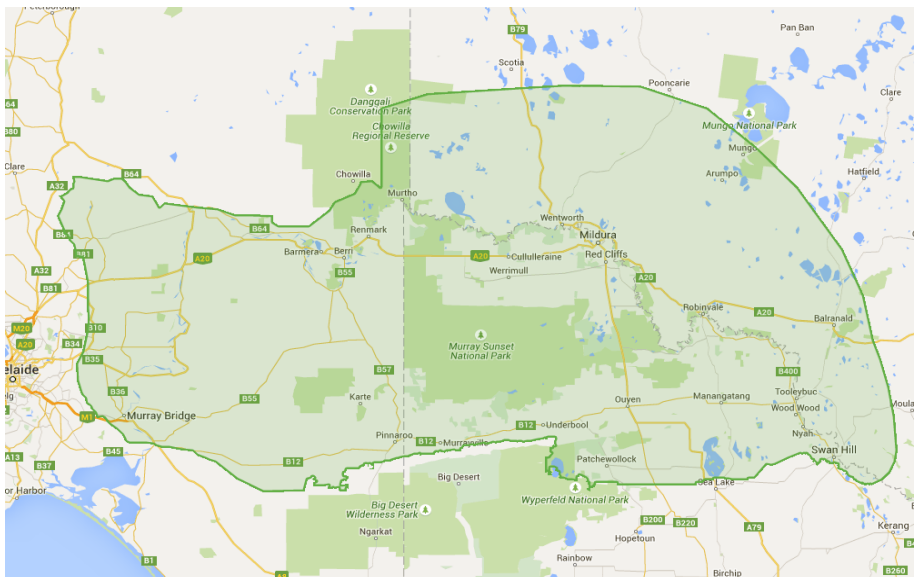


Mallee Sustainable Farming

Mallee Sustainable Farming Sponsorship Prospectus

Mallee Sustainable Farming Inc. (MSF) is a farmer driven organisation delivering research and extension services to the less than 350mm rainfall Mallee cropping regions of New South Wales, Victoria and South Australia. MSF operates within a region of around seven million hectares, extending beyond Balranald (NSW) in the east to Murray Bridge (SA) in the west.



Our Vision

Dynamic, profitable and sustainable farming.

Our Mission

Provide excellence in research, development and extension initiatives for the dryland Mallee of South Eastern Australia.

Principal Purpose

To protect and enhance the natural environment by the encouragement of sustainable dryland farming practices.

Mallee Sustainable Farming

Open membership allows MSF to work freely with 800 members and other industry groups. Through extensive collaborative networks MSF has been able to develop a scientifically rigorous research, development and extension program.

MSF activities are open to all farmers with a strengthening membership base receiving new and timely information on research, best management practices and practical solutions. Such activities include fact sheets, farm walks, trial sites, field days, farmer discussion groups and research compendium publications.

MSF offer a range of sponsorship opportunities to organisations that align with our vision, mission and principle purpose. All sponsorship agreements are made at the discretion of the MSF Board.

Major activities each year include;

Field Days:

Currently at Loxton and Lameroo in South Australia, Werrimull, Carwarp in Victoria and Euston in NSW. These events provide local farmers with the opportunity visit MSF and partner's trial sites to see the latest research first hand and hear from the industry's leading scientific innovators. These events are advertised extensively in local media, post office box drops and thorough the MSF E-update to members. These events typically attract between 30 and 100 participants each.

Mallee Research Update:

This annual event provides all farmers with annual results from MSF and partner organisation's trials at two gatherings in February each year. Typically, this event attracts over 100 people. Associated with this event is the publication of the annual MSF Research Compendium which is distributed to forum participants, MSF members and made freely available on the MSF web site.

MSF E-Update:

This electronic newsletter is distributed to MSF members at least four times per year as way of highlighting important technical information and promoting opportunities for members to participate in coming events. Distribution 800.

MSF Website:

The website has become a key information hub for members with the development of libraries around relevant issues and the key distribution point for the research compendium and field day information, both current and recently relevant.

MSF Facebook Page & Twitter:

Our Facebook page with just over 1900 'likes' is increasingly important and is used to keep interested members updated with our trial sites during the year with posts made as researchers visit trial sites throughout the season. We also promote our activities and events using Twitter.

Mallee Sustainable Farming

Sponsorship opportunities;

Field Day Sponsorship: including corporate display area or machinery at field day site, inclusions of logo on all promotional material, and a speaking opportunity during field day. (Note: up to 4 non-competitive sponsors per field day)

\$1,500 per event

Mallee Research Updates Sponsorship: including corporate display area at Mallee Research Update site, inclusions of logo on all promotional material, inclusion of logo in MRU booklet and acknowledgement during the event by the MSF facilitator. This event is normally held in 2 locations in different states, run on consecutive days.

\$1,000 per event

Annual Corporate Sponsorship: includes all of the Field Day sponsorship opportunities plus prominent acknowledgement of sponsorship on MSF opening web page, Facebook page, E –Update, Research Compendium publication and Annual Report.

\$5,000

Field Day Supporter: We provide the opportunity for local business to provide specific field day activities such as the provision of lunch or refreshments at the conclusion of the event. Depending on nature of these contributions inclusions range from display of company banner and an acknowledgement by MSF facilitators through to the full field day sponsorship.

Negotiable

We are also happy to discuss other opportunities you may have in mind providing that they align with our current offer.