



Australian Government
Department of Agriculture,
Fisheries and Forestry



Outlook 2025

Sponsorship opportunities

4—5 MARCH



Our 2024 conference was a runaway success ... Don't miss the action next year, secure an Outlook 2025 sponsorship today!

ABARES Outlook conferences have been informing and influencing Australian agriculture's policy agenda for more than 50 years, bringing together senior government figures, industry leaders, policymakers and expert researchers.

ABARES Outlook 2025 conference will feature dynamic session formats, hybrid participation and the exclusive Welcome Sundowners networking function. It will also be a special opportunity to join us as we celebrate 80 years as a research organisation.

We invite you to explore our sponsorship options and be a part of one of the industry's most trusted, anticipated and high-profile stakeholder engagement events. Our packages have been designed to deliver an excellent return on investment, whilst delivering your organisation's brand and message to our stakeholders in Australia and internationally.

We appreciate that sponsorships need to fulfill the strategic objectives of both organisations, and we welcome the opportunity to collaborate with you to create a package that best meets your needs.

For more details and to secure this opportunity, contact abaresevents@aff.gov.au

* ABARES Outlook 2025 will be held Tuesday 4 – Wednesday 5 March 2025 – venue and theme to be determined.

Why sponsor with us

Build connections

Direct access to key decision-makers and industry leaders

Elevate your brand

Exposure to a diverse in-person and online audience

Executive visibility

Sponsor with us at a trusted, high profile stakeholder event



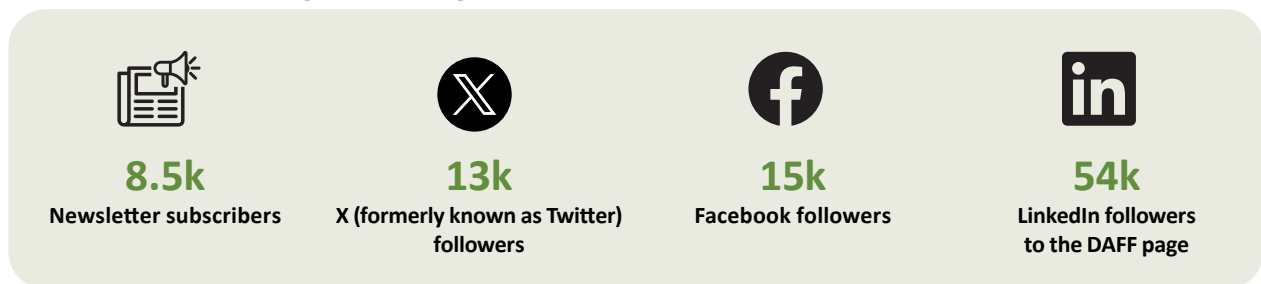
Who attends

More than 600 delegates attended in 2024 in person and online (including international delegates).

The 2024 event also featured a mix of internationally regarded speakers and panellists.



As an Outlook sponsor, you'll reach:



Platinum sponsorship

\$25,000 (inc GST)

Welcome Sundowners Sponsor

Tuesday 4 March 2025.

Showcase your company as the exclusive sponsor of the evening cocktails and canapés event, Welcome Sundowners, where delegates will gather to continue conversations and make new connections.

Benefits include:

- Exclusive sponsorship of the networking event — Welcome Sundowners
- A 3-minute speaking opportunity to introduce your business over cocktails and canapés
- Exclusive meet & greet area at the networking venue to create new connections and display your marketing materials/banners
- Five complimentary 'Conference' passes (which include access to Welcome Sundowners)
- Ten complimentary 'Digital' passes
- Five stand-alone tickets to Welcome Sundowners
- Prominent display of sponsor banner at the conference venue
- Platinum sponsor profile included in the Outlook Event Newsletter prior to the conference
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Full-page sponsor profile in the conference program (print and digital)



Gold sponsorship

\$15,000 (inc GST)

Conference Sponsor

Tuesday 4 and Wednesday 5 March 2025.

Showcase your company as a gold sponsor of our in-person conference. Multiple sponsorships available.

Benefits include:

- Prominent display of sponsor branding including logo and banners throughout the venue for the duration of the conference
- Four complimentary 'Conference' passes (which include access to Welcome Sundowners)
- Five complimentary 'Digital' passes
- Gold sponsor profile included in the Outlook Event Newsletter prior to the conference
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Half-page sponsor profile in the conference program (print and digital)

Online Conference Sponsor

Monday 3 March to late May 2025.

Showcase your company as the exclusive sponsor of our Online Conference.

Benefits include:

- Exclusive branding of the online conference platform across all sessions, over 2 days and in digital recordings
- Two complimentary 'Conference' passes (which include access to Welcome Sundowners)
- Ten complimentary 'Digital' passes
- Gold sponsor profile included in the Outlook Event Newsletter prior to the conference
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Half-page sponsor profile in the conference program (print and digital)



Silver Sponsorship

\$10,000 (inc GST)

Conference Coffee Cart Sponsor

One sponsorship available, Tuesday 4 and Wednesday 5 March 2025.

The conference's barista coffee cart will be exclusively branded with your company logo, with the opportunity to display other marketing materials nearby.

Benefits include:

- Branding of the barista coffee cart
- Prominent banner display at the conference
- Two complimentary 'Conference' pass (which include access to Welcome Sundowners)
- Two complimentary 'Digital' passes
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Opportunity to provide branded cups or keep cups at the sponsor's expense.

Lanyard Sponsor

Tuesday 4 and Wednesday 5 March 2025.

Exclusive sponsorship of the Conference Lanyards where your company logo will feature alongside the ABARES logo. Lanyards will be worn by all in-person delegates for the duration of the conference and the Welcome Sundowners.

Benefits include:

- Exclusive sponsor branding on all lanyards in-conjunction with the ABARES logo
- Prominent banner display at the conference
- Two complimentary 'Conference' passes (which include access to Welcome Sundowners)
- Two complimentary 'Digital' passes
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Quarter-page profile ad in conference program

* Logo artwork to be provided by the sponsor - design to be approved by ABARES



Silver Sponsorship

\$10,000 (inc GST)

Chair drop — Plenary sessions

Tuesday 4 March 2025.

Exclusive opportunity to provide your branded material to delegates during one, pre-nominated, plenary session. Multiple sponsorships are available across the conference but only one chair-drop sponsor per session.

Benefits include:

- Exclusive seat-drop opportunity for sponsor merchandise/ materials in a nominated plenary session.
- Two complimentary 'Conference' passes (which include access to Welcome Sundowners)
- Four complimentary 'Digital' passes
- Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Quarter-page profile ad in the conference program

* Materials will need to be pre-approved by ABARES.



Bronze Sponsorship

Starting from \$2,500 (inc GST)

Chair drop — concurrent session

\$4,000 (inc GST)

Tuesday 4 and Wednesday 5 March 2025.

Exclusive opportunity to provide your branded material to delegates during one, pre-nominated, concurrent session. Multiple sponsorships are available across the conference but only one chair-drop sponsor per session.

Benefits include:

- Exclusive seat-drop opportunity for sponsor merchandise/ materials in a concurrent conference session.
- Promotional holding slides during session breaks
- Sponsor logo and profile conference website
- Sponsor logo and profile on conference app
- Quarter-page profile ad in the conference program

* Materials will need to be approved and deemed suitable.

Conference Supporter

\$2,500 (inc GST)

Tuesday 4 and Wednesday 5 March 2025.

Be a part of the conference and show your support for this high-profile agriculture industry event.

Benefits include:

- Promotional holding slides during session breaks
- Sponsor logo and profile on conference app
- Quarter-page profile ad in the conference program

Bespoke sponsorships

Multiple sponsorship available, Tuesday 4 and Wednesday 5 March 2025.

Speak to our events team about creating a bespoke sponsorship package. We'll help you create a package to maximise your brand exposure, whilst ensuring we are creating opportunities to enrich the delegate experience in-person or online (or both)!



A sponsorship package to suit your needs

Category Cost (inc. GST)	Platinum	Gold		Silver			Bronze		
	\$25,000	\$15,000		\$10,000			\$4,000	\$2,500	TBC
	Welcome Sundowners Sponsor	Conference Sponsor	Online Conference Sponsor	Conference Coffee Cart Sponsor	Lanyard Sponsor	Chair Drop – Plenary session	Chair Drop – concurrent session	Supporter	Bespoke
Conference passes	5	4	2	2	2	2			TBC
Digital passes	10	5	10	2	2	4			TBC
Welcome Sundowners tickets	5								TBC
3-minute speaking opportunity at Welcome Sundowners	✓								TBC
Meet & greet at the Welcome Sundowners	✓								TBC
Display banner at conference	✓	✓		✓	✓	✓			TBC
Sponsor acknowledgement at the conference and in conference promotional materials (print and digital)	✓	✓	✓	✓	✓	✓			TBC
Sponsor profile included in the Outlook Event Newsletter	✓	✓	✓	✓					TBC
Exclusive branding of the Online Conference platform			✓						TBC
Exclusive branding on the Coffee Cart				✓					TBC
Branding on the lanyards					✓				TBC
Exclusive seat-drop opportunity						✓	✓		TBC
Sponsorship acknowledgment in holding slides	✓	✓	✓	✓	✓	✓	✓	✓	TBC
Sponsor logo and profile on conference website	✓	✓	✓	✓	✓	✓	✓		TBC
Sponsor logo on conference app	✓	✓	✓	✓	✓	✓	✓	✓	TBC
Full-page promotion in conference program	✓								TBC
Half-page promotion in conference program		✓	✓						TBC
Quarter-page promotion in conference program				✓	✓	✓	✓	✓	TBC

Acknowledgement of Country

We acknowledge the Traditional Custodians of Australia and their continuing connection to land and sea, waters, environment and community. We pay our respects to the Traditional Custodians of the lands we live and work on, their culture, and their Elders past and present.

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