



2023-2024

# PARTNERSHIP PROSPECTUS

Delivering relevant research  
based information

# PARTNERSHIP PROSPECTUS

## SOUTHERN FARMING SYSTEMS MARKETING MIX STRATEGY

### PLACE

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We are the major provider of farming systems research and development in the high rainfall zone of southern Australia.

### PRODUCT

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Southern Farming Systems offers access to a captive and growing direct marketing audience. We have a growing membership of farmers and service providers, a large and varied supporter base and sponsorships approaching 50 companies and 1,000 individuals. SFS' exciting new web interface was brought on-line in September 2021, creating a growing audience of 15,000 new users and over 45,000 page views. SFS has 3,600 Twitter followers that grows daily. Furthermore, the SFS YouTube channel continues to have approximately 10,000 views annually with subscriber audience increasing by over 15% year on year.

### PROMOTION

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Communication stretches far beyond our supporter base through a comprehensive suite of advertising and promotional opportunities. Publications are produced throughout the year in a range of frequencies. These publications include books, e-newsletters, professional and focused videos, webinars, results ebooks, and social media. Major events are accompanied by demonstrations, field days and workshops, which can be streamed online in real-time and recorded for later viewing opportunities.

### PRICE

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The value of our partnership in advertising terms alone is a bargain. However, this is significantly enhanced by the focus of a direct marketing audience who highly value our organisation for its quality and independent advice. Supporting a non-for-profit member-based organisation creates goodwill with prospective clients and communities within the regions in which SFS operates.

### CUSTOMISATION

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We understand that having a wide variety of partners entails an equally wide variety of marketing needs. Equipment suppliers require large demonstration sites and business service providers may require greater web traffic exposure. We are more than happy to tailor a package to suit your individual needs.

### TRIALS

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Seed and product supplier's exposure to farmers is best maximised when insitu. SFS have cropping primary trial sites in South West Victoria and Tasmania, with a pasture trial site at Rokewood, Victoria. Major events are held at these locations. In order to hold a trial on a SFS primary trial sites, it is necessary to be a current patron partner as a minimum.

**To learn more about SFS Partnerships, please contact us via any of the below:**

**A** 23 High St, Inverleigh, VIC 3321 **P** (03) 5265 1666 **F** (03) 5265 1678 **E** [office@sfs.org.au](mailto:office@sfs.org.au) [www.sfs.org.au](http://www.sfs.org.au)

# SOUTHERN FARMING SYSTEMS PARTNERSHIP RANGE

PARTNERSHIP INCLUSIONS	Patron	Signature	Premier
Exclusive rights to the specific industry category			✓
SFS memberships for your company representatives	2	5	10
SFS newsletters	✓	✓	✓
Fortnightly eUpdates	✓	✓	✓
Invitations to SFS workshops and seminars	✓	✓	✓
Company representatives invited to attend 'member-only' events	2	5	10
Use of SFS trial site facilities for corporate gathering/meeting		1/yr	2/yr
Access to SFS research agronomists by phone, in person, email	✓	✓	✓

ADVERTISING OPPORTUNITIES	Patron	Signature	Premier
Advertorial articles in newsletters	1/4 page	1/2 page	Full Page
Provide Stock and Land articles (up to three times per year)			✓
Advertorial or advertisement in fortnightly eUpdates	✓	✓	✓
SFS website company logo (home page)		✓	✓
Website Partnership Page advertorial			✓
Company logo with links to your website home page		✓	✓
Company logo on SFS trial site signage	Name only	Small	Large
Company logo on SFS correspondence (presentation banners, primary site flags (when supplied))	Name only	✓	✓
Promotion opportunities via SFS social media channels	2/yr	5/yr	10/yr

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# SOUTHERN FARMING SYSTEMS PARTNERSHIP RANGE

CONTINUED

## AGRIFOCUS – MAIN ANNUAL TECHNICAL EVENT

	Patron	Signature	Premier
Guaranteed opportunity for display at AgriFocus	✓	✓	✓
Site/static display area	Small	Medium	Large
SFS showbag inclusion	1 item	2 items	Unlimited
Free entry for company representatives	2	5	10
Event Guide Booklet – Advertisement	1/4 page	1/2 page	Full Page
Event Guide Booklet – Company logo/name inclusion	Small	Medium	Large
Additional signage – Banners, flags, roadside, etc. (to be provided)	✓	✓	✓

## TRIAL RESULTS AND OTHER PUBLICATIONS

	Patron	Signature	Premier
Annual Trials Results eBooks – Advertisement	1/4 page	1/2 page	Full Page
Access to the Annual Trials Results eBooks for company reps	✓	✓	✓
Express Variety Results	✓	✓	✓
CropWatch eNewsletters	✓	✓	✓

## MAJOR FIELD DAYS AND EVENTS

	Patron	Signature	Premier
Opportunity to display promotional information	✓	✓	✓
Naming rights to SFS event			✓
Additional signage – Banners, flags, roadside, etc. (to be provided)	✓	✓	✓

## PRICE (INCL. GST)

	Patron	Signature	Premier
VICTORIA	\$2,200	\$5,500	\$11,000
TASMANIA	\$1,100	\$4,400	\$8,800

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# SOUTHERN FARMING SYSTEMS PARTNERSHIP FORM



## PROFORMA TAX INVOICE

23 High St,  
Inverleigh, VIC 3321

**P** (03) 5265 1666  
**F** (03) 5265 1678  
**E** [office@sfs.org.au](mailto:office@sfs.org.au)  
[www.sfs.org.au](http://www.sfs.org.au)  
ABN 54 093 170 631

Please choose the partnership opportunity you would like to secure and return this form via email to [office@sfs.org.au](mailto:office@sfs.org.au) or post to 23 High St, Inverleigh VIC 3321. For more information or to discuss a customised partnership, please call **(03) 5265 1666** or email **[office@sfs.org.au](mailto:office@sfs.org.au)**.

**PATRON PARTNERSHIP** – 12 month partnership package ☐ **VIC: \$2,200** ☐ **TAS: \$1,100 (INCL. GST)**

**SIGNATURE PARTNERSHIP** – 12 month partnership package ☐ **VIC: \$5,500** ☐ **TAS: \$4,400 (INCL. GST)**

**PREMIER PARTNERSHIP** – 12 month partnership package ☐ **VIC: \$11,000** ☐ **TAS: \$8,800 (INCL. GST)**

*\*Costs include GST. Please see the previous page for various partnership inclusions. Partnership year expires June 30, 2024.*

### BUSINESS & PERSONAL DETAILS

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_  
\_\_\_\_\_

**Primary Agronomy Contact:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Primary Communications Contact:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

### SIGNATURE & PREMIER PARTNERSHIPS ONLY

**Company Rep 3:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 4:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 5:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

# SOUTHERN FARMING SYSTEMS PARTNERSHIP FORM

## PREMIER PARTNERSHIPS ONLY

**Company Rep 6:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 7:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 8:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 9:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

**Company Rep 10:** \_\_\_\_\_ **Position:** \_\_\_\_\_

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

## PAYMENT METHOD (Direct deposit preferred)

### Please tick:

☐ Credit Card ☐ Direct Deposit ☐ Cheque

### Credit Card Details (Visa or Mastercard ONLY)

I authorise Southern Farming Systems to debit my credit card for the amount of \$ \_\_\_\_\_ Visa / Mastercard

Name on card: (please print in capital letters) \_\_\_\_\_

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_/\_\_\_\_ CSV: \_\_\_\_

Card holder's signature: \_\_\_\_\_ Today's date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### Direct Deposit Details (preferred)

Southern Farming Systems Ltd  
BSB: 083 585 (NAB) ACC: 48 502 8326

**Please use initials & surname as a reference**

### Cheque Made Payable to

Southern Farming Systems Ltd  
23 High Street, Inverleigh, VIC 3321

**Please use initials & surname on back as reference**

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