

SPONSORSHIP AND EXHIBITION PROSPECTUS



11-12 November 2025, Dalby



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Cattle Connect is Cattle Australia's flagship event, where big ideas, new technologies and innovative production practices, come together with the brilliant people who are the lifeblood of our great industry. Cattle Connect is designed to foster the knowledge sharing, collaboration and new connections that will shape the future of the Australian beef sector.

This year Cattle Connect will feature the inaugural Cattle Australia Cup Campdraft competition – a limited field, high stakes teams event that will draw riders and spectators from across the country. It's sure to put a spring in everyone's step as we move from the drafting arena to tackling the serious challenges and opportunities facing the beef industry via the Cattle Connect trade show, farm technology demonstrations, and policy presentations by expert speakers.

At the top of the discussion agenda will be the review of the cattle transaction levy being led by Cattle Australia. It's now been 19 years since the last review, and while the \$5 levy has served industry well during that period, the time is now right to calmly and objectively consider whether the levy in its current form is fit for today's operating environment.

The industry is facing new challenges and opportunities each day – many of which did not exist a decade ago. As such, it's vital that industry has the resources it needs to deliver the research, development, marketing, policy development and industry advocacy it needs to secure a profitable and sustainable future.

Over the next 18 months CA will be seeking the views of producers, agribusinesses and industry organisations on the appropriate rate for the levy, and how and where those levy funds should be spent.

Cattle Connect is the first step in that process and we welcome your support in our commitment to engaging with and representing the needs of the grass-fed cattle industry.

I encourage you to review this prospectus to find the best means possible for your business to participate in Cattle Connect and support Cattle Australia in delivering a better beef industry for our country.

Regards,



Will Evans
Chief Executive Officer





Diamond Sponsor

All amounts are listed as ex GST

Unique Opportunity - \$25,000

Full event ticket (includes Sundowner & Campdraft access)	15
Additional Sundowner & Campdraft Ticket	15
Logo & link on website	✓ Premium placement
Trade stand	Double, in a prominent space
Satchel insert	1
Social media acknowledgement	✓ Dedicated post
Video advertising at the event	✓
Banner displayed	✓
Logo displayed at event	✓
Verbal acknowledgement during opening and closing addresses	✓
Additional benefit(s)	Exclusive opportunity to deliver a keynote or facilitate a session or panel Naming rights to Campdraft

Sponsorship Packages

All amounts are listed as ex GST

	Outback Pioneer Sponsor (Gold Sponsor) Multiple Opportunities \$12,000	Station Leader Sponsor (Silver Sponsor) Multiple Opportunities \$9,000	Cattleman's Sponsor (Bronze Sponsor) Multiple Opportunities \$6,000
Full event ticket (includes Sundowner & Campdraft access)	10	6	4
Logo & link on website	✓	✓	✓
Trade stand	Double	Single	Single
Satchel insert	1	1	1
Social media acknowledgement	✓	✓	-
Video advertising at the event	✓	✓	✓
Advertisement in the program	Full Page	Half Page	Quarter Page
Banner displayed	✓	✓	✓
Logo displayed at event	✓	✓	✓
Additional benefit(s)	Opportunity to facilitate a session	-	-

Trade Stand Packages

All amounts are listed as ex GST

	Trade Stand - Single Multiple Opportunities \$3,000	Trade Stand - Double Multiple Opportunities \$5,000	Vehicle / Equipment Display Only Multiple Opportunities POA
Full event ticket (includes Sundowner & Campdraft access)	2	2	2
Trade space	3m x 3m	3m x 6m	Space only
Banner displayed	✓	✓	✓
Logo & link on website	✓	✓	✓

NOTE: All trade stand exhibitors are required to provide their own marquee(s).
Only tables and chairs will be supplied on-site.



Live Demonstration Opportunities

All amounts are listed as ex GST

Three Opportunities - POA

- Two (2) Full event tickets, including Sundowner & Campdraft access
- A dedicated time slot during the event program to showcase livestock, machinery, or AgTech equipment in action
- Access to demonstration space (paddock, arena, or designated outdoor area)
- Space to conduct demo
- Banner displayed
- Logo & link on event website



Program Sponsorship Packages

All amounts are listed as ex GST

Session Sponsor

Limited Opportunities - \$3,000

- Two (2) Full event tickets, including Sundowner & Campdraft access
- Logo & link on event website
- Verbal recognition at the start and close of the sponsored session
- Social media mention pre-event
- Speaking opportunity: 2-minute introduction of session

Speaker Gift Sponsor

Exclusive Opportunity - \$1,800

- One (1) Full event ticket, including Sundowner & Campdraft access
- Logo & link on event website
- Logo on thank you slides
- Logo on speaker gifts (sponsor to provide the gifts)

Printed Program Sponsor

Exclusive Opportunity - \$4,000

- One (1) Full event ticket, including Sundowner & Campdraft access
- Logo & link on event website
- Logo on the back cover
- Full page advertisement on the inside front page



Hospitality Sponsorships

All amounts are listed as ex GST

	Meal Service: Morning Tea Two Available \$2,500	Meal Service: Lunch Two Available \$5,000	Meal Service: Afternoon Tea Exclusive Opportunity \$2,500	Coffee Cart Exclusive Opportunity \$5,000
Signage	At catering station	At catering station	At catering station	At coffee cart
Logo & link on website	✓	✓	✓	✓
Acknowledgement	Verbal, pre-break	Verbal, pre-break	Verbal, pre-break	Pre-event communications
Video advertising during break	✓	✓	✓	-
Additional benefit(s)	-	-	-	Opportunity to provide branded coffee cups



Sundowner

All amounts are listed as ex GST

Sundowner Sponsor

Exclusive Opportunity - \$10,000

- Naming rights of the Sundowner event
- Four (4) Full event tickets, including Sundowner & Campdraft access
- Six (6) additional Sundowner & Campdraft tickets
- Exhibition space - Single (3m x 3m) space
- Speaking opportunity during the Sundowner event
- Banner displayed
- Logo & link on event website



Campdraft

All amounts are listed as ex GST

Campdraft Naming Rights Sponsor

Exclusive Opportunity - \$5,000

- Naming rights of the Campdraft event
- Six (6) Sundowner & Campdraft tickets
- Exhibition space - Single (3m x 3m) space
- Logo on all event signage, marketing and entry gate
- Opportunity to present major prizes
- Recognition in all media releases and social media
- Speaking opportunity during the Campdraft event
- Banner displayed
- Logo & link on event website

Campdraft Night Stalls (3m x 3m Space)

Multiple Opportunities - \$250

- 3m x 3m space only for market stalls

This option is ideal for market-style stalls including local producers, retailers, and makers looking to showcase goods.



Other Sponsorship Packages

All amounts are listed as ex GST

	Water Bottle Exclusive Opportunity \$6,000	Satchel Bags Exclusive Opportunity \$6,000
Full event ticket (Includes Sundowner ticket)	-	-
Additional Sundowner ticket	-	-
Logo & link on website	✓	✓
Video advertising at the event	✓	✓
Banner displayed	-	-
Logo displayed at event	-	-
Additional benefit(s)	Logo on Sponsored Item	Logo on Sponsored Item

Package Add-ons

Satchel Insert	\$500	Multiple Opportunities
Social media advertising	\$200	Multiple Opportunities
Post-event wrap-up mention	\$200	Multiple Opportunities

TAILORED SPONSORSHIP OPPORTUNITIES:

At Cattle Connect 2025, we believe great partnerships start with understanding. That's why we work closely with each sponsor to create a package that truly reflects your goals, whether it's raising your profile, connecting with attendees, or showcasing something special like new technology or innovations.

If you're looking to make a bigger impact at Cattle Connect 2025, we've introduced fresh sponsorship options that offer even more visibility and value, whether you're displaying equipment, hosting live demonstrations, or creating standout brand moments throughout the event. We'll help you find the right fit or create a bespoke sponsorship experience that delivers impactful results and drives meaningful connections within the beef industry.

CONTACT:

Sponsorship:

Rosie Peace | AA&P Events

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Program & Registration:

AA&P Events

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Cattle Australia

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APPLY TO SPONSOR/EXHIBIT:

Please download the application form:

APPLICATION FORM

CANCELLATION DATES:

50% fee for cancellations before 5pm Friday, 17 October 2025.

100% fee for cancellations after this date.

VISIT THE WEBSITE