



# *Sponsorship Proposal*

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## MEAT BUSINESS WOMEN CONFERENCE: THE POWER OF YOU

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MELBOURNE

### CONTACT

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## ABOUT MEAT BUSINESS WOMEN

Meat Business Women (MBW) stands as a beacon of collaboration and empowerment within the global meat industry. Our mission is to inspire, support, and promote women across the entire supply chain, transforming the industry's image, culture, and landscape. We serve as a united voice for women, fostering a community that strengthens the meat industry and creates an environment where all women can excel and achieve work-life balance.

## EXCITING LEADERSHIP IN AUSTRALIA

We are thrilled to announce that Stacey McKenna is the new Australian Territory Partner for Meat Business Women. Stacey brings with her a wealth of knowledge, passion, and experience in the meat industry. Her leadership in Australia is poised to drive significant impact, furthering our mission to elevate women's roles and contributions in this sector.



# ABOUT THE EVENT

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# THE POWER OF YOU



The highly anticipated 2024 conference marks a historic milestone as the inaugural MBW event in Australia under our exciting new partnership arrangement. With the captivating theme 'The Power of You,' this conference promises to ignite a powerful movement as it debuts in the Australian landscape.

Facilitated by Michelle Redfern, an award-winning executive leader known for her commitment to diversity, equity, and inclusion, along with her captivating storytelling and humor, making her the ideal choice to inspire our conference participants.

An addition to unveiling the "Power of You" campaign, our program will feature a presentation of the Gender Representation Report Outcomes and the exciting reveal of the One to Watch award recipients. Following the conference, we'll gather for a delightful cocktail event to celebrate these remarkable achievements.



## EVENT HIGHLIGHTS

Landmark inaugural conference

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Empowering "Power of You" theme

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Inspirational Speaker Michelle Redfern

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One to Watch Award celebrations

# BENEFITS OF PARTNERING AND SPONSORING MBW



Your sponsorship of Meat Business Women is not just support for an event; it's a strategic investment in shaping a more inclusive and vibrant meat industry. By partnering with us, you directly contribute to the advancement of the industry and empower the talented women who are integral to its future success

## STRATEGIC BRAND ENHANCEMENT

Sponsoring Meat Business Women positions your brand as a leader in diversity, equity, and inclusion, enhancing your image through alignment with a progressive movement.

## ELITE NETWORKING AND INDUSTRY INSIGHTS

Access an exclusive network of industry professionals for unparalleled collaboration and recruitment opportunities, along with insights into emerging trends and innovations in the meat industry.

## VERSATILE SPONSORSHIP WITH IMPACT

Benefit from customisable sponsorship packages designed for diverse goals and budgets, while contributing to corporate social responsibility by supporting a more equitable and diverse meat industry.

# MBW PARTNERSHIP OPPORTUNITIES



## STRATEGIC PARTNERSHIP

\$22,000 PA\*

Gain prominent visibility and leadership recognition in a movement championing gender diversity in the meat industry.

- Use Meat Business Women as a meaningful pillar of Corporate Social Responsibility including gender pay reporting
- 25 x individual memberships for your team. With access to mentoring, masterclasses and exclusive employee development resources
- Access to key retailers, processors and suppliers at our events
- Personal briefings from the Meat Business Women team
- Involvement in global industry campaigns
- Priority access to research and data
- Brand exposure on social channels and online company case study
- Director level access for thought-leadership initiative (e.g. conference speaking, masterclass)

\*Strategic Partnership is a minimum two year agreement

# MBW PARTNERSHIP OPPORTUNITIES



**SUPPORTING PARTNERSHIP**

**\$12,500 PA**

Gain prominent visibility and leadership recognition in a movement championing gender diversity in the meat industry.

- Use Meat Business Women as a meaningful pillar of Corporate Social Responsibility including gender pay reporting
- 10 x individual memberships for your team. With access to mentoring, masterclasses and exclusive employee development resources
- Access to key retailers, processors and suppliers at our events
- Personal briefings from the Meat Business Women team
- Company branding on all in country events and marketing channels

# PARTNERSHIP LEVELS AT A GLANCE



BENEFIT	STRATEGIC PARTNER	SUPPORTING PARTNER
Use Meat Business Women as a meaningful pillar of Corporate Social Responsibility including gender pay reporting	•	•
Individual memberships for your team. With access to mentoring, masterclasses and exclusive employee development resources	25	10
Access to key retailers, processors and suppliers at our events	•	•
Personal briefings from Meat Business Women team	•	•
Company branding on all events and marketing channels	All global events	In country only
Involvement in global industry campaigns	•	
Large logo inclusion and thank you throughout presentation	•	
Priority access to research and data	•	
Brand exposure on social channels and online company case study	•	
Director level access for thought-leadership initiative (e.g. conference speaking, masterclass)	•	



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## *Conference Sponsorship Opportunities*





# ONE TO WATCH AWARDS



**AWARD SPONSORSHIP**

**\$5,000**

The meat industry features numerous remarkable women whose contributions are noteworthy. Meat Business Women's "One to Watch" initiative is a fund dedicated to acknowledging and encouraging young, ambitious women in the meat sector.

This initiative underscores our dedication to advancing women's careers, a primary focus for us. "One to Watch" aims to acknowledge, celebrate, and foster the professional growth of young women, highlighting our commitment to addressing the challenges in career advancement, with a continuous focus from the beginning to the end of their careers.

"One to Watch" is not merely a title; it includes a comprehensive, two-phase evaluation process conducted by seasoned professionals in the industry. The winner receives a substantial investment of \$5,000 to aid in their personal and professional development.

Applications are welcomed from women who are aged 35 or under and are working in any area of the Australian meat industry, including processing, retail, industry bodies and supporting organisations. Membership in Meat Business Women is not a requirement for the application. The winner will be announced at the "Power of You" conference.

# SPONSORSHIP PACKAGES



## SESSION SPONSOR - TWO AVAILABLE

**\$7,000**

Choose to sponsor either the morning or afternoon session for brand alignment and significant exposure.

- Promotional collateral in place settings
- Speaker spot prior to session (5 minutes)
- Medium logo on pre and post event emails
- Medium logo inclusion and thank you throughout presentation
- Medium logo on each table's sponsor sign
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event

## COCKTAIL RECEPTION

**\$7,000**

Sponsor the post-conference cocktail event for prominent brand exposure, featuring your banners and inclusion in all marketing materials as the event's grand finale.

- Special thank you by MC when announcing networking drinks
- Medium logo on pre and post event emails
- Medium logo on each table's sponsor sign
- Medium logo inclusion and thank you throughout presentation
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event

# SPONSORSHIP PACKAGES



## LUNCH

\$5,000

Sponsor the conference lunch for prominent brand exposure, with the provision of providing the protein featured in the lunch meal.

- Special thank you by MC when breaking for lunch
- Small logo on pre and post event emails
- Small logo on each table's sponsor sign
- Small logo inclusion and thank you throughout presentation
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event
- Provision of providing protein for lunch at sponsors own cost

## LANYARDS

\$5,000

Sponsoring lanyards at our conference places your brand in constant view, worn by every attendee and visible throughout the event, offering an exceptional branding opportunity.

- Name/logo on all attendee lanyards
- Small logo on pre and post event emails
- Small logo on each table's sponsor sign
- Small logo inclusion and thank you throughout presentation
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event

# SPONSORSHIP PACKAGES



## COFFEE CART

\$5,000

Being a coffee cart sponsor at an event offers the unique benefit of associating your brand with a popular and high-traffic area, ensuring visibility and engagement with attendees throughout the event.

- Small logo on pre and post event emails
- Small logo on each table's sponsor sign
- Small logo inclusion and thank you throughout presentation
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event
- Provision of providing branded coffee cups at sponsor's own cost

## HEADSHOT PHOTOGRAPHY

\$5,000

Sponsoring headshot photography at an event positions your brand prominently, offering high visibility as attendees engage with this valued, personal service.

- Logo inclusion and thank you on all headshot emails sent following the event
- Small logo on pre and post event emails
- Small logo on each table's sponsor sign
- Small logo inclusion and thank you throughout presentation
- Two complimentary tickets to conference
- Company logo and about bio in event program
- Pull-up banner at the event

# SPONSORSHIP PACKAGES AT A GLANCE



BENEFIT	STRATEGIC PARTNER	SUPPORTING PARTNER	SESSION	LUNCH	COCKTAIL	LANYARDS	COFFEE CART	HEADSHOTS
Major Partner status, with large logo included on all promotional materials	●	●						
Posts across social media announcing sponsorship	●	●						
Large logo on all emails leading up to, and following the event	●	●						
Verbal thank you at the event by Facilitator and MBW Australia Chair	●	●						
MBW partner status and large logo on AMIC website	●	●						
Large logo included on sponsor sign on each table	●	●						
Large logo inclusion and thank you throughout presentation	●	●						
Promotional item or collateral to be included in place settings	●	●	●	●				
Name/logo on all attendee lanyards						●		
Special thank you by MC when announcing networking drinks/lunch				●	●			
Speaker spot prior to sponsored session (5 minutes)			●					
Logo inclusion and thank you on all headshot emails sent following the event								●
Medium logo on all emails leading up to, and following the event			●	●				
Medium logo included on sponsor sign on each table			●	●				
Medium logo inclusion and thank you throughout presentation			●	●				
Small logo on all emails leading up to, and following the event					●	●	●	●
Small logo included on sponsor sign on each table					●	●	●	●
Small logo inclusion and thank you throughout presentation					●	●	●	●
Company logo and about bio in the Event Program	●	●	●	●	●	●	●	●
Pull-up banner at the event	●	●	●	●	●	●	●	●
Complimentary tickets to the conference		Individual MBW memberships in corporate packs	2		2	2	2	2



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*Thank you!*

## CONTACT

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