



2023 PARTNERSHIP PROSPECTUS



YBPF focuses on providing educational, networking and capacity building opportunities for the next generation with an interest in the beef industry.

Now in its 19th year, YBPF is inspiring and engaging and equips young beef producers and those servicing the beef production sector to make a difference in all aspects of their lives - on-farm, off-farm, personal and business.

The event annually attracts over 250 delegates working in the beef industry nationwide, from production to support services.

As a partner, you will have an opportunity to target a local audience and a broad geographic of Australia, all with a career, focus, or interest in Australian beef and agriculture.

The Young Beef Producers' Forum is fully funded through industry support and, as such, is known for its educational content, exhibitor experience, property tours and outstanding speaker line-up.



## ROMA

Roma is known for its cattle, the ones being auctioned off at their famous saleyards, that is. If you're in town on a Tuesday, you're in luck because the town centre comes alive with the sounds of sales.

We held our 2022 YBPF Cocktail Party at the Roma saleyards.



## ATTENDEE FEEDBACK

The Young Beef Producers' Forum is an event that has become renowned for delivering high-quality presentations, speakers, learnings and networking opportunities. Feedback is collected each year, with last year's ratings hitting new highs.

*"This was my first year, and I will definitely be back next year! It was such an educational experience and one I will never forget."*

*"Great couple of days- always worth the time to network and socialise with like-minded individuals in the industry."*

*"Great opportunity for me to listen to many successful people in the beef industry and think about tips to take home to our farm."*

## PROPERTY TOURS

Every year, the forum features a 'Property Tour' organised between the committee and a local producer. The aim is to showcase their operation, focusing on what innovative management practices they are implementing to change or improve their business model.

The Property Tour is a highlight of the event for delegates, with the opportunity to observe, listen and learn to real-life examples - with a hands-on approach in the paddock. From small family operations tweaking a legacy model to large corporates becoming vertically integrated - the Maranoa area has something for everyone. The calibre of operations we have the opportunity to showcase is second to none.



## FUTURE FARMERS NETWORK (FFN)

Future Farmers Network (FFN) is the only national independent organisation providing opportunities and services to support the future of Australian agriculture, with the aim to empower, support and retain young people in agriculture.

FFN's board reflects the organisation's mission and membership base, being a directorship group of all under 35 years. Each board member is actively engaged and working in the agricultural sector, ranging from corporate agribusiness to broad acre farming.



## GOLD PARTNER

- Company logo to appear on all event collateral, including event handbook
- Company logo to appear on conference screen (10 seconds)
- Company logo to appear on the YBPF & FFN websites
- Full page advertising space in the YBPF event handbook (A5 size handbook)
- Promotional banner to be displayed on the conference stage throughout the event
- Opportunity to play your company's video at an agreed time during the event or to take a 10 min speaking spot
- Exhibitor stand located in the conference auditorium
- Opportunity to supply one promotional item to be placed on delegates' tables on Day One
- Two full conference tickets (incl. cocktail party)
- Two FFN Annual Memberships
- Company sponsorship recognised via three social media posts in the lead-up to the event
- Company sponsorship recognised via one social media post during the event
- Company recognition as YBPF Gold Tier sponsor in the FFN Top 5 Newsletter (4.5K reach)
- Satchel insert

\$5,500 + GST

## SILVER PARTNER

- Company logo to appear on all event collateral, including event handbook
- Company logo to appear on conference screen (5 seconds)
- Company logo to appear on the YBPF website
- Half-page advertising space in the YBPF event handbook (A5 size handbook)
- Promotional banner to be displayed in the Auditorium throughout the event
- Exhibitor stand located in the conference auditorium
- Two full conference tickets (incl. cocktail party)
- Two FFN Annual Memberships
- Company sponsorship recognised via two social media posts in the lead-up to the event
- Satchel insert

\$3,500 + GST

## BRONZE PARTNER

- Company logo to appear on all event collateral, including event handbook
- Company logo to appear on conference screen (combined logo list)
- Company logo to appear on the YBPF website
- Exhibitor stand located in the conference auditorium
- One full conference ticket (incl. cocktail Party)
- Company sponsorship recognised via one social media post in the lead-up to the event
- Satchel insert

\$2,000 + GST

## PLATINUM PARTNER

All Gold inclusions, plus:

- 30-minute speaking spot as a part of the main forum program
- 4 x extra full conference tickets
- 4 x extra FFN Memberships
- Double-page advertisement in the handbook - A4 equivalent.
- 2 x Editorial in FFN Top 5 Newsletter
- 1 x onboarding social media post recognising platinum sponsorship

\$8,000 + GST

## PARTNER OPPORTUNITIES

- 1 x Wednesday night "Meet & Greet" Partner
- 1 x YBPF Cocktail Soiree Partner
- 2 x Lunch Partner
- 2 x Morning Tea Partner
- 1 x Event Water bottle Partner
- 1 x Event Satchel bag Partner
- 1 x Event Lanyard partner

## YBPF PARTNERSHIP COMPARISON

	PLATINUM	GOLD	SILVER	BRONZE
<b>Value</b>	\$8,000	\$5,500	\$3,500	\$2,000
Event Tickets *	6 x full ticket	2 x full ticket	2 x full ticket	1 x full ticket
FFN Membership	6 x membership	2 x membership	2 x membership	-
Promo Items	1 x delegates' table	1 x delegates' table	-	-
Handbook Advert	Double page advert (A4) equivalent	Full page advert	Half page advert	-
Conference Stage	Banner	Banner	Banner	-
Exhibitor Stand	1 x exhibitor space	1 x exhibitor space	1 x exhibitor space	1 x exhibitor space
Social Media	1 x on signing 3 x leading up to 1 x during event	3 x leading up to 1 x during event	2 x leading up to	1 x leading up to
Promo Video	1 x promo video	1 x promo video, or 10 min speaker opp.	-	-
Speaking Opportunity	30-minute speaking spot as a part of main forum program	-	-	-
Logo on YBPF website	1 x	1 x	1 x	1 x
Logo on FFN website	1 x	1 x	-	-
Logo in YBPF handbook	1 x	1 x	1 x	1 x
Logo on conference screens	1 x	1 x	1 x	1 x
Satchel Insert	1 x	1 x	1 x	1 x

\*Event Tickets are available in two forms.

- A Full Event Ticket includes attending the two full days, the meet and greet and the cocktail party.
- A Day Pass only includes attending the event on Thursday or Friday and does not include a cocktail ticket.

## \*EVENT TICKETS

Event Tickets are available in two forms.

- A Full Event Ticket includes attending the two full days, meet and greet, and the cocktail event.
- A Day Pass only includes attending the event on Thursday or Friday and does not include a cocktail ticket.





## YOU CAN CONTACT US HERE

Imogen Wathen  
YBPF Committee Chair  
0429 459 681  
ybpf@futurefarmers.com.au

Adele Laughton  
CEO - Future Farmers Network (FFN)  
0400 009 398  
adele.laughton@futurefarmers.com.au

Caitlin McConnel  
Future Farmers Network (FFN) Chair  
0438 542 086

ybpf.com.au  
futurefarmers.com.au

 @youngbeefproducersforum

 @YoungBeefProducersForum

We look forward to supporting the next generation of beef producers with you!



## YOUR TEAM



### IMOGEN WATHEN

YBPF Committee Chair  
Imogen is an Agribusiness Banker with the Commonwealth Bank and has been involved in the YBPF committee for many years. Imogen has family ties to the local area centred around a breeding and backgrounding beef cattle operation that keeps her busy on weekends.



### ADELE LAUGHTON

CEO - Future Farmers Network  
Adele is an experienced leader with a demonstrated history working in the Agriculture industry. Adele's enthusiasm for agriculture can be attributed to a childhood growing up on a farm in Northern Rivers, NSW.

### CAITLIN MCCONNEL

Chair - Future Farmers Network

Caitlin is a Senior Associate at Clayton Utz and a sixth-generation grazier, whose passion for agriculture stems from her work on her family's historical property, which produces beef cattle in Toogoolawah, Queensland.

