



# SPONSORSHIP PROSPECTUS

1 JANUARY - 31 DECEMBER 2025



*CULTIVATING CREATIVITY,  
THRIVING TOGETHER*



# About Us

Agricultural Innovation & Research Eyre Peninsula (AIR EP) was founded with the aim of creating a single entity for farmer driven applied research, local validation and extension of agricultural technologies and innovations on the Eyre Peninsula.

Our small, dedicated team accesses funds to support projects that address key issues and opportunities that will increase the profitability and resilience of farming businesses. Currently, AIR EP has 26 active projects with a total value to almost \$4.5 million, and completed an additional 12 projects valued over \$2 million in 2024. The number of active projects will increase in 2025, as AIR EP continues to field collaboration requests from research organisations and farming system groups.

With a reach of 400+ local farmers and agribusiness representatives, AIR EP plays a key role in influencing the adoption of new and innovative farm practices across the region.

## Vision



A professional, farmer driven organisation that leads RD&E of agricultural technologies and innovations for farmers on the Eyre Peninsula.

## Values



- Relevance
- Independence
- Creativity
- Respect
- Collaboration

## Our Members



- Dryland, rain-fed broadacre farmers
- Livestock producers
- Researchers
- Universities
- Corporate agribusinesses

## Who we work with



- RD&E Committees
- Farming systems groups
- Funding bodies
- Research organisations
- Agribusinesses
- AIR EP members

# Let's get you connected

AIR EP can provide several opportunities to connect with your target audience, including:

## FACE-TO-FACE EVENTS

**Member Days** | Exclusive member events held across upper and lower EP. Features guest speakers, researchers and project partners delivering the latest RD&E findings to 50+ farmers & industry stakeholders at each location.

**Seasonal Crop Walks** | Highly popular crop walks & 'sticky beak days' attract 30+ participants at each event. AIR EP support local farming groups to showcase projects and innovation across EP.

**Grower Research Forums** | Seasonal, topical research outcomes & results extended via forums across EP. Content is tailored to align with critical timeframes in local farming systems with topics including legume production, soil amelioration, & frost management.

## PUBLICATIONS

**E-Newsletter** | Weekly circulation features regular project updates, upcoming events, research articles and relevant EP updates just to name a few! Currently received by almost 500 subscribers.

**Mass Media** | Active promotion of AIR EP activities via regular media releases reaching 91,000 readers, with a 100% pitch rate success for content released.

## 2024 Snapshot



**31 locations**

46,364kms



**38 events**

1,125 attendees



**318 members**

79% farmers, 21% ag industry, sponsors



**496 e-newsletter subscribers**

38 published

# Let's get you connected

## COMMUNICATIONS

**AIR EP Website** | The AIR EP website features our most comprehensive catalogue of project updates & results, and upcoming events. With over 60,000 page visitors in 2024, we continually revise website content and functionality to improve user experience.

**EP Ag Chats** | Our bespoke podcast channel features content tailored to our dryland, rain-fed farmers. This is a highly effective extension medium for AIR EP and we are excited to announce the release of further podcasts in 2025.

## SOCIAL MEDIA

AIR EP connect with a wide audience across a multitude of social media platforms including regular updates via Facebook, X (formerly Twitter), YouTube and Instagram. Our social media presence is evolving as we strategically engage with our target audience.



Facebook | @aginnovationep



Instagram | @ag\_eyre



X (Twitter) | @AIREP



YouTube | @ag\_eyre

## 2024 Snapshot



### Website

60,000 page visits



### EP Ag Chats

7 podcasts released



### 750 Followers

3,300 views |  
9,188 reach



### 2,917 views

62 posts/stories |  
974 reach



### 1,092 Followers



### 20+ Media Releases

91,000 reader reach |  
20+ features



# What's in store for 2025

2025 is shaping to be another big year for AIR EP!

With event and extension planning well underway, along with the commencement of several new projects, the team is looking forward to delivering and supporting a variety of workshops, crop walks, podcasts, and forums across the region.

The annual AIR EP Member Days will be held 11-13 February in three locations across the EP, reaching a broad network of farmers and industry members. Guest speaker Michael Moodie, Frontier Farming Systems will delve into 'Pre-sowing' decisions, risks and data to assist farmers in preparing for a successful start to the cropping season.

In partnership with the EP Landscape Board, AIR EP will deliver free *Introduction to Carbon Farming* workshops to the region. Participants will receive a thorough overview of the concepts of carbon farming and how it can enhance on-farm efficiency and output. Six workshops will be delivered from 24-27 March.

AIR EP will support the Australian Rural Leadership Foundation in delivering four, 2-day "Changemaker" workshops to locations across the EP from 2-24 June. The workshop series is funded via the FRRR Community Impact Program of which AIR EP is the Lead Organisation.

Finally, Regional Development Australia Eyre Peninsula, in partnership with AIR EP, Eyre Peninsula Local Government Association and Eyre Peninsula Landscape Board will progress EP Drought Resilience Plan activities identified during the public consultation process.

## In The Spotlight

### Pre-Sowing Member Days

11-13 February

Wirrulla, Kimba, Ungarra

### Carbon Farming workshops

24-27 March

Kimba, Arno Bay, Tumby Bay, Wangary, Port Kenny, Ceduna

### Australian Rural Leadership

"Changemaker" workshops

June 2025

### Eyre Peninsula Drought Resilience Plan

2025 Plan delivery

# Benefits of Sponsorship

AIR EP is offering your business the opportunity to become part of its network of farmers, researchers and industry supporters.

In becoming a sponsor of AIR EP, you will gain access to our exclusive Member Day events, network with local farmers, and increase brand recognition across multiple platforms.

Our sponsorship year runs from 1 January to 31 December 2025, providing extensive opportunities to enhance brand visibility, engage with your target audience, and demonstrate commitment to independent research, development and extension on the EP.

Not only will AIR EP sponsorship help your business build brand loyalty and awareness, it will provide opportunities to create connections with current and future clients.



Brand alignment with leading, independent sources of farming systems research, development and extension on the EP



Your financial investment will support the ongoing profitability and sustainability of farm businesses and researchers across the region



Recognition of your valued contribution from EP farmers and the broader agricultural community in supporting local organisations

# 2025 Sponsorship Packages

AIR EP sponsorship packages are tailored to provide businesses with the opportunity to support a local, independent, farmer-led RD&E organisation, whilst gaining valuable exposure and recognition.

Our Gold, Silver and Bronze tiers offer varying levels of visibility, networking, and promotional benefits to showcase your brand, in alignment with your budget. All sponsorship tiers are open to negotiation and we are happy to discuss any aspect of our packages with you.



Gold sponsorship is our highest tier, providing maximum recognition for businesses wanting to showcase their brand in a prominent and impactful way.

This level of sponsorship is designed to provide high-impact exposure, networking opportunities and brand promotion, in exchange for a larger investment.

**Limited to 3 sponsors  
per annum**

**\$6,000+**  
GST exc.

## Silver Package

Silver sponsorship offers a good balance between brand recognition and value, providing a mid-level range of benefits for businesses.

This sponsorship tier is ideal for businesses seeking excellent brand promotion, exposure and networking opportunities.

**Limited to 5 sponsors  
per annum**

**\$4,000 - \$5,999**  
GST exc.

## Bronze Package

Bronze sponsorship is ideal for businesses seeking to align with our organisation at an affordable level.

This well-rounded sponsorship package provides strong brand recognition and networking opportunities.

**Maximum 10 sponsors  
per annum**

**\$2,000 - \$3,999**  
GST exc.

*Any contribution received less than \$2000 value (cash or in-kind) will be recognised as 'Supporter'.  
All Supporters will be recognised on the Current Sponsors page of the AIR EP website.*

# 2025 Sponsorship Package Inclusions



Silver Package

Bronze Package

## ADVERTISING & COMMUNICATION

### Event Publications

Sponsor recognition page included in high quality event publications, summarising information presented at each event. Provided to all participants in attendance.

✓  
Large logo + 500 words or 1/2 page advertisement

✓  
Medium logo + 1/4 page ad

✓  
Small logo

### Pre-Event Advertising

Sponsor logo included on all pre-event advertising material including social media and event flyers

✓

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### E-Newsletter

Sponsor recognition in AIR EP weekly newsletter, circulated to over 400 subscribers

✓  
Large logo + 500 words + Sponsor introduction (1st newsletter after payment)

✓  
Medium logo

✓  
Company name

### Website

Sponsor recognition on the AIR EP 'Current Sponsors' page with links to individual company websites. Sponsor logos featured on all pages via scrolling banner

✓  
Large logo on Sponsor Page + scrolling banner (all pages)

✓  
Medium logo on Sponsor Page + scrolling banner (all pages)

✓  
Small logo on Sponsor Page + scrolling banner (all pages)

## EVENTS

### Speaker Introduction

Opportunity to introduce one guest speaker at AIR EP events, including a brief company and representative overview

✓

Offer extended should Gold sponsors decline

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### Corporate Banner & Promotional Display

Corporate banners & promotional displays in locations specific to each sponsor package & room configuration

✓  
Display + 2x banners positioned at front, either side of speaker podium

✓  
Small display + 1x banner located near registration desk

✓  
1x banner located at rear of room

### Invitations

Invitations emailed to each Sponsor prior to all AIR EP events

✓

✓

✓

### Free Entry

Sponsors receive free entry to all AIR EP events

✓  
6 reps

✓  
4 reps

✓  
2 reps

## GENERAL

### Membership

Complimentary AIR EP Annual Membership

✓  
6 reps

✓  
4 reps

✓  
2 reps

AIR EP Events included in sponsor packages: Member Days, Ag Expos & Crop Walks  
Specific sponsorship rewards may be considered and negotiated on request



## WANT TO BECOME AN AIR EP SPONSOR?

If you would like to partner with AIR EP or renew your package, simply visit our website <https://airep.com.au/about/become-a-sponsor>

## NOT QUITE READY FOR SPONSORSHIP?

AIR EP offers both Business and Individual Memberships annually from 1 March to 28 February. Join today using our easy online form <https://airep.com.au/membership/>

*Thank you for your consideration.*

*We look forward to partnering with you in 2025.*



**AIR EP**

Ag Innovation & Research  
Eyre Peninsula

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