



ICMJ

AUSTRALIAN INTERCOLLEGIATE
MEAT JUDGING ASSOCIATION

2020 Australian ICMJ Sponsorship Prospectus

National ICMJ Conference, Wagga Wagga NSW (7-12 July 2020)

Northern ICMJ Conference, Rockhampton, Qld (15-18 April 2020)



*Inspiring and developing future professionals in
the global red meat industry*



www.icmj.com.au



Program overview

The Australian Intercollegiate Meat Judging (ICMJ) Association Inc is a not-for-profit association. Our mission is to '**Inspire and develop future professionals in the global red meat industry**'. 2020 will be our 31st year of existence having accomplished a long and successful reputation of attracting graduates to careers in the red meat industry.

These unique events provide your company with the opportunity to engage with the best & brightest undergraduates and young industry professionals who are interested & passionate about the red meat and livestock industry.

The ICMJ Committee comprises of 12 voluntary members and a National Coordinator who deliver a number of annual flagship events throughout the year. The ICMJ impact continues to expand year-on-year and currently delivers the following events which are unique in Australia and globally:

- **An annual five-day National Conference held in Wagga Wagga NSW** for approximately 150 tertiary students and up to 35 coaches for Australian and global institutions. The conference involves industry presentations, training and interactive workshops, sponsored dinners, professional development, a career expo attracting up to 50 companies and a two-day competition.
- **An intensive Industry Education and Development week in Brisbane Qld**, for 20 students selected at the National Conference in Wagga.
- **A four-week tour of the United States of America (USA) annually** involving the top five students selected at the Brisbane Industry Education and Development week. The students tour the US red meat industry and represent Australia in numerous US meat judging competitions.
- **A three-day Northern Conference held in Rockhampton, Qld** for tertiary student and industry professionals working across the northern beef industry and supply chain. The northern conference is supported by Teys Australia and CQUniversity and is focussed on the Northern beef production system.
- **A ten-day industry tour of Japan for young industry professionals** made up of ICMJ Alumni and personnel from companies who support ICMJ.
- **Meat judging competitions for secondary school students**, held annually in Scone NSW, Wingham NSW and Gympie Qld.



Program objectives

The program provides an opportunity for students and young industry professionals to gain exposure to all aspects of the supply chain within the meat industry. ICMJ aims to build a pool of intelligent young meat industry representatives, fired with enthusiasm to give the Australian meat industry the expertise and drive to remain globally competitive in the future.

ICMJ achieves these objectives by increasing the students' knowledge of industry technologies, and assessment. ICMJ raises students' awareness of career opportunities that exist in the meat industry, provides networking opportunities and a non-threatening competitive environment to assist student in developing confidence and communication skills.

Sponsorship policy

Our sponsorship policy for the Australian ICMJ program is to create an environment for networks to be formed between future meat and livestock industry employees and successful industry organisations and companies.

The ICMJ program is truly unique as it caters specifically for tertiary students who have a genuine interest in the meat and livestock industry.

We intend to ensure that our sponsors receive quality recognition throughout the media and ICMJ social media channels. In 2020 ICMJ will be engaging a Media Consultant to improve the ICMJ program and sponsorship exposure.

We also strive to provide every possible opportunity for our sponsors to engage with the ICMJ program and its delegates.

2020 ICMJ Sponsorship Opportunities

In addition to the Wagga and Rockhampton Conferences, the below opportunities are also available. Contact Sarah Stewart for further information.

ICMJ SPONSORSHIP OPPORTUNITIES	PLATINUM	GOLD	SILVER	BRONZE
To the annual value of (includes cash &/or in-kind)	POA	\$10,000 (+GST)	\$5,000 (+GST)	\$2,000 (+GST)
Naming rights to the AUSTRALIAN Team annual USA tour	POA			
Naming rights to Brisbane Development Week			X	
Naming rights to ICMJ Japan Tour for young industry professionals		X		
Professional development/industry student scholarships (terms to be arranged)			X	X





2020 ICMJ Sponsorship Packages - Wagga Conference

SPONSORSHIP IS AVAILABLE FOR 1,3 OR 5 YEAR PACKAGES**

WAGGA SPONSORSHIP PACKAGES & LEVELS	PLATINUM	GOLD	SILVER	BRONZE
To the annual value of (includes cash &/or in-kind)	Price on application	\$10,000 (+GST)	\$5,000 (+GST)	\$2,000 (+GST)
Naming rights of major award or program section: - Small stock contest (lamb, pork & retail cuts)*; OR - Beef Contest		X		
Naming rights to Saturday night ICMJ Presentation Dinner in Wagga - Includes naming rights to one award category - Opportunity to address delegates at the dinner - Inclusion of company overview in dinner program Sponsorship must include supply of red meat product for the dinner		X		
Naming rights to one dinner function in Wagga (4 available) includes: - Opportunity to address delegates at the dinner; - Inclusion of company overview in dinner program Sponsorship must include supply of red meat product for the dinner			X	
Naming rights to ICMJ Career Expo (1 available) - Promotion of company on Careers Expo booklet			X	
Naming rights to conference morning tea (2 available)				X

In addition to the items listed above, sponsors will include the following (X under each category)				
Named in official ICMJ media coverage surrounding the event	X	X		
Logos on delegates name tags	X			
Logos on delegate conference folders & proceedings	X	X	X	X
Two (2) complimentary tickets to presentation dinner	X	X		
Promotion on <u>ICMJ website</u> (logo display & link to company website)	X	X	X	X
Sponsor logos displayed during the ICMJ Morning Conferences	X	X	X	X
Opportunity to provide pull up banner to be displayed during ICMJ program	X	X	X	
Complimentary stand at Careers Expo	X	X	X	X
Invited speaker on a topic selected by ICMJ	X	X		
Opportunity to supply product for an evening meal & promotional material on dinner tables.	X	X	X	
Access to ICMJ student network for promotion of employment or work experience opportunities	X	X	X	X
Opportunity to put company information or promotional products in welcome packs	X	X	X	X

2020 ICMJ Sponsorship Packages - Rockhampton Conference

ROCKHAMPTON SPONSORSHIP PACKAGES & LEVELS	GOLD	SILVER	BRONZE
To the annual value of (includes cash &/or in-kind)	\$8,000 (+GST)	\$4,000 (+GST)	\$2,000 (+GST)
Naming rights to Saturday night Northern Conference awards dinner Sponsorship must include supply of red meat product for the dinner	X		
Naming rights to: - One dinner function (2 available) & opportunity to address delegates at the dinner; - Career Expo dinner (1 available) with opportunity to address the expo.		X	
Naming rights to conference morning tea (2 available)			X
Inclusion in media associated with sponsor category. Named in official ICMJ media coverage surrounding the event	X		
Logos on delegates name tags	X		
Logos on delegate conference folders & in the proceedings	X	X	X
Complimentary tickets to presentation dinner	X (3)	X (2)	X (1)
Promotion on <u>ICMJ website</u> (logo display & link to company website)	X	X	X
Coverage of sponsors logos throughout the ICMJ Northern Conference	X	X	X
Opportunity to provide pull up banner to be displayed during ICMJ Northern program	X	X	
Complimentary stand at the Northern Careers Expo	X	X	X
Invited speaker on a topic selected by ICMJ	X		
Opportunity to supply product for an evening meal & promotional material on dinner tables. Inclusion of company overview in dinner program	X	X	
Access to ICMJ student network for promotion of employment or work experience opportunities	X	X	X
Opportunity to put company information or promotional products in welcome packs	X	X	X
ICMJ is willing to negotiate reduced rate delegate attendance for young industry professionals as part of the sponsorship packages. Please contact ICMJ to discuss			

**ICMJ is also open to support, sponsorship offers and donations at any level not specified above.
Have further questions? contact Sarah Stewart**



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Sponsorship Application Form

Please complete and return by email to Sarah Stewart- S.Stewart@murdoch.edu.au

Company:

Contact person:

Billing address:

Email:

Phone:

Mobile:

1. Wagga Conference Sponsorship position requested – Please note invoices will be issued annually

Platinum ☐ **POA**

Wagga Conference Gold \$10,000 +GST Annually

☐ 1 year ☐ 3 years ☐ 5 years

Wagga Conference Silver \$5,000 +GST Annually

☐ 1 year ☐ 3 years ☐ 5 years

Wagga Conference Bronze \$2,000 +GST Annually

☐ 1 year ☐ 3 years ☐ 5 years

2. Rockhampton Conference Sponsorship position requested

Northern Conference Gold \$8,000 +GST Annually

☐ 1 year ☐ 2 years

Northern Conference Silver \$4,000 +GST Annually

☐ 1 year ☐ 2 years

Northern Conference Bronze \$2000 +GST Annually

☐ 1 year ☐ 2 years

3. Special requirements/conditions

Please insert here any special requirements in order to validate this sponsorship:

4. Payment Structure

Please insert the total to be invoiced (variations from above value are considered for in-kind donations of product etc)

\$

On receipt of this application form, a tax invoice will be generated by Australian Intercollegiate Meat Judging Association and the position will be considered formalised. Payment is required within 14 days.

5. Dinner sponsors

ICMJ organisers will contact you to determine what meat product you will be providing for the dinner and who will be attending the dinner on behalf of your company.

ICMJ in a snapshot



ICMJ has an active twitter account with over 750 followers



ICMJ engages with over 14 universities & institutions around Australia.



ICMJ has over 1700 Facebook likes & has had posts reach up to 15K



ICMJ has a strong & active Alumni network across the red meat industry



**For further information contact:
Sarah Stewart, 0431 033 235 or S.Stewart@murdoch.edu.au
www.icmj.com.au**