



FOOD+GROCERY

AUSTRALIA 2024

15-16 MAY | RITZ CARLTON, MELBOURNE



Event Sponsorship Prospectus

Proudly presented by:



AUSTRALIAN FOOD & GROCERY COUNCIL

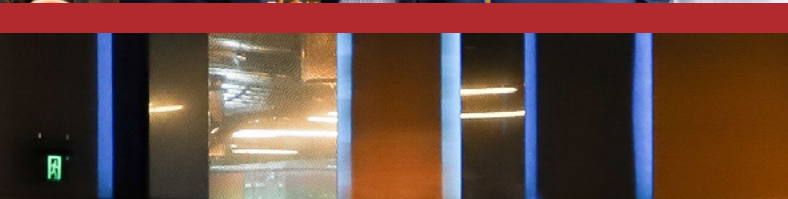
FOOD + GROCERY AUSTRALIA

is **the** signature event
for business leaders
in the nation's food
and grocery sector.



**350+ DELEGATES.
TWO DAYS OF
INDUSTRY-LEADING
INSIGHTS.**

**ONE UNMISSABLE
OPPORTUNITY.**



FOOD+GROCERY
AUSTRALIA 2024



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MAJOR SPONSOR

\$110,000 inc. GST – 1 available

This package includes:

- Full conference registrations x 5 – valued at \$19,975
- 20% discount on subsequent conference registrations for additional delegates
- Acknowledgement by the MC as the major sponsor throughout the conference
- Opportunity for sponsor CEO to provide 5-minute welcome at conference opening
- Host a breakfast seminar on the morning of day 2 of Food + Grocery Australia. This can be by invitation or open to all (by registration) and included in the conference program
- Brand activation space within pre function area (space limitations, final specifications to be agreed in consultation with the AFGC)
- One seat at head table for conference dinner
- Branding on holding slides in plenary room
- Branding of conference app
- Sponsor page on conference app for white paper, video, documents etc.
- Sponsor logo on name tags
- 1 ticket for sponsor CEO to attend AFGC CEO dinner on 14th May
- Photographs of your organisation at the event
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn and eDM networks
- Subsequent promotional LinkedIn post





COFFEE CART SPONSOR

2 coffee carts - \$30,000 Inc GST

This package includes:

- Full conference registration x 2 valued at \$7,990
- 20% discount on subsequent conference registrations for additional delegates
- Freestanding banner positioned either side of the coffee cart for the duration of the conference
- One trestle table positioned next to the coffee cart
- Branding on holding slides in plenary room
- Photographs of your organisation at the event
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn
- Branding on the sponsor page of the conference app and the ability to include a PDF document or whitepaper for delegates to download
- Ability to provide signage for front of coffee cart (at cost of sponsor)
- Ability to provide branded cups - if sponsor wishes to provide keep cups, it is also a requirement that takeaway coffee cups are made available. Takeaway coffee cups can be provided by venue, or sponsor can provide branded takeaway coffee cups (at cost of sponsor)

Please note that no external food or beverage can be provided.





JUICE AND SMOOTHIE BAR SPONSOR

\$20,000 Inc GST

This package includes:

- Full conference registration x 2 valued at \$7,990
- 20% discount on subsequent conference registrations for additional delegates
- Freestanding banner positioned either side of the juice bar for the duration of the conference
- One trestle table positioned next to the juice bar
- Branding on holding slides in plenary room
- Photographs of your organisation at the event
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn
- Branding on the sponsor page of the conference app and the ability to include a PDF document or whitepaper for delegates to download
- Ability to provide signage for front of juice bar (at cost of sponsor)
- Ability to provide branded cups - if sponsor wishes to provide keep cups, it is also a requirement that takeaway cups are made available. Takeaway cups can be provided by venue, or sponsor can provide branded takeaway cups (at cost of sponsor)





MEETING HUB SPONSOR

\$45,000 inc GST

Meeting Hub includes 1 x private meeting space, outdoor terrace and an allocation of the pre-function space which will include set up of informal café style seating.

This package includes:

- Full conference registration x 3 valued at \$11,985
- 20% discount on subsequent conference registrations for additional delegates
- Fully branded activation space of entire meeting hub for duration of the conference – refer to floor plan (sponsor may consider a giveaway which can be promoted through app alerts). AFGC will provide various pieces of furniture, including café tables and chairs
- Branding on holding slides in plenary room
- Photographs of your organisation at the event
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn and eDM networks
- Branding on the sponsor page of the conference app and the ability to include a PDF document or whitepaper for delegates to download
- Provision of a TV screen within meeting hub for sponsor to utilise.





CONFERENCE DINNER SPONSOR

\$70,000 Inc GST

This includes sponsorship of pre-dinner and post-dinner drinks

This package includes:

- Full conference registration x 3 valued at \$11,985
- 20% discount on subsequent conference registrations for additional delegates
- 5-minute welcome at conference dinner
- One seat at head table at conference dinner
- Exclusive branding of the ballroom for conference dinner
- Up to 5 x freestanding banners within pre-function area for pre and post conference dinner drinks
- Company logo dinner menus
- Display table in pre-function area for duration of conference
- Branded centrepieces
- Branding on holding slides during dinner
- Company logo alongside conference dinner on conference app program
- Signature company cocktail
- Photographs of your organisation at the event
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn and eDM networks
- Branding on the sponsor page of the conference app and the ability to include a PDF document or whitepaper for delegates to download





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POWER PACK SPONSOR

\$15,000 Inc GST

This package includes:

- Full conference registration x 1 valued at \$3,995
- 20% discount on subsequent conference registrations for additional delegates
- Sponsor to provide branded individual power/ charging packs for each delegate which will be handed out at sponsor display table
- 1 x freestanding pull up banner behind display table
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn
- Branding on the sponsor page of the conference app

**sponsor to provide power packs.*

EVENT SUPPORTER – MAX 5

\$12,500 Inc GST

This package includes:

- Full conference registration x 1 valued at \$3,995
- 1 x display table in pre-function area
- 1 x freestanding pull up banner behind display table
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Branding on the sponsor page of the conference app



CONFERENCE APP AND WI-FI SPONSOR

\$10,000 Inc GST

This package includes:

- Full conference registration x 1 valued at \$3,995
- Conference wi-fi named [your company] wi-fi. Sponsor to select name and password
- Branded signage at registration desk and entrance to plenary room with wi-fi details
- Wi-fi details listed in conference app
- Logo on conference app
- Sponsor logo on the FGA website including link to your preferred URL
- Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- Event sponsor announcement posted on LinkedIn
- Branding on the sponsor page of the conference app





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CO-CREATE YOUR OWN SPONSORSHIP PACKAGE

You are most welcome to design your own sponsorship package that delivers exactly what you require.

Think outside the box and the AFGC will work with you to negotiate a price and package that responds to all objectives.

YOUR EVENT & SPONSORSHIP CONTACTS

Alyssa Shands

*Associate Director,
Membership and Events*

alyssa.shands@afgc.org.au

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Samantha Shanks

*Membership and Sponsorship
Officer*

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AUSTRALIAN FOOD AND GROCERY COUNCIL

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afgc@afgc.org.au
www.afgc.org.au
ABN 23 068 732 883



2024 SPONSORSHIP APPLICATION FORM

Please return this completed form to AFGC by email to samantha.shanks@afgc.org.au to secure sponsorship.

Section A – Sponsor Contact and Company Details	
Name	
Position	
Company	
Address	
Phone	
Email	
Section B – Sponsorship Details and total cost	
Sponsorship Package	Sponsorship Package name: Sponsorship Package cost:
	Sponsorship Package name: Sponsorship Package cost:
	Event: Sponsorship Package name: Sponsorship Package cost:
Total amount \$	
Section C – Authorisation and signatory details	
Name	
Position	
Signature	
Date	



Section D – Payment details	
A tax invoice for the full amount of your event sponsorship will be issued upon receipt of this form by the AFGC. Full payment is required by the AFGC no later than 30 days after invoice date, and no later than 30 days prior to the event date. Sponsorship entitlements will not commence until a purchase order is raised or payment is received.	
<input type="checkbox"/> Payment by Invoice . Please fill in the details below:	
Invoice to: Name	
Invoice email: (Accounts Payable)	
Invoice address: (if different to Section A)	
Purchase Order #:	
Invoice total (inc GST)	
<input type="checkbox"/> Paying by Credit Card	
Payment Details	Please note that all credit card payments will incur a 3% processing fee, including any refunds
Card Type	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners
Card Number	Exp date:
Cardholder name	
Amount	
Signature	



TERMS AND CONDITIONS

The (Company name)
Fully accepts and understands the terms and conditions outlined above for the specified 2024 Sponsorship.

Full Name:

Position:

Signature:

Date.....

Approved by AFGC Associate Director, Member Services and Events, Alyssa Shands

SIGNATURE _____ DATE: _____

FURTHER INFORMATION

Alyssa Shands, Associate Director, Member Services and Events
Australian Food and Grocery Council
Locked Bag 1
Kingston ACT 2604
Email: alyssa.shands@afgc.org.au



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL

TERMS AND CONDITIONS

Sponsorship is for the nominated event as specified in the sponsorship details section – **Section B – Sponsorship Details and total cost.**

- The cost of AFGC Sponsorship is \$.....(excluding any credit card surcharge). This is the amount shown in **Section B – Sponsorship Details and total cost.**
- Sponsorship in no way guarantees a speaking position, unless specifically listed under sponsorship entitlements within the package.
- AFGC reserves the right to invite speakers relevant to *Food and Grocery Australia 2024* and acknowledge the contribution of other companies who may assist with the program and/or speaker costs, even if they are not current 2024 event sponsors.
- AFGC reserves the right to cancel any event without consultation with sponsors. Under such circumstances all sponsorship agreements will be rendered void and AFGC will refund any sponsorship money paid, less an agreed amount for benefits already provided.
- All sponsorship packages are issued on an annual basis unless otherwise specified.
- Full payment is required 1 month prior to an event date. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by AFGC, unless an agreement has been made with the Associate Director Member Services and Events.
- To accept these terms and conditions for any *Food and Grocery Australia 2024*, please complete and sign below and return to AFGC emailing both alyssa.shands@afgc.org.au and samantha.shanks@afgc.org.au
- The Sponsorship Application Form must also accompany the signed Terms and Conditions.