



SPONSORSHIP PROSPECTUS

Australian National Conference 2025

Brisbane | Wednesday, 5th March

ABOUT MEAT BUSINESS WOMEN

Meat Business Women (MBW) is a global professional network committed to connecting, inspiring, and advancing women in the meat industry. Founded with the mission to address gender disparity and support women's growth across the meat supply chain, MBW empowers women through professional development, networking opportunities, and industry-focused advocacy. MBW's mission resonates deeply with its members, driving positive change and fostering a more inclusive and innovative meat industry worldwide.

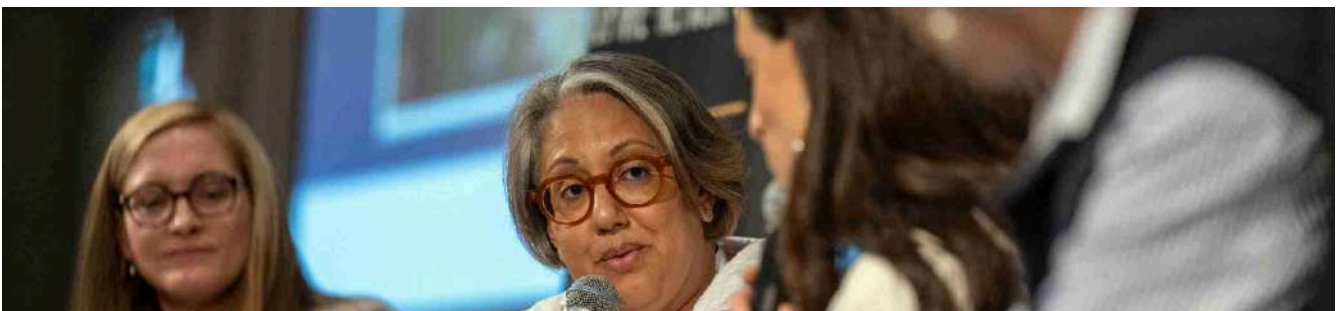
As part of its commitment to advancing women, MBW hosts an annual national conference in Australia. This event serves as a cornerstone for industry networking, professional growth, and the celebration of women's contributions to the sector. In 2024, the MBW Australian National Conference, themed "The Power of You," brought together over 200 professionals at Hyatt Place Melbourne. The event highlighted personal and professional development, featuring acclaimed diversity and inclusion leader Michelle Redfern and sessions tailored to inspire, challenge, and connect women in the meat industry.

Attendees overwhelmingly praised the conference, with a remarkable 91% rating it as "excellent," and networking activities received unanimous positive feedback, underscoring MBW's commitment to building meaningful industry connections.

Since its inception, MBW has achieved global recognition, including acknowledgment from the United Nations for its work toward gender equality. MBW's programs offer members access to training, mentorship, and networking events, creating a collaborative environment that helps women excel in roles ranging from production and processing to retail and executive leadership. MBW has become a vital platform for its members, who gain both skills and a supportive network that enhances their professional growth and impact in the industry.

Join us as a sponsor and become part of a movement that champions progress, gender inclusion, and success for women in the meat industry.

Stacey McKenna
Australian Chair





MEET OUR MC: SHELLY HORTON

Shelly Horton brings unmatched energy, wit, and professionalism to the stage as a master of ceremonies. With over 25 years in the media, including prominent roles as a journalist and presenter for ABC, Channel Nine, and Entertainment Tonight USA, Shelly knows how to captivate and engage audiences. Her authentic, engaging style and quick wit make her more than just a host – she’s the element that elevates every event.

As the founder of ShellShocked Media, Shelly also trains others to deliver impactful presentations, adding depth to her role as MC. Her experience includes hosting programs like TODAY EXTRA and lifestyle segments on 9Honey, making her a trusted voice in Australian media. Sponsors of the MC session have the exclusive opportunity to align with Shelly’s vibrant personality, extensive media presence, and expertise, enhancing brand visibility and impact at this highly anticipated conference.

Why Sponsor Shelly Horton as Our MC? Aligning your brand with Shelly Horton means positioning your organisation alongside a prominent figure known for her professionalism, charisma, and ability to connect with diverse audiences. This sponsorship offers direct exposure to an engaged audience, emphasising your brand’s commitment to leadership and influence within the industry.

VALUE OF SPONSORING

Sponsoring Meat Business Women (MBW) provides your brand with unique, high-impact exposure and meaningful engagement in a network of industry leaders and professionals committed to diversity, equity, and gender inclusion in the meat industry. Your sponsorship is an investment that enhances your brand's visibility, influence, and alignment with an influential movement for positive change.

As a sponsor you will have the opportunity to:

- 1. Position your brand in front of 200+ senior professionals and decision-makers, showcasing your commitment to gender diversity in the meat industry.**
- 2. Connect directly with industry leaders and potential recruits through structured networking events, enhancing recruitment and collaboration opportunities.**
- 3. Showcase your latest products or services to a receptive audience, establishing your brand as a thought leader and innovator in the sector.**
- 4. Enjoy targeted visibility through MBW's multi-channel promotions, including social media, newsletters, and event materials, maximising brand reach.**
- 5. Align your brand with MBW's mission, demonstrating your commitment to gender equity and a more inclusive meat industry.**

SPONSORSHIP INCLUSIONS AT A GLANCE

Package	Investment	Address to delegates	Handbook Advert	Satchel insert	Comp. ticket	Banner display	Notes
MC / Keynote Speaker Sponsor	\$8,000	✓	Full page	✓	2	✓ On stage	
Venue Sponsor	\$8,000	✓	Full page	✓	2	✓ On stage	
Lunch Sponsor	\$8,000	✓	Full page	✓	2	✓ On stage	
Networking Event	\$7,000		Full page	✓	1	✓ At function	
Lanyard Sponsor	\$7,000		Full page	✓	1		+ branding on lanyard
Delegate Satchel	\$7,000		Full page	✓	1		+ branding on satchel
Morning or Afternoon Tea	\$5,000		Half page		1	✓ At breaks	
Coffee Cart	\$5,000		Half page		1		+ branding on cart and coffee cups



MC / KEY NOTE SPEAKER

EXCLUSIVE OPPORTUNITY
Value \$8,000 ex GST

APPLY
NOW

Gain prime exposure as sponsor of the keynote session

As the exclusive sponsor of the MC / Keynote Speaker, you'll have the opportunity to associate your brand with one of the conference's most impactful moments. This sponsorship allows you to align your brand with industry leadership and innovation. Position yourself as a thought leader by connecting directly with all conference attendees during this highly anticipated session.

INCLUDED IN THE PACKAGE

- Prominent branding in the event space
- Branding on stage and within the presentation area during the keynote session
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- Logo inclusion on the conference website and event materials
- Recognition in MBW event materials and app
- Full-page color advert in the conference handbook
- Two complimentary conference registrations

VENUE SPONSOR

EXCLUSIVE OPPORTUNITY
Value \$8,000 ex GST

APPLY
NOW

Position your brand at the heart of the event venue

Sponsor the stunning Waters Edge Brisbane, where the Meat Business Women National Conference will take place. As the exclusive venue sponsor, your brand will be associated with this premium location, setting the stage for meaningful connections, inspiration, and growth within the industry.

INCLUDED IN THE PACKAGE

- Prominent display of your brand's logo and messaging at key locations throughout the venue, including entrances, registration areas, and high-traffic spots
- Recognition of your sponsorship in key sessions and ceremonies
- Logo inclusion on the conference website and event materials
- Full-page color advert in the conference handbook
- Two complimentary conference registrations
- First right of refusal offered for MBW National Conference 2026 Venue Sponsorship

LUNCH SPONSOR

EXCLUSIVE OPPORTUNITY
Value \$8,000 ex GST

APPLY
NOW

Host a delicious lunch, keeping delegates energised and focused.

Sponsoring a conference lunch is a prime opportunity to put your brand front and center as attendees gather, relax, and recharge. It's a setting that promotes interaction, making your brand a focal point during the break.

INCLUDED IN THE PACKAGE

- Naming rights to the sponsored lunch
- Provision of providing protein for lunch (at sponsors own cost) subject to venue requirements
- Branding opportunities in the lunch area
- Logo inclusion on the conference website and event materials
- Full-page color advert in the conference handbook
- Two complimentary conference registrations
- First right of refusal offered for MBW National Conference 2026 Lunch Sponsorship

NETWORKING EVENT

EXCLUSIVE OPPORTUNITY
Value \$7,000 ex GST

APPLY
NOW

Connect and engage in the heart of the networking action.

Support meaningful connections and enhance your brand's reputation by sponsoring the conference's networking event. Your brand will be front and center as delegates connect in a relaxed and engaging environment.

INCLUDED IN THE PACKAGE

- Branding opportunities in the event space
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- Logo inclusion on the conference website and event materials
- Full-page color advert in the conference handbook
- One complimentary conference registration
- First right of refusal offered for MBW National Conference 2026 Networking Event Sponsor



SOLD
LANYARD
SPONSOR

EXCLUSIVE OPPORTUNITY
Value \$7,000 ex GST

Your brand, worn by every attendee throughout the event.

Ensure continuous visibility by sponsoring the conference lanyards. As a lanyard sponsor, your logo will be seen by all participants, from arrival to departure, ensuring high brand exposure at every moment.

INCLUDED IN THE PACKAGE

- Company logo on all delegate lanyards
- Logo inclusion on the conference website and event materials
- Full-page color advert in the conference handbook
- One complimentary conference registration
- First right of refusal offered for MBW National Conference 2026 Lanyard Sponsorship

DELEGATE SATCHEL

EXCLUSIVE OPPORTUNITY
Value \$7,000 ex GST

APPLY
NOW

Be the brand delegates carry with them throughout the event – and beyond.

Place your logo on every conference satchel, a lasting takeaway for each attendee. This sponsorship ensures long-term brand visibility as these bags are often reused, extending your reach well past the event.

INCLUDED IN THE PACKAGE

- Branding on 200+ delegate satchels
- Opportunity to influence satchel design (final design subject to MBW approval)
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- Logo inclusion on the conference website and event materials
- Full-page color advert in the conference handbook
- One complimentary conference registrations
- First right of refusal offered for MBW National Conference 2026 Delegate Satchel Sponsorship



MORNING TEA SOLD

**MORNING &
AFTERNOON TEA
SESSIONS**

**TWO OPPORTUNITIES ONLY
Value \$5,000 ex GST**

**APPLY
NOW**

Be front and center as delegates refuel and connect.

Sponsor the Morning and Afternoon Tea sessions and keep your brand visible as attendees recharge and network. This is a unique opportunity to be seen at a critical touchpoint, offering valuable exposure in a relaxed and social environment.

INCLUDED IN THE PACKAGE

- Naming rights for Morning and Afternoon Tea sessions
- Opportunity to display branding and signage during each break
- Logo inclusion on the conference website, program, and event materials
- Half-page color advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- One complimentary conference registration
- First right of refusal offered for MBW National Conference 2026 Morning & Afternoon Sessions Sponsor



SOLD **COFFEE** **CART**

TWO OPPORTUNITIES ONLY
Value \$5,000 ex GST
or both for \$8,000 ex GST

Fuel conversations and connections with every cup.

Sponsor the coffee cart and have your brand present as attendees enjoy a coffee break. With custom branding options, this sponsorship provides consistent, high-traffic exposure.

INCLUDED IN THE PACKAGE

- Naming rights to the coffee cart
- Opportunity to brand the coffee cart and cups (at sponsor's expense)
- Logo inclusion on the conference website and event materials
- Half-page color advert in the conference handbook
- One complimentary conference registrations
- First right of refusal offered for MBW National Conference 2026 Coffee Cart Sponsorship

BESPOKE SPONSORSHIP

AVAILABLE UPON REQUEST
POA

APPLY
NOW

EXPLORE TAILORED SPONSORSHIP OPTIONS WITH US

We understand that every organisation has unique objectives. That's why we offer flexible, bespoke sponsorship options that allow you to tailor your support to align with your specific goals. Whether you're looking to maximise brand visibility, engage directly with delegates, or focus on targeted networking opportunities, we'll work with you to create a sponsorship package that delivers real value.

Contact: info@meatbusinesswomen.com.au

SOLD
ONE TO WATCH
AWARD
SPONSORSHIP
EXCLUSIVE OPPORTUNITY
\$10,000 ex GST



Showcase Your Brand as a Champion of Emerging Talent in the Meat Industry

MBW's One to Watch Award is a unique opportunity to align your brand with the future leaders of the meat industry. Now in its second year, this award celebrates and supports young, ambitious women under 35 who are making significant contributions to the meat sector, from processing and retail to industry advocacy. As the exclusive sponsor of this award, your organisation will gain high-profile exposure through a comprehensive promotional campaign leading up to the award announcement at the MBW National Conference.

INCLUDED IN THE PACKAGE

- Prominent recognition as the "One to Watch" Award sponsor across all pre-event marketing, including social media, newsletters, and MBW's website.
- Logo inclusion in award-related announcements and the official program, ensuring visibility at the conference.
- Opportunity to participate in the award presentation ceremony and connect with attendees.
- Your sponsorship directly funds a \$5,000 award to the winner, providing financial support for their personal and professional development.

TERMS & CONDITIONS



Application and Acceptance

By submitting an application for sponsorship, you acknowledge that you have read, understood, and agree to these Terms and Conditions.

Sponsorship is only confirmed once MBW issues a written confirmation and the sponsorship fee is received in full by the specified due date.

Sponsorship Rights and Benefits

The sponsor is granted specific rights and benefits as outlined in the sponsorship package selected. All branding, promotional materials, and content are subject to approval by MBW.

The sponsor may display approved banners, brochures, or branded materials within designated event areas, as pre-approved by MBW.

Payment Terms

Full payment of the sponsorship fee is required within 30 days of receiving the invoice or prior to the event date, whichever comes first. Sponsorship benefits are not available until payment is received.

MBW reserves the right to reassign the sponsorship opportunity if payment terms are not met.

Cancellations and Refunds

Cancellations made by the sponsor must be provided in writing.

Cancellations received up to 90 days before the event will incur a 50% cancellation fee.

Cancellations within 90 days of the event date will be subject to a 100% cancellation fee, and no refunds will be provided.

Photography and Media Release

By attending, sponsors grant MBW the right to use photos and videos taken at the event for promotional purposes, including future sponsorship materials.

Sponsor Materials and Deliverables

All sponsor-provided materials (logos, ads, inserts) must be submitted by the specified deadlines, following MBW's format and quality requirements.

MBW is not responsible for printing or producing any materials provided by the sponsor unless explicitly stated in the package.

Sponsor Registrations

All company representatives attending and participating in the conference must register. Some packages include sponsor registrations, and a completed registration form is required. Additional registrations may be purchased for your staff at the member discounted rate.

Use of Logos and Branding

MBW will display the sponsor's logo on event materials as specified in the sponsorship package. Logo placement, size, and positioning are determined by MBW based on the sponsorship level.

Sponsors agree to provide high-quality logo files, copy and content by the specified deadline.

Delegate List and Privacy

MBW does not provide access to attendee contact information. Sponsors may only collect contact details with the consent of individual delegates, in compliance with MBW's privacy policies.

Force Majeure

MBW is not liable for any failure to deliver the event due to circumstances beyond its control (e.g., natural disasters, pandemics). In such cases, MBW will work with sponsors to explore alternative arrangements or reschedule the event.

Insurance

Sponsors are responsible for their own insurance, covering potential losses, damages, or liabilities. MBW assumes no responsibility for personal injury, loss, or damage to property.

Modifications to Sponsorship Packages

MBW reserves the right to adjust sponsorship benefits or inclusions if necessary to enhance the event experience. MBW will make every effort to inform sponsors of any changes in advance.

Satchel Inserts

For sponsors providing items in the conference satchels, the required quantity must be delivered to the event by 3 March 2025 using a delivery label that will be issued by MBW.

Web Hyperlinks

MBW requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

Accommodation

MBW does not manage accommodation for the Conference, however, has negotiated a delegate rate at nearby hotels. See MBW website for details and to book.



INSPIRE · NETWORK · GROW

*Help us champion women in
the meat industry.*

**CONNECT WITH US TO EXPLORE
SPONSORSHIP OPPORTUNITIES.**

Contact: info@meatbusinesswomen.com.au
meatbusinesswomen.org