

2024 Partnership Prospectus
14-15 November 2024



**“Looking Forward,
Looking Back”**



YBPF is educational and networking event for the next generation of the beef industry. Returning for its **20th year**, YBPF is inspiring and engaging and equips young beef producers and those servicing the beef production sector to make a difference in all aspects of their lives - on-farm, off-farm, personal and business.

The event annually attracts over 250 delegates working in the beef industry nationwide, from production to support services.

As a partner, you will have an opportunity to target a local audience and a broad geographic of Australia, all with a career, focus, or interest in Australian beef and agriculture.

The Young Beef Producers' Forum is fully funded through industry support and, as such, is known for its educational content, exhibitor experience, property tours and outstanding speaker line-up.



ROMA

Roma is situated in the heart of the Maranoa, one of the most productive cattle breeding and growing regions in Queensland. It is also home to the southern hemisphere's largest sale yards.

The 2024 YBPF Cocktail Party was held at the Roma saleyards, with our charity auction held in the selling ring.



ATTENDEE FEEDBACK

The Young Beef Producers' Forum is an event that has become renowned for delivering high-quality presentations, speakers, learnings and networking opportunities. Feedback is collected each year, with last year's ratings hitting new highs.

"This was my first year, and I will definitely be back next year! It was such an educational experience and one I will never forget."

"Great couple of days- always worth the time to network and socialise with like-minded individuals in the industry."

"Great opportunity for me to listen to many successful people in the beef industry and think about tips to take home to our farm."

PROPERTY TOURS

Every year, the forum features a 'Property Tour' organised between the committee and a local producer. The aim is to showcase their operation, focusing on what innovative management practices they are implementing to change or improve their business model.

The Property Tour is a highlight of the event for delegates, with the opportunity to observe, listen and learn to real-life examples - with a hands-on approach in the paddock. From small family operations tweaking a legacy model to large corporates becoming vertically integrated - the Maranoa area has something for everyone. The calibre of operations we have the opportunity to showcase is second to none.



FUTURE FARMERS NETWORK (FFN)

Future Farmers Network (FFN) is the only national independent organisation providing opportunities and services to support the future of Australian agriculture, with the aim to empower, support and retain young people in agriculture.

FFN's board reflects the organisation's mission and membership base, being a directorship group of all under 35 years. Each board member is actively engaged and working in the agricultural sector, ranging from corporate agribusiness to broad acre farming.

	PLATINUM One available	GOLD 8 available	SILVER	BRONZE
Value	\$8,000	\$5,500	\$3,500	\$2,000
Event Tickets	6 x full ticket	2 x full ticket	2 x full ticket	1 x full ticket
FFN Membership	6 x membership	2 x membership	2 x membership	-
Handbook Advert	Double page advert (A4) equivalent	Full page advert (A5)	Half page advert	-
Conference Stage	Banner	Banner	Banner	-
Exhibitor Stand	1 x Exhibitor Space in Cultural Centre Auditorium	1 x Exhibitor Space in Cultural Centre Auditorium	1 x Exhibitor Space in Ernest Brockman Room	1 x Exhibitor Space in Ernest Brockman Room
Social Media	1 x on signing 3 x leading up to 1 x during event	3 x leading up to 1 x during the event	2 x leading up to	1 x leading up to
Promo Video	1 x promo video	1 x promo video <u>OR</u>	-	-
Speaking Opportunity	30-minute speaking spot as part of main forum program	10 min speaker opportunity	-	-
Logo on YBPF Website	1x	1x	1x	1x
Logo on FFN Website	1x	1x	1x	1x
Logo in YBPF Handbook	1x	1x	1x	1x
Logo on Conference Screens	1x	1x	1x	1x
Satchel Item	1x	1x	1x	1x

Note for exhibitors situated in the Cultural Centre Auditorium (Platinum & Gold): Exhibitors MUST please remain at their stand until the conclusion of the forum event (i.e. 5pm Friday 15 November).

	Cocktail Night (Thurs 1 Available)	Welcome Night 1 Available	Smoko / Lunch 6 Available
Value	\$7,000	\$3,500	\$1,500ea
Event Tickets	4 x Full Ticket	2 x Full Ticket	1 x Full Ticket ea.
FFN Membership	4 x Membership	2 x Membership	-
Promo Items	-	1 x Satchel item Additional items available for distribution on evening of welcome night	-
Handbook Advert	Double page advert (A4) equivalent	Half page advert	-
Conference Stage	Banner	Banner	-
Exhibitor Stand	1 x Exhibitor Space in Cultural Centre Auditorium	1 x Exhibitor Space in Ernest Brockman Room	-
Social Media	1 x on signing 3 x leading up to 1 x during event	2 x leading up to	1 x leading up to
Promo Video	1 x promo video	-	-
Speaking Opportunity	30-minute speaking spot as part of main forum program	-	2-min speaking or promo video opportunity before breaks
Logo on YBPF Website	1x	1x	1x
Logo on FFN Website	1x	-	-
Logo in YBPF Handbook	1x	1x	1x
Logo on Conference Screens	1x	1x	1x
Satchel Item	1x	1x	1x

SPONSORSHIP NOTES

As returning sponsors will know, Exhibitor Spaces are strictly limited to:

- **nine** in the Cultural Centre auditorium; and
- **twenty** in the Ernest Brockman Room.

All opportunities are first in, first served, however returning sponsors will be given precedence in case of conflict. We will do our best to accommodate everyone!

NEXT STEPS

If you would like to register as a sponsor for YBPF2024, please respond to us at sponsorship@ybpf.com.au, indicating your desired category of sponsorship and best contact (name, email and mobile) for your organisation.



CONTACT US

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Chair – Future Farmers Network
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ybpf.com.au
futurefarmers.com.au

 @youngbeefproducersforum

 @YoungBeefProducersForum

We look forward to supporting the next generation of beef producers with you!



YOUR TEAM



TOM COPLEY

YBPF Committee Chair

Tom has attended YBPF for 6 years, with two years on the Committee. Tom's family operates the Copley Pastoral Brahman stud. He is an Associate at HopgoodGanim Lawyers.

CAITLIN MCCONNEL

Chair – FFN

Caitlin is a Senior Associate at Clayton Utz and a sixth-generation grazer, whose passion for agriculture stems from her work on her family's historical property, which produces beef cattle in Toogoolawah, Queensland.

