

2025/26
SPONSORSHIP
PROSPECTUS



EST. 1985

**PASTURES
& GRAZING** NSW

WELCOME

from our Chair



On behalf of Pastures & Grazing NSW, I extend a warm invitation to you to become a sponsor of our organisation. Sponsorship runs over two years, commencing January 2025, with sponsors having access to the following:

1. **Biennial Conference:** We're excited to announce the return of our conference in 2026, an event that attracts about two hundred attendees, offering exposure to our growing membership base, conference delegates, industry experts and the wider agricultural community. Major conference sponsorship includes free registration and the opportunity to chair a session.
2. **Pasture Updates:** These are run in Northern, Central and Southern NSW, generally three events per year. The location alternates each year between the tablelands and slopes of each region, and are held over one day, with the usual format being a morning indoor session followed by a property visit in the afternoon. The aim of our Pasture Updates is to provide a mix of the latest science with practical information for farmers. Articles are reproduced in our newsletter and distributed to members of the organisation, and videos from events are also made available online. The Pasture Updates held previously have proven very popular with farmers, advisors and sponsors. The exposure that sponsors enjoy at up to three events each year offers great value.
3. **Quarterly newsletter:** Our updated newsletter is proving very popular and has a high number of subscriptions, containing all the latest information and research about grassland farming and pasture management. Sponsorship offers a great opportunity for exposure to our members.

Pastures & Grazing NSW has developed its profile over recent years through its capacity to communicate effectively across all agricultural sectors. Government agencies, while traditionally prominent in this role, have been constrained by tight budgets and reducing staff numbers. While these agencies continue to make a vital contribution, Pastures & Grazing NSW is well placed to take an increasing role in information dissemination.

In order to do so, our organisation relies heavily on financial assistance, and it is in this context that we encourage you to sponsor us this year.

I look forward to welcoming both new and previous sponsors in your support of our organisation in 2025. It is truly a unique opportunity to promote your organisation and its services to our membership.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lester McCormick'.

Lester McCormick
CHAIRPERSON, **PASTURES & GRAZING NSW**

WHO we are

Pastures & Grazing NSW (previously The Grassland Society of NSW) was formed in March 1985 at a meeting of 28 interested people. We are the premier organisation for transfer of information and technology relevant to pasture, grazing and land management.



OUR VALUES

- LEADERSHIP** We are motivated to promote the interests of farmers and graziers in NSW.
- RESPECT** We value our members, other professionals and each other.
- INTEGRITY** The information we gather is evidence-based, using the latest science and technology, and provided to our members ethically and transparently.

OUR MEMBERS

Our membership base is strong, and our members have expressed a keen desire to stay up to date with current trends and new research within the land management sector.



WHAT we do

OUR MISSION

By fostering membership, building relationships and networking with producers and partners, Pastures & Grazing NSW encourages opportunities to increase the knowledge and practical capacity of farmers to credibly improve the pasture feed base in NSW for both production and sustainability.

Our Stakeholders include Graziers and Mixed Farmers, Seed and Fertiliser companies, Agribusiness, Researchers, Agronomists, TAFE and University Lecturers, who all have different needs from Pastures & Grazing NSW, which we recognise.



OUR VISION

Pastures & Grazing has a vision to improve grazing management through bringing producers, service providers and researchers together and be a conduit of reliable information for producers.



SPONSORSHIP

opportunities

	2026 CONFERENCE SPONSOR	PASTURE UPDATE SPONSOR	P&G NSW NEWSLETTER SPONSOR
GOLD \$4000	BRANDING Acknowledgement and prominent logo on P&G NSW's website, social media channels and all conference event marketing materials; branding in presentation materials and conference proceedings as a major sponsor	BRANDING Acknowledgement and prominent logo featured on P&G NSW's website, social media channels and pasture update event marketing materials	BRANDING Acknowledgement and prominent logo featured on P&G NSW's website, social media channels, in newsletter and newsletter-related marketing materials
	EVENT ACCESS 2 x complimentary registrations		
	PARTICIPATION Chair a session Distribute marketing collateral Advertising snapshot¹	PARTICIPATION Large display stand/table	ADVERTISING 2 x half page ads per year (4 in total)
SILVER \$2000	BRANDING Acknowledgement and standard logo on P&G NSW's website, social media channels and all conference event marketing materials	BRANDING Acknowledgement and standard logo on P&G NSW's website, social media channels and pasture update event marketing materials	BRANDING Acknowledgement and standard logo on P&G NSW's website, social media channels, in newsletter and newsletter-related marketing materials
	EVENT ACCESS 1 x complimentary registration		
	PARTICIPATION Advertising snapshot¹ Distribute marketing collateral	PARTICIPATION Small display stand/table	2 x quarter page ads per year (4 in total)

¹ Advertising snapshot: 3 minute overview of Sponsor's products/services

NOTE: ALL SPEAKING OPPORTUNITIES HAVE NOW BEEN FILLED

Our sponsorship packages offer exclusive promotional features based on the selected sponsorship tier. This opportunity is a key way to engage with our members and introduce your company and brand name to prospective clientele through our marketing collateral.

	2026 CONFERENCE SPONSOR	PASTURE UPDATE SPONSOR	P&G NSW NEWSLETTER SPONSOR
BRONZE \$1000	BRANDING Acknowledgement and small logo on P&G NSW's website, social media channels and all conference event marketing materials	BRANDING Acknowledgement and small logo on P&G NSW's website, social media channels and pasture update event marketing materials	BRANDING Acknowledgement and small logo featured on P&G NSW's website, social media channels, in newsletter and newsletter-related marketing materials
	EVENT ACCESS 50% off 1 x registration		
	PARTICIPATION Distribute marketing collateral	PARTICIPATION Distribute marketing collateral	1 quarter page ad per year (2 in total)

BESPOKE SPONSORSHIP

opportunities

Tailoring your sponsorship with Pastures & Grazing NSW allows you to align your organisation's objectives with ours by signing up as a local sponsor of our 2026 conference, sponsoring one of our Pasture Update events, or supporting our quarterly newsletter.

2026 CONFERENCE LOCAL SPONSOR	PASTURE UPDATE EVENT (NORTH/SOUTH/CENTRAL NSW)	P&G NSW QUARTERLY NEWSLETTER
<p>BRANDING Acknowledgement and standard logo on P&G NSW's website, social media channels and all conference event marketing materials</p> <p>EVENT ACCESS 50% off 1 x registration</p> <p>PARTICIPATION Distribute marketing collateral</p>	<p>BRANDING Acknowledgement and standard logo on P&G NSW's website, social media channels and all conference event marketing materials</p> <p>PARTICIPATION Distribute marketing collateral</p>	<p>BRANDING Acknowledgement and standard logo featured on P&G NSW's website, social media channels, in newsletter and newsletter-related marketing materials</p> <p>1 x half page ad per year</p>
\$500 per event	\$250 per event	\$250 per year

NEXT steps

If you'd like to explore opportunities to support Pastures & Grazing NSW, please contact (in the first instance):

Anne Baker
Executive Officer
0438 684 853
admin@pgnsw.com.au

or get in touch with one of our Sponsorship Coordinators directly:

Keith Garlick
0428 698 335

David Harbison
0408 820 467

Thank you for your support.