

AIR EP

Ag Innovation & Research
Eyre Peninsula

2027 SPONSORSHIP PROSPECTUS

ABOUT US

Agricultural Innovation & Research Eyre Peninsula (AIR EP) was officially incorporated on 26 May 2020, 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.

AIR EP is a not-for-profit incorporated association governed by a Board and RD&E activities are driven by members of the Low and Medium Rainfall RD&E Committees and other grower groups across Eyre Peninsula.

AIR EP attracts investment from a range of sources including the Australian and SA Government, Research & Development Corporations, SA Grains Industry Trust plus annual sponsorship and membership fees to facilitate agricultural RD&E activities on Eyre Peninsula.

PURPOSE

AIR EP is a farmer drive organisation, leading the on-farm validation of research and the adoption of innovative practices to advance agriculture on the Eyre Peninsula

VISION

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

VALUES

- Relevance
- Independence
- Collaboration
- Innovation



LET'S CONNECT

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

EVENTS

With over 1,000 participants attending 50+ events throughout 2026, 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.

432 members
79% farmers, 21% ag industry & sponsors

642 e-news subscribers
35 newsletters published

AIR EP Website
48,700 page visits

8+ Media Releases
169,000+ reader reach
14+ features

@ag_eyre
1,150 followers | 142 posts
139,200 reach
169,600 impressions

@ag_eyre
1,200 followers | 111 posts
105 reposts
35,100 impressions

@ag_eyre
233 followers | 146 posts
25,200 views | 12,900 reach

AIR EP
Page launched December 2025
251 followers | 71 posts
14,900 reach
40,200 page views

@ag_eyre
'EP Ag Chats' podcasts
8+ podcasts released
New *Livestock Lowdown* series launched

** Analytics for the period 1 Jan - 30 Sept 2026*

COMMUNICATIONS

AIR EP Website | The AIR EP website features our most comprehensive catalogue of project updates & results, upcoming events and news. With over 48,000 page visitors in 2026, 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. In 2026, we released our new series 'The Livestock Lowdown' tailored to EP livestock enterprises. We look forward to announcing the release of additional podcasts in 2027.



SOCIAL MEDIA

AIR EP connect with a wide audience across a multitude of social media platforms including regular updates via Facebook, X, YouTube, Instagram and most recently, LinkedIn. Our social media presence continues to evolve as we strategically engage with our target audience. Throughout 2026, our social media performance and engagement has continued to exceed expectations with a 176% increase in impressions on X, and 142% increase on Facebook.

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 600 subscribers, we look forward to delivering timely technical and seasonally relevant content that is both topical and valuable 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.

WHAT'S IN STORE FOR 2027?

As AIR EP continues to grow, we anticipate some significant changes and expansion througout 2027.

Increasing extension capacity has long been recognised as a strategic priority for the organisation, and we look forward to welcoming a new Extension Specialist to the team as we close out 2026.

In partnership with the EP Landscape Board, AIR EP is delivering a number of projects including the Sustainable Ag Facilitator, Sustainable Agriculture program, and Climate-ready livestock. Each of these projects is building research and extension skills and capacity for our region, and it's a partnership we hope to continue growing well into the future.

With the commencement of several new projects now underway, the team is looking forward to delivering and supporting a variety of workshops, crop walks, podcasts, and forums across the region.

In addition, AIR EP will continue to proudly deliver farmer extension activities throughout the year, in conjunction with local researcher providers, speakers and advisors. Topics will include pulses, soils, decision-making and risk, climate, farming systems, livestock - and so much more!

Finally, the annual AIR EP Member Days will be held 16-18 February in three locations across the EP, reaching a broad network of farmers and industry members. Be sure to subscribe to the AIR EP newsletter and follow our social media platforms as we announce the theme and guest speakers for 2027.

We look forward to seeing you there!

Pre-Sowing Member Days
16-18 February
Lower, Western, Eastern EP

Lower EP Crop Walk
September 2027
(date to be announced)
Lower EP

Farmer extension workshops
Pulses | Soils | Livestock
Decision-Making & Risk
Climate | Farming Systems

Special Event "EP Ag 2050"
18 March 2027
Port Lincoln
(Separate sponsorship opportunities & packages to be announced)

Sticky Beak Days & Crop Walks
Sept - Oct 2027
EP regional

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 2027, 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**

2027 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 Package

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.

2027 SPONSORSHIP PACKAGE INCLUSIONS

ADVERTISING & COMMUNICATION	Gold Package	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.	✓ *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	✓	–	–
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*	–
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 & Lower EP Crop Walk.
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

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

airep.com.au/membership

We look forward to partnering with you in 2027

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