

- Australian -
Good Meat

**Community Event Sponsorship
Guidelines**

1. OBJECTIVES

The objective of the Australian Good Meat Community Event Sponsorship is to provide financial and in-kind sponsorship to entities that are conducting a community event that:

- Informs the community (with focus on metropolitan areas) about the provenance of Australian red meat
- enhances the community's trust and support of the Australian red meat and livestock industry
- Encourages people to feel good about eating Australian red meat
- Engages with consumers that have questions about the red meat supply chain, animal welfare, environmental sustainability and health and nutrition

The Australian Good Meat program, brought to you by Meat and Livestock Australia, is funded by cattle, sheep and goat producer levies.

2. ELIGIBILITY

This program is open to entities that are conducting a community event who are:

- An Australian entity with an ABN
- providing a platform for Australian Good Meat to inform the community about the vital role the Australian red meat industry plays in food production and food security, 'from paddock to plate'
- conducting a community event with a particular focus on food and nutrition, animal welfare or environmental sustainability
- willing to collaborate with MLA on the promotion of the Australian Good Meat platform to deliver measurable results.

3. SPONSORSHIP CRITERIA

To be eligible to apply for Australian Good Meat Community Event Sponsorship, your event must meet the following criteria:

- Targets 'passionate foodies', this demographic loves food, cooking and experimenting with new options and are always looking for inspiration for new dishes. Their food choices are made carefully, keeping in mind health and local consciousness.
- Targets 'constrained aspirers'. This group of consumers love good food and experimenting with new dishes, however, due to stressful, busy lives, planning ahead and taking shortcuts becomes key to getting through the week, meaning health is often deprioritised.
- Targets consumers who don't have high exposure to the red meat and livestock industry
- The audience has a keen interest in or concerns about food and nutrition, environmental sustainability and animal welfare
- The majority of the audience reside in metropolitan areas or on the fringes of metro regions
- Acknowledge Australian Good Meat as a sponsor of the event
- Applications must be submitted at least 3 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 and size of the event, MLA may request the following entitlements:

- Acknowledgement of Australian Good Meat as a sponsor of the event
- Promotional opportunity for the Australian Good Meat platform and associated social media channels
- Red meat producer speaking opportunities at the event/s
- Advertising or PR/media opportunities
- Australian Good Meat collateral inclusion (banner, brochures, giveaways)
- Cooking demonstrations to showcase the versatility of cooking with red meat. Featuring beef, lamb, veal or goat exclusively. Including in-kind meat allowance to an agreed cost to be determined by MLA
- Butchery demonstrations. Featuring beef, lamb or goat whole or part carcass. Including in-kind meat allowance to an agreed cost to be determined by MLA

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

5. SPONSORSHIP CONSIDERATIONS

The following is taken into consideration when assessing applications and allocating funds:

- Type of organisation and event
- Number of attendees
- Audience demographic
- Return on Investment per engagement
- Ability to deliver majority of MLA sponsorship entitlements

6. APPLICATION PROCESS AND REVIEW

Applications for community event sponsorship

Applications must be made online at least 3 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 3 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 prioritised.

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 post the event.

Invoice to MLA:

Invoices for the sponsored 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 for Community Event Sponsorship](#) 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 Australian Good Meat Community 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.

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