



## FarmLink Research Limited

FarmLink is made up of growers, advisers and researchers in southern NSW. The company is overseen by an Executive Committee of growers, with support from a Research Committee of growers, advisers and researchers. Day-to-day activities are undertaken by qualified staff.

FarmLink gives growers the power to influence research priorities and be actively involved in the research process.

FarmLink's main objective is to co-ordinate and/or communicate targeted research and development activities within the region.

The FarmLink region covers 15 shire councils, some **1.4 million hectares** of cropping country and includes around **1200 growers**. The average farm size is around **1000 hectares**, with wheat and sheep dominating the mixed farming enterprises.

We produce at least **fourteen specific publications** throughout the year, and engage with several thousand farmers from across southern NSW through a series of **grower meetings, workshops, bus tours, seminars, field walks, field days, training programs and update presentations** throughout the area.

The FarmLink website currently attracts over **300 genuine hits per week**, and is about to be updated with member only sections, weather data and linkages to specific other websites (including sponsors).

FarmLink has strong associations and partners with a number of other Farming Systems groups across Australia including Central West Farming Systems, Riverine Plains, Birchip Cropping Group and Kondinin. We also contract and collaborate on specific projects with CSIRO, Industry and Investment NSW, GRDC, DAFF, Landcare, CSU, Murrumbidgee, Lachlan and Murray CMA's and EH Graham Centre.

Remembering our origins, we still maintain close linkages, regular contact and provide support to the 26 local grower groups that initiated the original FarmLink vision across the Southwest Slopes of NSW.

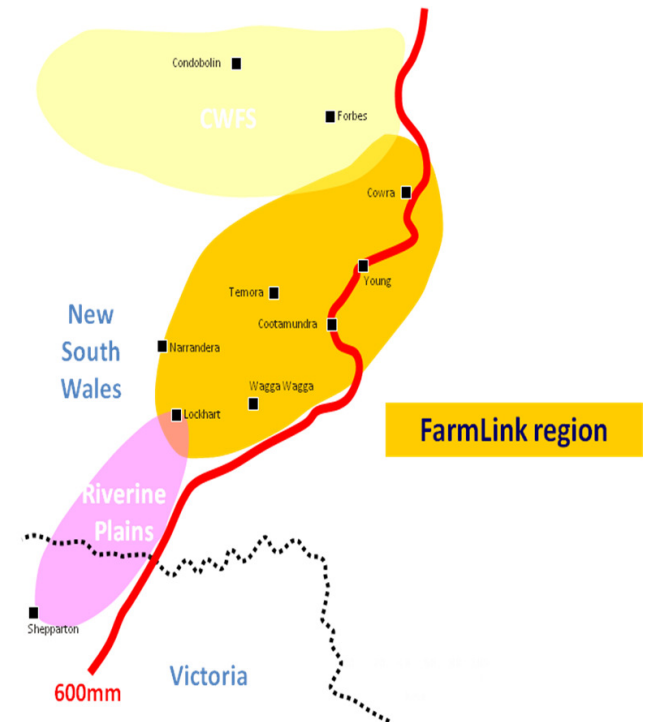
## FarmLink Research

CEO: Jon Cobden  
0428 244607

PO Box 240  
Junee NSW 2663

Tel 02 69244633  
Fax: 02 69244677  
Email: [farmlink@farmlink.com.au](mailto:farmlink@farmlink.com.au)

Web: [www.farmlink.com.au](http://www.farmlink.com.au)



# Annual Sponsorship Offer



	SPONSORSHIP LEVELS (all prices plus gst)			
	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Benefits	\$20000+	\$10000	\$5000	\$1000
<b>WEBSITE</b> Acknowledgement on FarmLink website	Rolling Home Page Feature Home Page Logo Sponsor page logo (inc web link)	Home Page Logo Sponsor page Logo (inc web link)	Sponsor page logo (inc web link)	Sponsor page listing (inc web link)
<b>Contract</b>	3yr	2 yr	1 yr	1 yr
<b>Presence</b> Visible and verbal presence at all FarmLink events	Yes			
Visible and verbal presence at pre-season meetings and bus trip	Yes	Yes		
Visible presence at pre-season meeting and bus trip	Yes	Yes	Yes	
Sponsors Breakfast	Yes	Yes	Yes	Yes
Product Launch at FarmLink event	Yes			
<b>Logo</b>	On FarmLink staff uniforms Front Cover Research Report Front page of The Link All fact sheet and event fliers Sponsors Recognition Board	First page Research Report Within The Link All fact sheets Sponsors Recognition Board	Sponsors page Research Report Within The Link Sponsors Recognition Board	Sponsors page Research Report Sponsors Recognition Board
<b>Advertising</b>	2 x Full page ad Research Report Half page The Link	Full page ad Research Report Half page The Link	Half page ad Research Report Quarter page The Link	Quarter page ad Research Report
<b>Insert Opportunity</b>	Annual Research Report The Link (quarterly)	The Link (quarterly)		
<b>Advertorial</b>	Half page The Link (4 issues)	Quarter page The Link (2 issues)		
<b>seminars / Training</b>	4 at cost	2 at cost	Negotiable	
<b>Membership</b>	Numbers Negotiable	Up to 4 staff	Up to 3 staff	2 staff
<b>Signage</b>	Permanent on FarmLink Corporate signage	Permanent on 1 trial site	Fence signs on field days	Fence signs on field days

# Annual Partnership Offer



	PARTNERSHIP LEVELS			
	DIAMOND	SAPPHIRE	EMERALD	RUBY
<b>Partnership Benefits</b>	<b>Ongoing financial support via specific program</b>	<b>Lease payments on FarmLink Vehicle (s)</b>	<b>Contracted physical assistance to FarmLink</b>	<b>Provision of membership benefits</b>
<b>WEBSITE</b> Acknowledgement on FarmLink website	Rolling Home Page Feature Home Page Logo Sponsor page logo (inc web link)	Home Page Logo Sponsor page logo (inc web link)	Sponsor page Logo (inc web link)	Sponsor page listing (inc web link)
<b>Contract</b>	3 yr	Term of Vehicle (usually 60000km /2 yrs)	2 yr	1 yr
<b>Presence</b> Visible and verbal presence at all FarmLink events	Yes	Vehicle presence daily throughout region, on farms, at meetings, field days and at all FarmLink events		
Visible and verbal presence at pre-season meetings and bus trip	Yes	Yes		
Visible presence at pre-season meeting and bus trip	Yes	Yes	Yes	
Sponsors Breakfast	Yes	Yes	Yes	Yes
Product Launch at FarmLink event	Yes			
<b>Logo</b>	On FarmLink staff uniforms Front Cover Research Report Front page of The Link All fact sheet and event fliers Sponsors Recognition Board	Special signage rights to vehicle Flag and signage at events First page Research Report Within The Link Sponsors Recognition Board	First page Research Report Within The Link Sponsors Recognition Board	Sponsors page Research Report Within The Link Sponsors Recognition Board
<b>Advertising</b>	2 x Full page ad Research Report Half page The Link	Full page ad Research Report One quarter page The Link	Full page ad Research Report Quarter page The Link	Quarter page ad Research Report
<b>Insert Opportunity</b>	Annual Research Report The Link (quarterly)	The Link (quarterly)		
<b>Advertorial</b>	Half page The Link (4 issues)	Quarter page The Link (2 issues)	Quarter page The Link (2 issues)	
<b>Seminars / Training</b>	4 at cost	2 at cost	By negotiation	
<b>Membership</b>	Up to 6 staff	Up to 4 staff	By negotiation	1 staff
<b>Signage</b>	Permanent on 3 trial sites	On vehicles etc	Permanent on 1 trial site	Fence signs on field days



**All levels of sponsorship and partnership receive the following benefits:**

- Key contacts receive copies of all FarmLink publications
- Invitations to all FarmLink events
- Invitation to Members only events
- Chairing opportunities at FarmLink events
- Participation in specific FarmLink Advisory Meetings
- Annual update on FarmLink progress with key sponsor staff
- Availability of FarmLink staff to address your audiences (notice required)
- Private trial sites by negotiation
- To be taken on tour of sites (notice required)
- To exchange ideas with industry and leading farmers on a regular basis

We look forward to tailoring a program that ensures maximum and appropriate exposure for your business across our membership.

Sponsorship is an important part of our current and future operations, and we certainly appreciate all financial and in-kind support. FarmLink's independence and the integrity of our information is paramount to our members and other stakeholders. We're certain you'd like your organisation to be associated with us on similar principles.

Please contact our CEO Jon Cobden (0428 244607) to discuss these marketing, promotion and support opportunities for your organisation.