking event

Gain access to a dedicated networking event where you can meet and interact with decision makers, policymakers and industry representatives, forging valuable connections and contributing to valuable advocacy efforts.

## NEW! Active promotional support

Benefit from promotional support from our dedicated Public Affairs Officer, who will actively promote your brand and initiatives, leveraging expertise to enhance your visibility and impact within the seed industry.

## Comprehensive promotion

Enjoy extensive promotion reaching Australian Seed Federation members, industry professionals, government representatives and more through our communications and marketing materials.





# Be seen by ASF members

## Prominent signage display

Gain visibility at our events, including the Seed Business Convention and Regional Meetings, with your logo prominently featured across ASF signage and presentations.

## Spotlight feature

Elevate your brand further by being featured in our Sponsor Spotlight section within the ASF's monthly Seed News, amplifying your reach and influence.

## Exclusive discounts

Enjoy a 10% discount on Seed Business Convention sponsorship packages, maximising your investment and saving on valuable opportunities for exposure.

## Discounted exhibitor booth

Take advantage of reduced costs for exhibitor booths at the Seed Business Convention, further extending your reach & facilitating direct engagement with potential clients & partners.

# + more benefits...

## Convention Handbook promotion

Your company brand will be promoted in the Seed Business Convention handbook, distributed to all convention delegates and exhibitors.



## Exclusive advertising opportunities

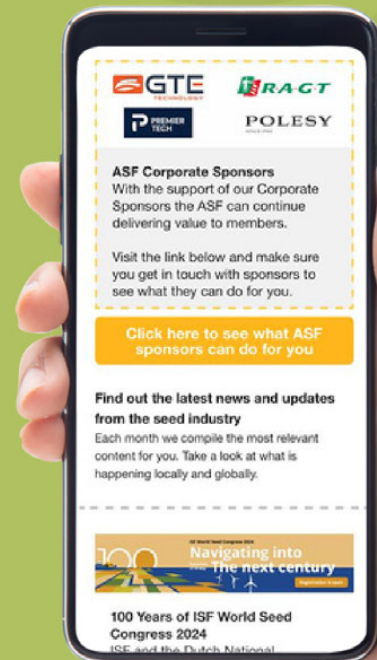
Seize the opportunity to showcase your brand through advertisements or editorials in the Australian Seed Federation's monthly publication, Seed News. Gain visibility and credibility within the industry.

## Social media exposure

Benefit from exposure across the Australian Seed Federation's active social media channels, expanding your online presence.

## Clickable ad and brand presence

Click-through ad and brand housed on the ASF website, providing direct access to your offerings and reinforcing your presence to engaged audiences.





# Seed Business Convention



Seed Business Convention is the **principal event on the Australian seed industry's calendar.**

Convention sponsors have the opportunity to meet with the decision makers right across the spectrum of Australian seed businesses as well as government officials and research and development corporations.

In 2023, more than 160 delegates from over 60 companies gathered in Adelaide to:

- Connect with seed and agriculture leaders.
- Engage with industry colleagues, researchers and policy makers.
- Learn about the latest seed and agriculture developments and new technology.
- Discuss industry issues and policy development.

As a Corporate Sponsor of the Australian Seed Federation, the **total investment for 2024-25 is \$3,000 + GST.**

The benefits of corporate sponsorship will solidify your position as a key supporter of the Australian Seed Federation while providing unparalleled opportunities for brand visibility, networking and business growth.

Join us in shaping the future of the Seed Industry and unlock the full potential of your sponsorship investment.



# Find out more

Thank you for considering supporting us as a Corporate Sponsor for 2024-25. Have a chat with our team today and find out how we can support you.




For sponsorship enquiries:



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