

# MLA/ISC Event Sponsorship Guidelines 2024-25

## 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's industry stakeholders across the supply chain
- increasing awareness and adoption of MLA's research and development outcomes
- promotion of MLA and ISC information and resources
- providing information to MLA's industry stakeholders to make more informed decisions
- increase awareness and adoption of the red meat integrity system programs
- building awareness and trust in the red meat industry

## 2. TARGETED APPROACH

MLA will both approach specific events that MLA would like to sponsor as well as encourage event organisers that meet MLA's event criteria to submit an online application. The events must be organised by Australian entities (with an ABN) that are:

- aligned with the achievement of the [MLA 2025 strategic plan](#) and Key Performance Indicators as set out within the 2025 Strategic Plan
- targeting the Australian red meat supply chain
- 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, the event must meet the following criteria:

- Demonstrate alignment with the priorities of [MLA 2025 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 entitlements).
- Applications to be submitted at least 2 months prior to event start date.
- A post-event report to be completed within 14 days after the event.
- The post-event 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 entitlements could include:

- Trade site or Trade display area
- Speaker opportunity (subject to MLA staff availability)
- Advertising or PR/media opportunities
- MLA collateral inclusion (banner, brochures)
- Logo in event related material
- MLA representative in event taskforce
- Complimentary tickets to the event for MLA staff

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 reviews sponsorship funding allocation:

- Alignment to [MLA 2025 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 and format of the event
- Other sponsors of the event / registration fee / if the event is profit-oriented

## 6. APPLICATION PROCESS, CONFIRMATION AND REPORTING

### Applications for event sponsorship

Applications by event organisers should be made via the MLA [online application](#) form. Online applications are reviewed monthly, so applications received during a month, will be reviewed the beginning of the next month. The events must be held within this financial year (Jul 2024 – Jun 2025)

### Confirmation of sponsorship:

Once the sponsorship application has been reviewed, MLA will confirm the sponsorship and the sponsorship value by email. 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 MLA's budget limitations, applicants may be offered a lesser amount than that requested.

### **Post event report**

A post-event report is required to be completed online within 14 days after the event.

### **Invoice to MLA:**

MLA prefers to pay invoices for the sponsorship amount 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. By ticking the applicable box on the application form, you agree to these Terms and Conditions as part of the application process. Upon confirmation of the sponsorship by MLA, a *Sponsorship Contract* between MLA and the event organiser is formed, with such contract consisting of the details contained in the application form, these guidelines and the MLA Legal Terms and Conditions.

## **8. PRIVATE/PERSONAL INFORMATION**

Meat & Livestock Australia Limited (MLA) are requesting this information from you to register your entity for the MLA event sponsorship program. We may use this information to keep you updated on other communications from MLA. We may also use the information for internal reporting and analysis purposes.

By providing MLA with your personal information, you consent to the collection and handling of your personal information in accordance with MLA's privacy policy (<https://www.mla.com.au/general/privacy/>). You may access and correct any personal information held by MLA by contacting us at [privacy@mla.com.au](mailto:privacy@mla.com.au).

Providing us with the requested information is not required by law. If you choose not to provide us with your information, MLA may not be able to provide you with the requested services.

*June 2024*