

## HORT INNOVATION EVENT SPONSORSHIP PROGRAM GUIDELINES - July 2021

### Objectives

The Horticulture Innovation Australia Limited ABN 71 602 100 149 of Level 7, 141 Walker Street North Sydney 2060 (“Hort Innovation”) event sponsorship program (“Program”) will provide financial funding up to \$10,000 or in-kind support for eligible horticulture industry events. The objectives of this Program are to drive and support the prosperity of the Australian horticulture industry by:

- Engaging and communicating directly with growers and industry stakeholders
- Delivering research & development outcomes to growers to inform on-farm practices
- Improving utilisation of Hort Innovation’s resources
- Amplifying the profile of the horticulture industry in Australia.

Note: The Hort Innovation Event Sponsorship Program will not replace levy investments in the ‘Industry Conferences’ Research & Development portfolio.

### Eligibility

The Program is open to current Hort Innovation members, Australian horticulture levy-paying companies, Australian horticulture peak industry or representative bodies and Australian companies (with a registered ABN) who are conducting an event targeting the Australian horticulture industry.

### Sponsorship Eligibility Criteria

To be considered for the Program, the event must meet the following criteria:

- Align with the priorities of Hort Innovation’s [Strategic Plan](#);
- Target horticultural producers to increase the productivity, sustainability and profitability of their business;
- Include agreed measures of success such as number of attendees, satisfaction and usefulness scores;
- Provide Hort Innovation with a delegate list pre- and post-event (with express permission for Hort Innovation to contact delegates for its business purposes);
- Provide follow-up opportunities post-event to further enhance the information delivered;
- Detailed [Post-Event Report](#) to be completed and submitted to Hort Innovation within 30 days of the event;
- Applications must be received by Hort Innovation during the call out periods; and
- Any registration and catering costs associated with having a Hort Innovation speaker at the event are to be covered by the event organiser. Travel and accommodation for a Hort Innovation speaker will be covered by Hort

Innovation.

## Sponsorship Benefits

Hort Innovation must be provided with the following sponsorship benefits:

- Hort Innovation to be acknowledged and recognised as a sponsor of the event (in a manner agreed with Hort Innovation);
- Hort Innovation logo to appear on all event promotional material and publications (website and print advertising) in accordance with Hort Innovations brand guidelines;
- Hort Innovation banner to be displayed at the event;
- Opportunity to have a trade stand at the event, where appropriate;
- Opportunity to have a Hort Innovation staff member speak at the event.

(“collectively “Sponsorship Benefits”)

## Sponsorship Tiers

### Tier 1

- Sponsorship Benefits provided
- Sponsor recognition on all promotional material
- 1 x seminar delegate ticket
- 1 x ½ page advertisement in magazine / e-newsletter
- 1 promotional print / product inclusion in show bags
- 1 x 5min speaker position at the event for a Hort Innovation subject matter expert

### Tier 2

- Sponsorship Benefits provided
- Sponsor recognition on all promotional material
- 2 x seminar delegate ticket
- 2 x ½ page advertisements (over 6 months) in e-magazine / e-newsletter
- 1 promotional print/product inclusion in show bags
- 1 x 10min speaker position at the event from a Hort Innovation subject matter expert

### Tier 3

- Sponsorship Benefits provided
- Sponsor recognition on all promotional materials

- 1 x 15min speaker position at the event for a Hort Innovation subject matter expert
- 1 x booth (3x3) or digital equivalent to present Hort Innovation R&D and Marketing Projects
- 3 x seminar delegate tickets
- 4 x ½ page advertisements (over 12 months) in e-magazine / e-newsletter
- 1 promotional print / product inclusion in show bags, where appropriate
- ¼ page advertisement in event program

## **Tier 4**

- Sponsorship Benefits
- Major sponsor recognition on all promotional materials
- 1 x 30 min speaker position at the event for a Hort Innovation subject matter expert
- 1 x booth (3x3) or digital equivalent to present Hort Innovation R&D and Marketing Projects
- 1 banner display at forefront or on digital event landing page
- 4 x seminar delegate tickets
- 4 x A4 advertisements (over 12 months) in e-magazine / e-newsletter
- Inclusion of promotional print/product in show bags, where appropriate
- 3 x social media mentions
- ½ page advertisement in event program
- Other negotiated benefits

## **Sponsorship considerations**

The following will be taken into consideration when assessing the event sponsorship applications and awarding the sponsorship:

- Type of organisation and event
- Number of attendees, in particular the number of grower attendees
- Opportunity for Hort Innovation to engage with growers and stakeholders
- Opportunity to deliver research & development or marketing outcomes
- Opportunity to enhance the awareness and adoption of Hort Innovation's resources or programs.

## **Sponsorship conditions**

Given the overall demand on the Program, applicants may, in Hort Innovation's sole discretion, be offered a lesser sponsorship amount than that requested in the application.

Invoices are processed for payment at the completion of the event and on receipt of a Post-Event Report as follows:

- 80% upon receipt by Hort Innovation of the sponsorship benefits in accordance with the category of sponsorship awarded as set out in the Sponsorship Notification
- 20% post completion of the event upon receipt and acceptance by Hort Innovation of the post-event report.

Hort Innovation's acceptance of the application and payment of the sponsorship amount is conditional upon the event proceeding as planned and in accordance with the details provided in the application. Should the event be cancelled or altered in any way, Hort Innovation reserves its rights to revoke the sponsorship or review the sponsorship amount in its sole discretion.

## **Hort Innovation legal terms**

Please read the [Hort Innovation Legal Terms](#) prior to submitting your application. You will be required to agree to these Terms as part of the application process.

## **Personal information**

The information an applicant provides to Hort Innovation during the application process for the Program may be personal information under the Privacy Act 1988 (Cth). Applicants may access and correct any personal information held by Hort Innovation on request. By providing Hort Innovation with personal information, the Participant consents to the collection and handling of personal information in accordance with Hort Innovation's privacy policy, which can be viewed at <https://www.horticulture.com.au/privacy-policy/>. If you have any questions or concerns about our privacy policy or its implementation, please contact our Privacy Officer at:

Attn: The Privacy Officer  
Horticulture Innovation Australia Limited  
Level 7, 141 Walker Street  
North Sydney, NSW 2060  
Phone: (02) 8295 2300  
Email: [privacy@horticulture.com.au](mailto:privacy@horticulture.com.au)