

MLA Event Sponsorship

Guidelines

1. OBJECTIVES

The MLA sponsorship program provides financial and in-kind support for eligible red meat industry events. The objectives of the program are to foster the prosperity of the Australian red meat and livestock industry by:

- engaging and communicating with MLA members and stakeholders across the supply chain
- increasing awareness and adoption of business-enhancing research and development
- improving utilisation and promotion of MLA information and resources
- empowering stakeholders to make more informed decisions
- building awareness and trust in the industry

2. ELIGIBILITY

The MLA event sponsorship program is open to MLA members or Australian companies (with an ABN) who are:

- conducting an event targeting the Australian red meat supply chain, and
- responsible for the organisation and payment of the event costs, and
- willing to collaborate with MLA to deliver measurable results.

3. EVENT CRITERIA

To be eligible to apply for MLA sponsorship, your event must meet the following criteria:

- Demonstrate alignment with the priorities of [MLA's Strategic Plan](#).
- Target the red meat industry supply chain to increase the productivity, sustainability and profitability of their business.
- Acknowledge MLA as a sponsor of the event (see below 'Sponsorship levels' for MLA entitlements)
- Applications must be submitted at least 2 months prior to event start date
- Post-Event Report completed within 1 month after event.
- MLA will make sponsorship payment after receipt of the Post-Event Report.
- Report should include measures of success such as number of attendees, satisfaction, and achievement rating against the event objectives and where possible, impact scores.
- Provide follow-up opportunities post-event to further enhance the information delivered

4. SPONSORSHIP ENTITLEMENTS

Depending on the type of event and size of the event, MLA entitlements could include:

- Trade site or Trade display area
- Key note speaker opportunity
- Speaker opportunity (subject to MLA staff availability)
- Advertising or PR/media opportunities
- MLA collateral inclusion (banner, brochures, giveaways)
- Logo in event related material

When MLA confirms sponsorship funding, specific entitlements will be outlined within the email confirmation.

5. SPONSORSHIP CONSIDERATIONS

The following is taken into consideration when MLA assesses applications for sponsorship funding allocation:

- Alignment to [MLA's Strategic Plan](#)
- The number of attendees, in particular, red meat producers
- Opportunity for MLA to engage with stakeholders
- Opportunity to improve awareness and adoption of MLA's research and development programs
- Opportunity to boost awareness of MLA's market information and marketing programs.
- Event organiser entity
- Format of the event
- Other sponsors of the event
- Event attendance/registration fee

Type of event	Size of event	Opportunities for MLA	Sponsorship category
Major red meat event (Beef Australia)	> 1000	Platinum or major partner, Trade booth, MLA presentation	Partnership
Large : events focussed on topics relevant to red meat and livestock industry	> 1000	Platinum or major partner, Trade booth, MLA presentation	Tier 1
Medium: Conference, SFO events	500-1000	Gold sponsor or major partner, MLA display area, MLA logo/ speaker opportunity	Tier 2
Medium to small: Field day, conference, producer workshops	250 - 500	MLA display area, MLA logo/ speaker opportunity	Tier 3
Small : carcass competitions, producer workshops	100 - 250	MLA display area, MLA logo/ speaker opportunity	Tier 4
Local : Workshop, Field day, educational event	< 100	MLA logo display	Tier 5

6. APPLICATION PROCESS AND REVIEW

Applications for event sponsorship

Applications must be made [online](#) at least 2 months prior to start of event.

MLA event sponsorship will remain open for application throughout the year, however, please note below review dates.

Application review dates:

MLA will review applications during the last week of each month, except December (which will be combined with January applications for review).

It is important that you apply for sponsorship as early as possible (MLA recommends a minimum of 2 months prior) to ensure you receive advance approval of MLA sponsorship.

MLA sponsorship amount / funding:

As MLA budget is allocated on a financial year basis. Sponsorship of an event planned for the next financial year will be waitlisted and may not be able to be confirmed until May of the current financial year. We encourage you to apply as early as possible to ensure your application is prioritized.

Notification of outcome:

All applicants will be advised by email of the outcome of their application in the first week of each month, except January (as December applications will be reviewed in January, notified early February).

MLA reserves the right to:

- Reject an application for any reason; or
- Request additional information or negotiate aspects of the application to ensure the best possible outcome for both parties.

Based on the demand on the sponsorship program and MLA's budget availability, applicants may be offered a lesser amount than that requested in the application.

Post event report

A post-event report is required to be completed online within 1 month after the event.

Invoice to MLA:

Invoices for the sponsorship amount are paid after the event, on receipt of the Post-Event Report. Depending on the type of event and sponsorship amount, exceptions *may* be granted if payment timing is raised at the time of application.

7. MLA LEGAL TERMS

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

8. PRIVATE/PERSONAL INFORMATION

The information an applicant provides to Meat & Livestock Australia Limited ("MLA") during the application process for the MLA event sponsorship program may be personal information under the Privacy Act.

Applicants may correct any personal information held by MLA on request.

By providing MLA with personal information, the Participant consents to the collection and handling of personal information in accordance with **MLA's privacy policy**, which can be viewed at <http://www.mla.com.au/General/Privacy> or obtained directly from MLA by calling 1800 023 100.

Updated: November 2022