



## MLA Sponsorship Request

Below is the list of questions on the MLA Sponsorship Request online form.

Please note you will be required to submit your request via the website [www.mla.com.au/sponsorshirequest](http://www.mla.com.au/sponsorshirequest). This list is provided to assist in preparing your request. Questions marked with an asterisk (\*) are required to be answered.

1. Event Title\*
2. Organisation/s conducting the event\*
3. Please provide a brief summary describing your event\*
4. Proposed start date\*
5. Proposed end date\*
6. What region/s will this event cover?
7. Proposed location\*
8. Who is the target audience for this event?\*
9. Expected number of participants/size of audience\*
10. Please outline the purpose, objectives and anticipated outcomes of your event\*  
Please provide as much detail as possible to assist MLA in understanding your goals.
11. Please indicate which livestock production system/s are involved in your event  
MLA seeks to support activities that are related to livestock production, and target commercial red meat producers.  
 Cattle  
 Sheep  
 Goat
12. What is the value/benefit to red meat producers (levy payers) and MLA in supporting this event?\*  
Please do not list specific sponsor entitlements such as tickets, logos, banners etc in response to this question (these can be detailed when requested in a following question). Please provide some insight into how red meat producers will benefit from investing in this event.
13. Are you requesting over \$10,000 in sponsorship?\*
14. What amount of funding are you requesting?
15. Are you requesting sponsorship in-kind?\*
16. What type/amount of in-kind sponsorship are you requesting?
17. What entitlements does MLA receive for sponsoring your event?\*
18. Please indicate, if applicable, requested MLA activities  
 MLA speaker/s  
 Practical demonstrations  
 Interactive displays  
 MLA materials (banners, posters, brochures etc)  
 Other, please specify

19. Which of the MLA Focus Areas apply to this event?\*

- Integrate on-farm risk management systems
- Assist industry and government to secure free trade agreements
- Support industry to alleviate technical trade barriers
- Assist supply chains with ESCAS compliance
- Increase Australian consumers' beef demand
- Create new business opportunity in emerging markets
- Create new business for lamb globally
- Create opportunities to improve reproduction efficiency
- Create opportunities to improve pasture and forage crops
- Create opportunities to improve labour efficiency
- Create opportunities to improve compliance to market specifications
- Create opportunities to minimise threat and impact of endemic diseases
- Create opportunities to improve production efficiency and sustainability
- Create opportunities for industry to improve welfare practises
- Create opportunities for industry to maintain community trust

20. Which activities will you undertake following the conclusion of your event?

- Upload content online
- Webcast presentation videos
- Further events
- Publications
- Majority market programs
- Other, please specify

21. Please upload any supporting documents

22. Your name\*

23. Your organisation\*

24. ABN\*

Please note: should your request be successful, this ABN represents the entity with whom MLA will enter into a sponsorship agreement.

**Please note that MLA is NOT able to enter into a sponsorship agreement with an individual or with a sole trader.**

If this affects your sponsorship application, please contact MLA at [events@mla.com.au](mailto:events@mla.com.au)

25. Your email address\*

26. Your phone number

27. Your address\*

**Please provide a street address** - this is required for all sponsorship agreements.

You may also provide a PO Box for any items that require postage.

If you have any questions during your sponsorship application, please contact

[events@mla.com.au](mailto:events@mla.com.au)