

SPONSORSHIP OFFER

AIR EP is a dynamic farmer driven group that drives locally relevant, independent research and extension for farming systems on the Eyre Peninsula (EP). AIR EP has a membership of 350+ local farmers and agribusiness representatives and plays a key role in influencing the adoption of new and innovative farm practices in the region.

AIR EP brings together and builds on the strengths of EPARF and LEADA. This move has been made to ensure the region is well placed to respond to the changing scene of funding and requirements for accountability, providing even more value for farmers as they respond to the challenges of farming in an ever-changing environment.

AIR EP holds a range of events throughout the year to inform and discuss latest trends in research and development in farming systems, including the annual Expo held in March, a technical Member Day and the Spring Field Walk in August/September.

AIR EP is offering you the opportunity to become part of its network of farmers, researchers and industry supporters for a once off starting package from now until 31 December 2021. Following this introductory offer, sponsorships will run for calendar years only.

2020/2021 Focus

AIR EP is leading the new 'Resilient EP' project, where new and emerging technologies will be used to assist farmers make efficient use of soil moisture. The Eyre Peninsula has an extensive soil moisture probe network which is underutilised. A Regional Innovators group of farmers and advisers will engage researchers and link with the region's farmers to develop techniques to integrate information generated from the probe network, satellite imagery, climate and yield models. Farmers will be able to make more informed, timely decisions underpinned by innovations in agronomy and livestock management in order to optimise the region's productive potential whilst protecting soil and water resources in a changing climate. This project is funded by the Australian Government's National Landcare Program 2, Smart Farming Partnerships Program, and we are partnering with CSIRO, Regional Connections, SARDI, Square V and EPAG Research to deliver this exciting and ambitious project.

AIR EP is also excited to be partnering with SAGIT and EPAG Research to improve the capacity of grains research, development and extension in the Eyre Peninsula region by annually engaging a recent graduate to work as an intern – this program will expose a new graduate to a wide range of opportunities and experiences across EP and beyond.

AIR EP has a range of other projects that will be continuing in 2020/21 including:

- Pulse check groups to increase the knowledge of growers and advisers on sustainable pulse production
- Developing knowledge and tools to better manage herbicide residues in soil
- Increasing production on sandy soils

- Demonstrating and validating the implementation of integrated weed management strategies to control barley grass
- Using soil and plant testing data to better inform nutrient management and optimise fertiliser investments
- Taking South Australian Canola profitability to the next level

AIR EP is hosting several events in the near future offering exposure to growers, including:

- SAGIT/SARDI/GRDC Soil borne disease workshops at Lock and Kimba on 10-11 August
- GRDC/SARDI Pulse Field Day at Tooligie on 25 August
- Lower EP Spring Crop walk on 8 September

AIR EP sponsorship


Supporting AIR EP brings many benefits:

- Your organisation will be associated with the key independent source of farming system research, development and extension on the EP;
- Your support will support the ongoing profitability and sustainability of farm businesses on EP; and
- The farming community of EP will recognise your organisation's valued contributions to the region.

The table attached summarises the additional benefits you can receive through your sponsorship along with the minimum of the levels. In this first year of operation, we are offering an extended period of benefits, commencing as soon as you take this opportunity and running through until December 2021.

To discuss your options for partnering with AIR EP, please contact our Executive Officer, Naomi Scholz on 0428 540 670 or email eo@airep.com.au.

Yours sincerely,



Bryan Smith
Chairman

SPONSORSHIP 2021

(now – 31 December 2021)



ANNUAL SPONSOR RECOGNITION	Base Sponsorship levels (GST exclusive) In Cash or In-Kind		
	GOLD \$6000 +	SILVER \$4000 - \$5999	BRONZE \$2000 - \$3999
Advertising / Communication			
Eyre Peninsula Farming Systems Summary - AIR EP Sponsor page <i>Annual EP RD&E results publication over 1000 copies distributed free to growers, AIR EP members, agribusiness, collaborating researchers and organisations. Available on AIR EP website.</i>	YES <u>Large Logo</u>	YES <u>Mid size Logo</u>	YES <u>Name only</u>
Sponsor Recognition Page - Field day & event publications <i>Includes annual high quality, issue specific field days for AIR EP members, summarising information from the day. Given to all participants & distributed to AIR EP members unable to attend. (Lower EP Ag Expo booklet, Upper EP Member day booklet)</i>	YES <u>Large Logo + 500 words</u>	YES <u>Mid size Logo</u>	YES <u>Name only</u>
Advertising for AIR EP events <i>All advertising material prior to Field Days to include sponsor logo.</i>	YES	NO	NO
Events			
Invitation - AIR EP Field Days <i>Annual high quality, issue specific field days for AIR EP members, caters for up to 200 participants. Invitations are sent to AIR EP members & various collaborating institutions.</i>	YES	YES	YES
Introduce Speaker - AIR EP Field Days <i>Opportunity to introduce one guest speaker on the day, including a short introduction to themselves & their company.</i>	YES	YES (if enough speakers)	NO
Promotional Display - AIR EP Field Days <i>Farmers from EP participate in these two field days annually. Sponsors display promotional material & banners in a central location.</i>	YES Display & Banner	YES Small Display & Banner	YES Banner only - Event dependent
Free entry - AIR EP events	YES (4 reps)	YES (2 reps)	YES (1 rep)
General			
Eyre Peninsula Farming Systems Summary <i>All sponsors to receive the EPFS Annual Summary</i>	YES	YES	YES

AIR EP Website: www.airep.com.au <i>Sponsors recognised on the AIR EP website with links to company websites</i>	YES Logo Home Page & Sponsor Page	YES Logo Sponsor Page	YES Logo Sponsor Page
AIR EP Newsletters <i>Sponsors recognised on the AIR EP newsletter sent to subscribers each week during the growing season</i>	YES Large Logo + 500 words	YES <u>Mid size Logo</u>	YES <u>Name only</u>
Other <i>Other specific Sponsorship rewards will be considered and negotiated upon request</i>	YES	YES	YES
Any contribution less than \$2000 will be recognised as 'Supporter'.			

*AIR EP Field Days: Upper EP Member Day, Lower EP Expo, Lower EP Crop Walk