

SOIL CARBON

THE NEW CASH CROP?

Orange Function Centre

Eyles St Orange, 9.00am – 5.00pm, 18th – 19th November, 2008

SPONSORSHIP OPPORTUNITIES

This event presents sponsors with a once-only opportunity to forge a ground floor alliance with leaders in Climate Change in Agriculture. Join the leaders and be a leader.

Sponsors, like exhibitors, will be perceived as part of the hottest growth industry in the world economy. At the same time they will plant the seed of long term relationships with the key players in the new industry.

There are 6 categories of sponsorship:

- *Platinum* – naming rights to the event; short presentation to conference, dominant signage, insert in conference show bag, exhibition space, lead mention in publicity, blog, and web, 5 delegates attend conference and dinner free.
- *Gold* – naming rights to Expo, large signage, exhibition space, insert in show bag, 4 delegates attend conference and dinner free.
- *Silver* – hosting rights to a networking event, signage, insert in show bag, 3 delegates attend conference and dinner free.
- *Carbon Cocky Contest* – naming rights, presentation of award, signage, exhibition space, insert in show bag, publicity arising from award, 2 delegates attend conference and dinner free.
- *Bronze* – signage, insert in show bag, 2 delegates attend conference and dinner free.
- *Supporter* acknowledgement of support, logo, 1 delegate attends conference and dinner free.

MARKETING & PROMOTIONS

This event is to be promoted in the following ways:

Media: Three waves of press releases:

Wave 1 – Climate change and agriculture

Wave 2 – High profile speaker's message

Wave 3 – Carbon Cocky Contest

- Publicity to all rural media (including ABC and regional television, radio and press).
- Online PR campaign aimed at progressive agriculture, climate change and environment industries.

Direct mail:

- Email to all Landcare groups and Catchment Management Authorities.
- Email to contact lists of all Supporter organizations.
- Invitation to all regional local government bodies.
- Invitation to Ministers for Climate Change, Agriculture.



EXTENDING THE MESSAGE

The contents of the conference and information about sponsors will be distributed far beyond the immediate audience:

- *Web* – The proceedings will be made available on the Internet. This gives the event international availability. Global media will be informed and an online PR campaign will promote the event.
- *Blog* – The event will be covered on a dedicated weblog site during the run up to the conference and during the event itself.

These additional channels will magnify the message and multiply the numbers exposed to it, locally, nationally, and globally.

SPONSOR APPLICATION FORM

I wish to lodge an application for Sponsorship at the Carbon Farming Conference and Expo in accordance with the following details.

Company:

Contact Name: Contact Position:

Address:

..... Post Code:

Telephone: Mobile: Facsimile:

Email:

Product/Service Area:

SPONSORSHIP BOOKING FORM *Please select (Prices include GST)*

- | | | | |
|--|----------|---|---------|
| <input type="radio"/> Platinum | \$15,000 | <input type="radio"/> Carbon Cocky | \$3,000 |
| <input type="radio"/> Gold Sponsor | \$10,000 | <input type="radio"/> Bronze Sponsor | \$2,000 |
| <input type="radio"/> Silver Sponsor | \$5,000 | <input type="radio"/> Supporter Sponsor | \$1,000 |

PAYMENT DETAILS

Cheques or money orders to be made payable to Carbon Farmers of Australia and posted to below address.

Payment by credit card: Visa Mastercard

Please debit my credit card with the amount owing on this form

Name on credit card:

Credit Card number: Expiry date:

Amount paid \$ Signature:

Please forward applications to:

Carbon Farmers of Australia ACN: 127 011 134

Phone 02 6374 0329

"Uamby"

Fax 02 6374 0354

Via Goolma 2852

Email louisa@carboncoalition.com.au