

About Food & Fibre Gippsland

Food & Fibre Gippsland is a not-for-profit organisation that connects and grows our region's \$7 billion food and fibre sector.

As the peak representative body for the food and fibre industry in Gippsland, our mission is to lead capacity building, innovation and knowledge sharing for the greater good of the sector across the whole of the supply chain.

Food & Fibre Gippsland are a collaborative force, working with industry, government, community, research and education to create opportunities for a prosperous and sustainable food and fibre future.



Introduction



Recognised as a leading industry event, the Gippsland Food and Fibre Awards showcase the region's \$7 billion agricultural sector by acknowledging, celebrating, and rewarding our food and fibre leaders.

Held previously in 2019, 2020 and 2021, the awards strengthen the food and fibre industry's growth opportunities, positioning the sector as the backbone of Gippsland's economy.

With a broad focus across the whole of the supply chain, the awards are an important vehicle for recognising success, sharing achievements, and inspiring others in our region.

Join us in sponsoring this important event, which showcases Gippsland's vibrant food and fibre sector to Australia and beyond.



Awards sponsorship opportunity

Sponsorship of the awards program presents partners with an opportunity to align with the promotion of excellence, the standard of which will set a new benchmark in agricultural distinction in the Gippsland region.

These sponsorship opportunities provide a perfect chance for your business to display your alliance, showcase your support, and advertise your brand, products, and services to our food and fibre sector.

Gippsland's premier food and fibre industry event will offer expansive coverage alongside major partners. As a valued sponsor of the 2024 Gippsland Food and Fibre Awards, your brand will see significant reach.



Testimonials

"Receiving the Gippsland Food and Fibre Award was an incredibly proud moment, validating all the hard work put in by the team at Gurneys. The process of self-reflection, acknowledging and appreciating the journey we had been on, reaffirmed and inspired us to continue building and showcasing all that is great about Gippsland."

LORRAINE GURNETT | GURNEYS CIDER

"Winning the Fibre Award in 2021 lifted the profile of Just Add Trees, improving recognition and acceptance of the important multi-storey farming system. The award has helped to promote this system to a wider audience, enabling more farmers to capitalise on the advantages integrating trees can give their farming businesses. Thank you Food & Fibre Gippsland."

CLINTON TEPPER | JUST ADD TREES



Award categories

The award categories for 2024 are:

- Gippsland Agribusiness of the Year (all entries)
- Young Agribusiness Leader of the Year
- Female Agribusiness Leader of the Year
- Excellence in Collaborative Partnerships
- Innovation
- Sustainability
- Adaption to Change
- Service to the Food and Fibre Industry

The awards will be presented during a celebratory dinner at the historic Maffco Brewery and Taphouse, on the evening of Friday 31 May, 2024.



Sponsorship categories



GOLD SPONSOR

\$5,000 (ex-GST)



SILVER SPONSOR

\$3,000 (ex-GST)



**GOVERNMENT AND
INDUSTRY PARTNER**

\$3,000 (ex-GST)



**GOVERNMENT AND
INDUSTRY SUPPORTER**

\$1,500 (ex-GST)

Sponsorship benefits

Food & Fibre Gippsland will provide unique profiling opportunities for sponsors involved with the program. We anticipate strong media coverage of the finalists through rural press case studies and articles, across a range of different mediums including digital channels, print, radio and television.

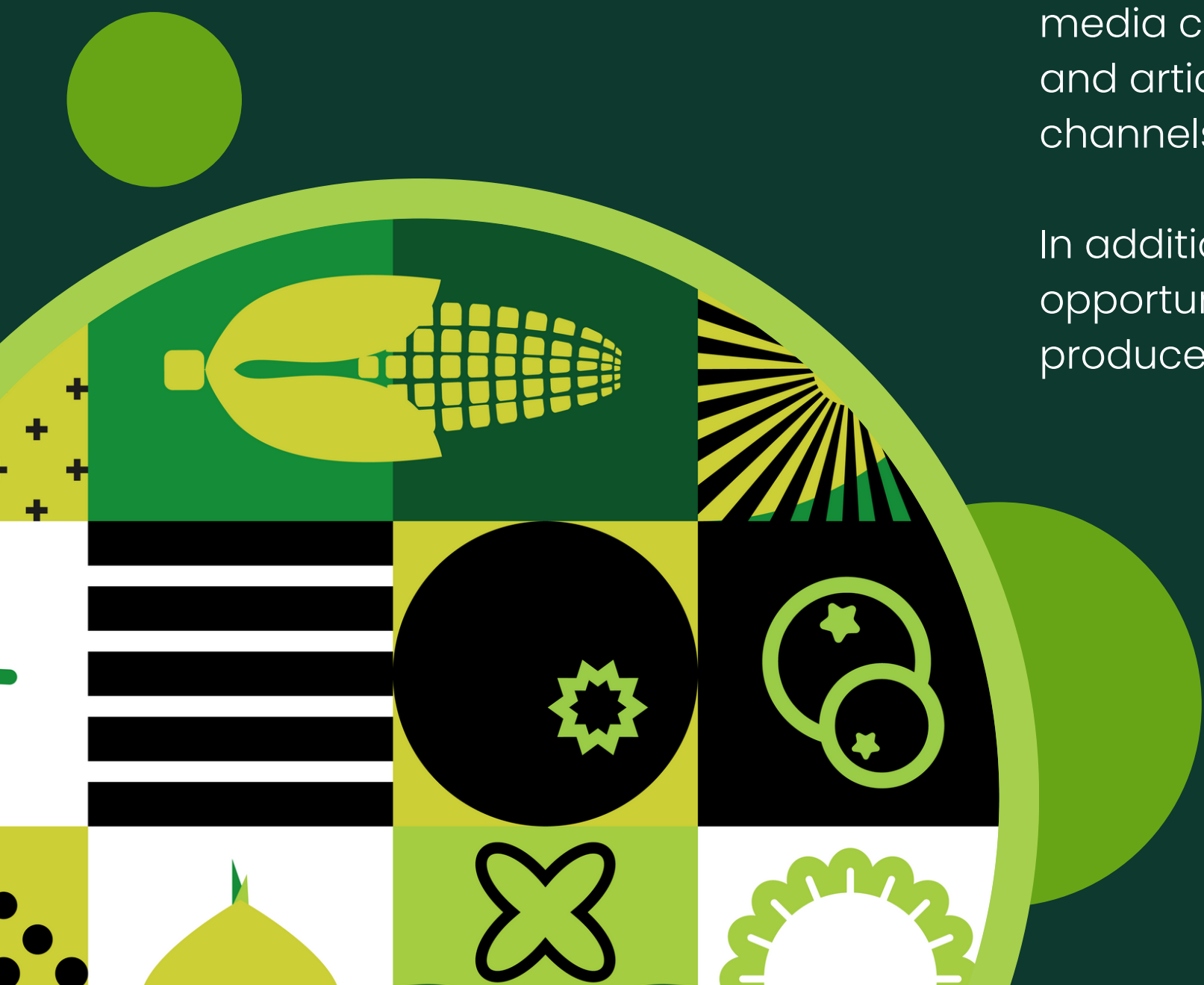
In addition, the celebratory dinner on 31 May will provide further opportunities to leverage sponsor involvement among primary producers and the agricultural sector of Gippsland.

Our founding supporters for the awards:

**LEADERSHIP
VICTORIA**

 Australian
Rural Leadership
Foundation

KPMG





Food & Fibre
Gippsland

Thank you for considering this sponsorship opportunity

Sponsorship applications can be completed at foodandfibregippsland.com.au/sponsorship

For more information about the the awards, please visit foodandfibregippsland.com.au/awards



Sponsorship and event enquiries: Deanne Kennedy, Jaydee Events P/L

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