



37th Annual Industry Conference

23 - 25 March 2022 | Darwin NT

NORTHERN TERRITORY CATTLEMEN'S ASSOCIATION
SPONSORSHIP PROSPECTUS

ABOUT NTCA

The Northern Territory Cattlemen's Association (NTCA) is the peak industry group in the Northern Territory representing over 90 per cent of the Territory's cattle herd; a landmass up to 700,000 square kilometers, and a herd size of over 2.1million head.

Since 1978 the NTCA has been recognised as one of Australia's most effective producer representative bodies, working at Territory, Federal and International levels with government and industry to advance and protect the interest of NT cattle producers and associated industry.

In addition to core responsibilities, the NTCA maintains a strong focus on the emerging economies of South East Asia and invests in building relationships in the region and beyond. At home the NTCA runs an effective indigenous employment program to re-engage young people in the modern industry.

The NTCA is a driving force for continual improvement, adaptation and the ongoing viability of the pastoral industry.

Facts and Figures

- Pastoralists generate more than 85% of the NT's primary production value*
- The cattle industry and related service industries contribute \$1 billion annually to the NT economy
- There are 2.2 million cattle across 45% of the Territory's land mass
- NT Pastoralists manage up to 700,000km² of the NT landmass
- 8,000 head of cattle is the average NT herd size
- The average NT cattle property is approximately 3,000km²
- On average, around 600,000 cattle are turned off NT pastures annually
- The Darwin Port is the busiest live export port in the world+
- The NTCA's Bohning Yard facility in Alice Springs was one of the first Organic and USDA NOP certified spelling and sale facilities in Australia

*Source: ABARES 2016, Agriculture, Fisheries and Forestry in the Northern Territory, 2016

+Source: NT Live Exporter's Association



THE NTCA ANNUAL INDUSTRY CONFERENCE

The NTCA Annual Industry Conference is the foremost annual beef industry event in Northern Australia and is attended by delegates from the Northern Territory, Australia and overseas - attracting local pastoralists, national industry leaders, MPs and senior Ministers from the NT and Federal governments. The event is the highlight of the NT pastoral industry's calendar and provides an excellent opportunity for producers and industry members to come together in an environment that is both stimulating and social.

The conference program each year is tailored to reflect the most important, immediate, and longer-term industry issues, and aims to celebrate achievements and inspire the industry.

MARCH
23 TO 25
2022
DARWIN
CONVENTION
CENTRE



SPONSORSHIP OPPORTUNITIES

All prices listed are GST Exclusive

	Price	Page No.
CONFERENCE		5
Platinum Sponsor	\$15,000	
Gold Sponsor	\$10,000	
Silver Sponsor	\$5,000	
Speaker Sponsor	\$3,000	
Expo Booth Only - Expo Hall	\$4,000	6
Expo Booth Only - Foyer	\$3,500	
GALA DINNER		8
Major Sponsor	\$15,000	
Supporter	\$5,000	
LADIES LUNCH		9
Major Sponsor	\$6,000	
Supporter	\$3,000	
Bus	\$5,000	
OTHER EVENTS		10
YLEN and NTCA Future Leaders Sundowner	\$3,000	
Georgina Pastoral Future NTCA Breakfast	\$3,000	
UNIQUE OPPORTUNITIES		11
Meal Breaks	\$3,000	
MERCHANDISE		12
Conference Program Sponsor	\$6,000	
Satchel Sponsor	\$6,000	
Water Bottle Sponsor	\$5,000	

	Price	Page No.
ADVERTISING OPPORTUNITIES		13
Satchel Insert	\$2,000	
NTCA YEARBOOK AD		14
Full Page	\$2,500	
+ 1 Social Media Ad		
Half Page	\$1,700	
1/3 Page	\$1,500	
1/4 Page	\$1,000	
Outside Back	\$4,500	
+ 3 Social Media Ad		
Inside Front	\$3,000	
+ 2 Social Media Ad		
Inside Back	\$2,500	
+ 1 Social Media Ad		
NTCA NEWSLETTER AD		15
Option 1	\$360	
Option 2	\$360	
Option 3	\$455	
Option 4	\$500	
Option 5	\$270	
3 Months	\$2,870	
6 Months	\$5,500	

SPONSORSHIP PACKAGES

CONFERENCE

	PLATINUM <i>Exclusive Opportunity</i>	GOLD <i>Multiple Opportunities</i>	SILVER <i>Multiple Opportunities</i>	SPEAKER SPONSOR <i>Multiple Opportunities</i>
(ex. GST)	\$15,000	\$10,000	\$5,000	\$3,000
EXHIBITION BOOTH	DOUBLE	DOUBLE	SINGLE	
CONFERENCE TICKETS	6	4	2	1
GALA DINNER TICKETS	6	2		
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓		
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Half Page	Quarter Page	
BANNER DISPLAYED	✓	✓		
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	

SPONSORSHIP PACKAGES

CONFERENCE - BOOTH ONLY

(ex. GST)	BOOTH ONLY Expo Hall <i>Multiple Opportunities</i> SOLED \$4,000	BOOTH ONLY Foyer <i>Multiple Opportunities</i> \$3,500
EXHIBITION BOOTH	SINGLE	SINGLE
CONFERENCE TICKETS	1	1
GALA DINNER TICKETS		
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
SCREEN ADVERTISING AT EVENT		
ADVERTISEMENT IN CONFERENCE PROGRAM		
BANNER DISPLAYED		
LOGO DISPLAYED ON EVENT COLLATERAL		

EXHIBITION INCLUSIONS

(Exhibition Hall Booths only)

Each exhibition booth includes:

- 3m x 3m booth space
- 3m x 3m back wall
- 1.5m W x 2.4m H side walls
- 1x counter
- 2x stools
- Power
- 2x long arm lights
- Fully digital fascia panel with NTCA logo
- Fully digital printed counter panel with exhibitor logo
- Additional printed panels and furniture can be ordered via exhibitor service centre.

Acceptable types of fixings:

UHU tac white putty (white tac) or 3M Command picture hanging strips (both available from Fusion Exhibitions).

Unacceptable types of fixings:

Pins, staples, screws, nails, bolts, Velcro, paint or double-sided adhesive tape (please note that a charge will be invoiced to exhibitors for any wall panel damage).



SPONSORSHIP PACKAGES


GALA DINNER

(ex. GST)	MAJOR SPONSOR <i>Exclusive Opportunity</i> SOLD \$15,000	SUPPORTER <i>Multiple Opportunities</i> \$5,000
NAMING RIGHTS	✓	
EXHIBITION BOOTH	DOUBLE	-
CONFERENCE TICKETS	4	2
GALA DINNER TICKETS	6	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Quarter Page
BANNER DISPLAYED	✓	
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓



SPONSORSHIP PACKAGES


LADIES LUNCH

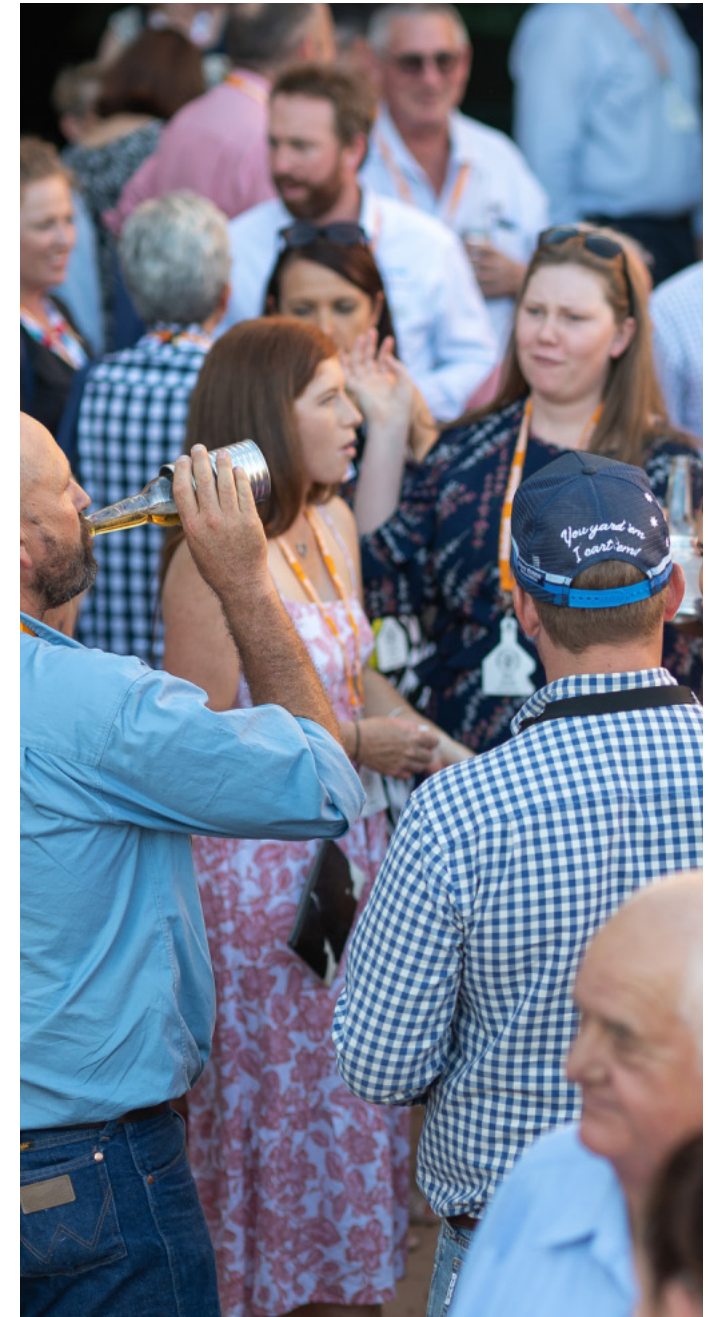
	MAJOR SPONSOR <i>Exclusive Opportunity</i>  \$6,000	SUPPORTER <i>Multiple Opportunities</i> \$3,000	BUS SPONSOR <i>Exclusive Opportunity</i> \$5,000
(ex.GST)			
NAMING RIGHTS	✓		✓ (Bus)
LADIES LUNCH TICKETS	4	2	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
BANNER DISPLAYED	✓	✓	✓
LOGO DISPLAYED ON EVENT COLLATERAL	✓		✓
SIGNAGE ON BUS			✓



SPONSORSHIP PACKAGES

ADDITIONAL FUNCTIONS

(ex. GST)	YLEN AND NTCA FUTURE LEADERS SUNDOWNER <i>Exclusive Opportunity</i> \$3,000	GEORGINA PASTORAL FUTURE NTCA BREAKFAST <i>Exclusive Opportunity</i>  \$3,000
NAMING RIGHTS		
CONFERENCE TICKETS	2	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓
BANNER DISPLAYED	✓	✓
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓
OPPORTUNITY TO PROVIDE BRANDED MATERIALS		



SPONSORSHIP PACKAGES



UNIQUE OPPORTUNITIES

(ex. GST)	MEAL BREAKS <i>Morning Tea / Lunch / Afternoon Tea</i> \$3,000 ea
NAMING RIGHTS	✓
CONFERENCE TICKETS	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓
SCREEN ADVERTISING AT EVENT	✓
BANNER DISPLAYED	✓



SPONSORSHIP PACKAGES

MERCHANDISE

(ex. GST)	SACHEL SPONSOR <i>Exclusive Opportunity</i>  \$6,000	CONFERENCE PROGRAM SPONSOR <i>Exclusive Opportunity</i> \$6,000	WATER BOTTLE SPONSOR <i>Exclusive Opportunity</i>  \$6,000
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
OPPORTUNITY TO HAVE LOGO ON SPONSORED ITEMS	✓	✓	✓



SPONSORSHIP PACKAGES

ADVERTISING OPPORTUNITIES

(ex. GST)	SACHEL INSERT <i>Multiple Opportunities</i> \$2,000
OPPORTUNITY TO PROVIDE SACHEL INSERT	✓



NTCA YEARBOOK ADVERTISING

The Yearbook contains a wealth of valuable and relevant information and is distributed throughout the Northern Cattle Industry. It's an ideal platform for you to promote and inform a wide range of stakeholders of the valuable part you play in this vital industry.

The NTCA Yearbook is published in print and extensively promoted online. It will be available on the NTCA and the HerdThat websites and promoted via its social media channels and fortnightly e-newsletters.

Estimated readership of both the print and online versions of the Yearbook is 40,000 industry stakeholders.

This online version allows advertisers to have a link to their website, putting them in direct contact with the cattle industry.



AVAILABLE SPACES

	Price (ex. GST)
Full Page + 1 Social Media Ad	\$2,500
1/2 Page	\$1,700
1/3 Page	\$1,500
1/4 Page	\$1,000

	Price (ex. GST)
Outside Back + 3 Social Media Ads	\$4,500
Inside Front + 2 Social Media Ads	\$3,500
Inside Back + 1 Social Media Ad	\$3,000

Contact Annie at
public.engagement@ntca.org.au
to book your ads.

NTCA NEWSLETTER ADVERTISING

Exclusive Conference rates.

The Northern Territory Cattlenews is the official newsletter of the Northern Territory Cattlemen's Association.

It is a fortnightly production comprising industry news, views, notices of importance or interest to NTCA members, and industry-related advertising. On the first and 15th of every month the newsletter is distributed to more than 3,000 recipients, including all NTCA members and industry stakeholders throughout Australia.

A great way to reach the NTCA membership, industry stakeholders and people working and living across the Northern Territory, is to advertise in the Cattlenews.

Combined with ads on the NTCA and HerdThat Facebook pages and the NTCA website, your ad can reach more than 20,000 people every fortnight.



ADVERTISING RATES

All prices are ex. GST

Option 1:

\$360 (discounted from \$386.36)

A story with logo and a photo, with a link to your website and/or email address.

Max 350 words.

Option 2:

\$360 (discounted from \$386.36)

An ad (Artwork supplied), linked to your website.

Size: 800px W x 600px H

Option 3:

\$455 (discounted from \$477.27)

Option 1 or 2 as above, plus your ad/story shared on our HerdThat Facebook page which has 4,000 followers and a monthly reach of 140,000 people., as well as the NTCA Facebook page with more than 11,000 followers.

Option 4:

\$500 (discounted from \$522.73)

Option 3 plus your ad/story shared in the news section of the NTCA website, unlimited word count and option to embed a video (via YouTube link) in the newsletter.

Option 5:

\$270 (discounted from \$295.45)

Your ad/story on social media only (NTCA and HerdThat Facebook pages)

Ad: 800px W x 600px H

Story: Maximum 350 words.

3 months' worth of advertising (6x Option 4):

\$2,870 (discounted from \$3,136.36)

6 months' worth of advertising (12x Option 4):

\$5,500 (discounted from \$6,272.73)

Contact Annie at

public.engagement@ntca.org.au

to book your ads.

TAILORED SPONSORSHIP PACKAGES

We can work with you to tailor a sponsorship package to align with the interests and objectives of your organisation.

If you would like to find out more information, please contact Rosie Peace on comms@associatedadvertising.com.au or call 8942 3388.



CONTACT US

For more information to discuss sponsorship options please contact the conference organiser:

ROSIE PEACE
comms@associatedadvertising.com.au
08 8942 3388



2022 PROGRAM

Wednesday 23 March

Croc & Frocks Fundraiser - Crocosaurus Cove

Thursday 24 March

ReAqua Tea & Tech Morning - Darwin Convention Centre

Georgina Pastoral Future NTCA Breakfast (*Invitation Only*)

NTCA & Bilba Ladies Lunch - Pee Wee's at the Point (plus Members' Excursion)

NTCA Annual General Meeting (*Full Members Only*)

Pioneer Water Tanks Welcome Drinks - Darwin Convention Centre

Friday 25 March

NTCA Conference - Darwin Convention Centre

NTCA & AACo Gala Dinner - Darwin Convention Centre



CONTACT US

For more information to discuss sponsorship options please contact the conference organiser:

ROSIE PEACE

comms@associatedadvertising.com.au

08 8942 3388

Sponsorship & Exhibition Cancellation Dates:

Before COB 8 February 2022 - full refund

9 February - 23 February 2022 - 50% refund

After COB 23 February 2022 - no refund