



AIR EP

Ag Innovation & Research
Eyre Peninsula



2026 SPONSORSHIP PROSPECTUS

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 25 active projects with a total value to almost \$5.9 million, with an additional 12 projects valued over \$500,000 completed throughout 2025. The number of active projects is expected to increase in 2026 as AIR EP continues to field collaboration requests from research organisations, universities 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

Farming systems on the Eyre Peninsula that are productive, profitable and fit for the future.



VALUES

Relevance | Independence | Collaboration | Innovation



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 provides several opportunities, across multiple platforms and delivery methods to connect with your target audience, including:

EVENTS

With over 1,300 participants attending 50+ events throughout 2025, the AIR EP team has worked tirelessly to ensure that research outcomes are accessible, timely, and practical. Importantly, we've maintained a strong emphasis on farmer-to-farmer learning, supporting peer networks and local champions to share knowledge within and across districts.

Member Days

Our exclusive member events are held annually in locations across the Upper and Lower EP. Featuring guest speakers, researchers and project partners, the member day events are tailored to deliver relevant, topical information to farming members, in conjunction with the latest RD&E findings from across the region and beyond. On average, each event attracts over 50 farmers, advisors & industry stakeholders at each location.

Seasonal Crop Walks

Co-ordinated specifically to align with seasonal conditions across major growing regions, our popular crop walks & field days attract over 30 participants at each event. AIR EP actively support local farming groups to showcase projects, on-farm trials and innovation across EP.

Find us here!



AIR EP Website

62,400 page visits



@ag_eyre

You Tube 'EP Ag Chats'
12 podcasts released



@aginnovationep

860 followers | 80,300 views
580 content interactions



@ag_eyre

8,500 views | 2,200 reach



@AIREP

1,160 followers



10+ Media Releases

91,000 reader reach | 20+ features



407 members

79% farmers, 21% ag industry, sponsors



553 e-news subscribers

40+ published

COMMUNICATIONS

AIR EP Website | The AIR EP website features our most comprehensive catalogue of project updates & results, upcoming events and news. With over 60,000 page visitors in 2025, 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 2026.



SOCIAL MEDIA

AIR EP connect with a wide audience across a multitude of social media platforms including regular updates via Facebook, X, YouTube and Instagram. Our social media presence continues to evolve as we strategically engage with our target audience. In 2026, we look forward to launching a new AIR EP LinkedIn page to continue growing our professional network.

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 over 500 subscribers, we look forward to sharing content that is highly responsive and relevant to our readers.

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.

Coming up in 2026

2026 is shaping to be another busy 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 10-12 February in three locations across the EP, reaching a broad network of farmers and industry members. “Tight Budgets, Big Yields” will be the overarching theme for the 2026 events, and we are working hard to finalise the speaker program as we speak!

In partnership with the EP Landscape Board, AIR EP will again deliver free *Carbon Farming* workshops across the region. Participants will receive a thorough overview of the concepts of carbon farming and how it can enhance on-farm efficiency and output, interpreting GAF tools and much more. Six workshops will be delivered in early and mid 2026.

AIR EP will continue to proudly deliver farmer extension workshops throughout the year, in conjunction with local researcher providers, speakers and advisors. Topics will include pulses, frost, soils, decision-making and risk, machinery investment, livestock - and so much more!

Finally, we are excited to announce an Innovation Tour will take place across the EP, bringing new expertise to the region to assist with generation of new ideas to enhance agriculture on EP. Be sure to subscribe to the AIR EP newsletter, or check the events page for ongoing updates.

Stay tuned!

Pre-Sowing Member Days

10-12 February

Lower, Western, Eastern EP

Farmer extension workshops

Pulses | Frost | Soils | Livestock

Decision-Making & Risk |

Machinery Investment

Innovation Tour EP

(August 2026)

Carbon Farming workshops

(Early & Mid 2026)

Visit the website for regular updates

www.airep.com.au/events



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 2026, 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

2026 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.

<div>Gold Package</div> <div>Gold sponsorship is our highest tier, providing maximum recognition for businesses wanting to showcase their brand in a prominent and impactful way.</div> <div>This level of sponsorship is designed to provide high-impact exposure, networking opportunities and brand promotion, in exchange for a larger investment.</div> <div>Limited to 3 sponsors per annum</div> <div>\$6,000+ <small>GST exc.</small></div>	<div>Silver Package</div> <div>Silver sponsorship offers a good balance between brand recognition and value, providing a mid-level range of benefits for businesses.</div> <div>This sponsorship tier is ideal for businesses seeking excellent brand promotion, exposure and networking opportunities.</div> <div>Limited to 5 sponsors per annum</div> <div>\$4,000 - \$5,999 <small>GST exc.</small></div>	<div>Bronze Package</div> <div>Bronze sponsorship is ideal for businesses seeking to align with our organisation at an affordable level.</div> <div>This well-rounded sponsorship package provides strong brand recognition and networking opportunities.</div> <div>Maximum 10 sponsors per annum</div> <div>\$2,000 - \$3,999 <small>GST exc.</small></div>
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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.

2026 Sponsorship Package Inclusions

ADVERTISING & COMMUNICATION		<div><div><div>Gold Package</div></div></div>	Silver Package	Bronze Package
Event Publications Sponsor recognition page included in high quality event publications, summarising information presented at each event. Provided to all participants in attendance.	<div>✓</div> <div>Large logo + 500 words or 1/2 page advertisement</div>	<div>✓</div> <div>Medium logo + 1/4 page ad</div>	<div>✓</div> <div>Small logo</div>	
Pre-Event Advertising Sponsor logo included on all pre-event advertising material including social media and event flyers	<div>✓</div>	<div>—</div>	<div>—</div>	
E-Newsletter Sponsor recognition in AIR EP weekly newsletter, circulated to over 400 subscribers	<div>✓</div> <div>Large logo + 500 words + Sponsor introduction (1st newsletter after payment)</div>	<div>✓</div> <div>Medium logo</div>	<div>✓</div> <div>Company name</div>	
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	<div>✓</div> <div>Large logo on Sponsor Page + scrolling banner (all pages)</div>	<div>✓</div> <div>Medium logo on Sponsor Page + scrolling banner (all pages)</div>	<div>✓</div> <div>Small logo on Sponsor Page + scrolling banner (all pages)</div>	
EVENTS				
Speaker Introduction Opportunity to introduce one guest speaker at AIR EP events, including a brief company and representative overview	<div>✓</div>	<div>Offer extended should Gold sponsors decline</div>	<div>—</div>	
Corporate Banner & Promotional Display Corporate banners & promotional displays in locations specific to each sponsor package & room configuration	<div>✓</div> <div>Display + 2x banners positioned at front, either side of speaker podium</div>	<div>✓</div> <div>Small display + 1x banner located near registration desk</div>	<div>✓</div> <div>1x banner located at rear of room</div>	
Invitations Invitations emailed to each Sponsor prior to all AIR EP events	<div>✓</div>	<div>✓</div>	<div>✓</div>	
Free Entry Sponsors receive free entry to all AIR EP events	<div>✓</div> <div>6 reps</div>	<div>✓</div> <div>4 reps</div>	<div>✓</div> <div>2 reps</div>	
GENERAL				
Membership Complimentary AIR EP Annual Membership	<div>✓</div> <div>6 reps</div>	<div>✓</div> <div>4 reps</div>	<div>✓</div> <div>2 reps</div>	

AIR EP Events included in sponsor packages: Member Days & 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/>

We look forward to partnering with you in 2026



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