



## **2011 RED MEAT SECTOR CONFERENCE**

### ***Sponsorship Opportunities***

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***The Meat Industry Association (MIA) and Beef + Lamb New Zealand (B+LNZ) would like to offer your organisation the opportunity to be associated with their inaugural Red Meat Sector Conference which is being held at the Distinction Hotel in Rotorua, New Zealand, on Sunday 4 and Monday 5 September 2011.***

#### **Introduction**

The Meat Industry Association of New Zealand Inc (MIA) is a voluntary trade association representing New Zealand meat processors, marketers and exporters. Beef + Lamb New Zealand Ltd (B+LNZ) is the farmer owned industry organisation representing New Zealand's sheep and beef farmers.

The MIA annual conference has long been the key event for communication with, and amongst New Zealand's meat industry. This year, for the first time, MIA and B+LNZ are joining together to host this annual event and the September conference will consider issues of interest across the red meat sector. This will present an unprecedented opportunity to interact with key figures in the red meat sector. Leaders from farming, processing and marketing will be represented.

In 2011 MIA and B+LNZ initiated the development of a Red Meat Sector Strategy. The strategy was released by MIA and B+LNZ with the Prime Minister, the Rt Hon John Key and the Minister of Agriculture, the Hon David Carter on Wednesday 4 May. It reflects broad recognition of the underlying challenges to the sector's sustainable profitability, but also clearly identifies the opportunities for the sector to realise its full potential and continue to be a principal driver of New Zealand's economy.

The inaugural Red Meat Sector conference will build on the core themes identified in the strategy; Coordinated in-market behaviour; Efficient and aligned procurement; and Sector best practice.

Two major social events are planned for the evening of Sunday 4 September - a welcome Cocktail Function, to be held at the Rotorua Museum followed by the annual Conference dinner, to be held at the historic Blue Baths. A partners' programme is also being planned if numbers are sufficient.

Sponsorship of this event can provide your organisation with numerous tangible benefits, including:

- enhancing the profile of your organisation with industry leaders and farmers;
- direct access to, and a chance to network with industry leaders, farmers, high profile national speakers, delegates and exhibitors;
- the opportunity to come face-to-face with industry leaders and farmers who can be difficult to access due to the geographical spread of the sector; and

- the prospect of influencing decision makers and consumers.

**Set out below for your consideration are four sponsorship packages, as well as other opportunities to sponsor specific conference events.**

### **PLATINUM PACKAGE - \$10,000 + GST**

#### **Benefits:**

- Recognition as a Platinum Sponsor on the conference programme
- Recognition as a Platinum Sponsor on the conference websites with a link to your organisation's website
- Opportunity to introduce keynote speakers during the conference, with logo appearing next to their session on screen and the conference programme
- Two complimentary conference registrations (including invitation to conference cocktail function and dinner, but excluding accommodation)
- Display space in the Exhibition area at the Conference (Grade A)
- Company brochure and/or promotional material inserted into delegate bags

### **GOLD PACKAGE - \$5,000 + GST**

#### **Benefits:**

- Recognition as a Gold Sponsor on the conference programme
- Recognition as a Gold Sponsor on the conference websites with a link to your organisation's website
- Opportunity to introduce session speakers during the conference, with logo appearing next to the relevant session on screen and the conference programme
- One complimentary conference registration (including invitation to conference cocktail function and dinner, but excluding accommodation)
- Display space in the Exhibition area at the Conference (Grade B)
- Company brochure and/or promotional material inserted into delegate bags

### **SILVER PACKAGE - \$2,500 + GST**

#### **Benefits:**

- Recognition as a Silver Sponsor on the conference programme
- Recognition as a Silver Sponsor on the conference websites with a link to your organisation's website
- One complimentary ticket to the conference cocktail function and dinner
- Display space in the Exhibition area at the Conference (Grade C)
- Company brochure and/or promotional material inserted into delegate bags

### **BRONZE PACKAGE - \$1,000 + GST**

#### **Benefits:**

- Recognition as a Bronze Sponsor on the conference programme
- Recognition as a Bronze Sponsor on the conference websites with a link to your organisation's website
- Company brochure and/or promotional material inserted into delegate bags
- Subject to available space, trade display in the Exhibition area at the Conference venue

## SOCIAL EVENTS – P.O.A

### COCKTAIL FUNCTION

The cocktail function prior to the conference dinner will provide delegates with the opportunity to catch up with old friends and make new connections. The sponsorship includes a contribution towards the cost of drinks and venue.

#### Benefits:

- Exclusive hosting rights
- Recognition as a sponsor on the Conference website with a link to your organisation's website
- One complimentary ticket to the Cocktail Function and Conference Dinner
- Permitted to erect signage at the venue
- Company brochure and/or promotional material inserted into delegate's bags
- Company name and logo in the conference programme next to the event

### CONFERENCE DINNER

The Conference Dinner is the premiere conference event. Delegates and their partners will have a night to remember with a menu designed exclusively by one of Beef + Lamb NZ's Ambassador Chefs, special guest speaker, and great entertainment lined up. This is an ideal opportunity for a sponsor to maximise the networks developed throughout the conference. The sponsorship cost includes a contribution towards the costs of the venue, catering, drinks and entertainment.

#### Benefits:

- Exclusive hosting rights
- Recognition as the Conference Dinner sponsor on the Conference website with a link to your organisation's website
- Permitted to erect signage at the venue
- Three complimentary tickets to the Cocktail Function and Conference Dinner
- Company name and logo on the dinner menu
- Company brochure and/or promotional material inserted into delegate's bags
- Company name and logo in the conference programme next to the event
- Opportunity to introduce the guest speaker at dinner

### TABLE WINE

The sponsorship includes a contribution towards the cost of the table wine for the conference dinner.

#### Benefits:

- Label with company name and logo placed on all table wine
- Company brochure and/or promotional material inserted into delegate's bags
- Company name and logo printed in the conference programme

*To find out more about these opportunities please contact the sponsorship coordinator – Melissa Tamanui  
Email – [melissa.tamanui@mia.co.nz](mailto:melissa.tamanui@mia.co.nz)  
Phone – 04 495 8375*

## OTHER OPPORTUNITIES

Please contact the sponsorship coordinator to find out about other sponsorship opportunities, including:

- Delegate bags
- Morning and Afternoon Tea and/or Lunch
- Name tags and lanyards
- Speakers
- Conference pens
- Conference pads

**No longer available**

## FURTHER INFORMATION

For further information, or to confirm the sponsorship you have selected, please contact or return the attached form to the sponsorship coordinator:

Melissa Tamanui  
RMS Conference  
Meat Industry Association  
PO Box 345  
Wellington 6140

DDI – 04 495 8375  
Fax – 04 473 1731  
Email – [melissa.tamanui@mia.co.nz](mailto:melissa.tamanui@mia.co.nz)



**2011 RED MEAT SECTOR CONFERENCE**  
*Sponsorship Form*

**No longer available**

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Invoice Address:**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please mark the appropriate box below indicating which sponsorship package your company wishes to provide. An invoice for the costs associated with your sponsorship will be sent to the person and address nominated above.

<b>Platinum Package</b>	\$10,000 + gst	<input type="checkbox"/>
<b>Gold Package</b>	\$5,000 + gst	<input type="checkbox"/>
<b>Silver Package</b>	\$2,500 + gst	<input type="checkbox"/>
<b>Bronze Package</b>	\$1,000 + gst	<input type="checkbox"/>
<b>Cocktail Function</b>	\$ By negotiation	<input type="checkbox"/>
<b>Conference Dinner</b>	\$ By negotiation	<input type="checkbox"/>
<b>Table Wine</b>	\$ By negotiation	<input type="checkbox"/>
<b>Other (please indicate)</b>	\$ By negotiation	<input type="checkbox"/>

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