



# SPONSORSHIP PROSPECTUS

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Australian National Conference 2026  
Dockside, Darling Harbour | Wednesday, 25th March 2026

# ABOUT MEAT BUSINESS WOMEN

**Meat Business Women (MBW) is a global professional network committed to connecting, inspiring, and advancing women across the meat industry. With a mission to address gender disparity across the supply chain, MBW supports women's personal and professional growth by providing access to development opportunities, industry insights and a strong network of peers and mentors. Our work drives positive change and strengthens capability across the sector.**

In Australia, MBW hosts an annual National Conference alongside a year-round program of workshops, mentoring opportunities and virtual masterclasses. Our audience typically includes emerging leaders, middle management and senior executives, as well as business owners and technical specialists. Delegates are highly engaged, career-focused and values-driven, with strong representation from women aged approximately 25–55 working across metropolitan and regional areas. Our National Conference attract professionals who influence purchasing decisions, lead teams and shape workplace culture within their organisations.

Since its inception, MBW has gained international recognition, including acknowledgement from the United Nations for progress in gender inclusion. Feedback from recent conferences highlights the value of structured networking, practical skill-building and authentic storytelling from industry leaders. These insights continue to inform our programming and ensure our events remain relevant, inclusive and commercially aligned with the evolving needs of the sector.

Partnering with MBW offers brands the opportunity to engage with a professional, purpose-led audience who value quality, wellbeing and confidence in both their careers and personal lives. Our sponsors become part of a growing movement that champions opportunity, capability and connection for women across the meat industry.

To learn more about our conference, visit our event page.

*Stacey McKenna*  
**Australian Chair**



# AUDIENCE & MARKETING INSIGHTS



**26,531**

global reach



**17,000**

social media following

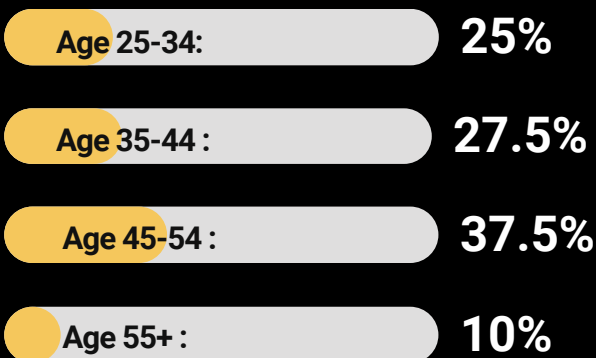
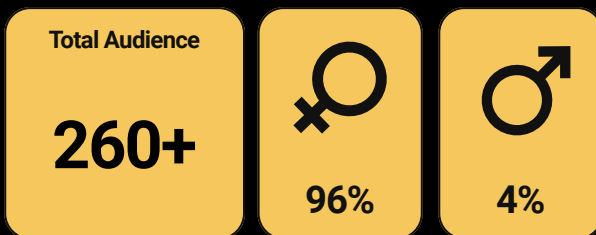


**2,300+**

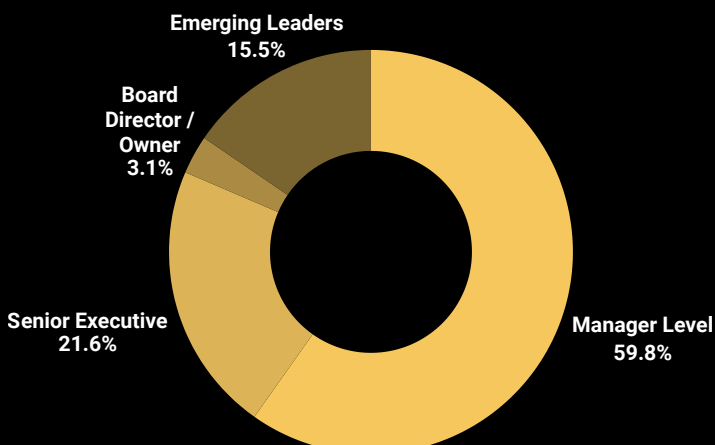
active members globally

## 2025 Conference snapshot

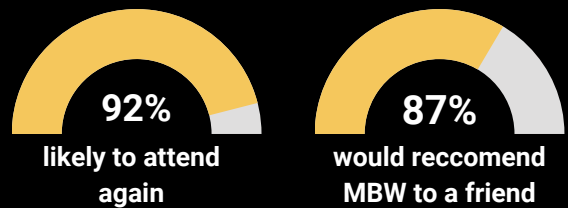
### Audience Demographics



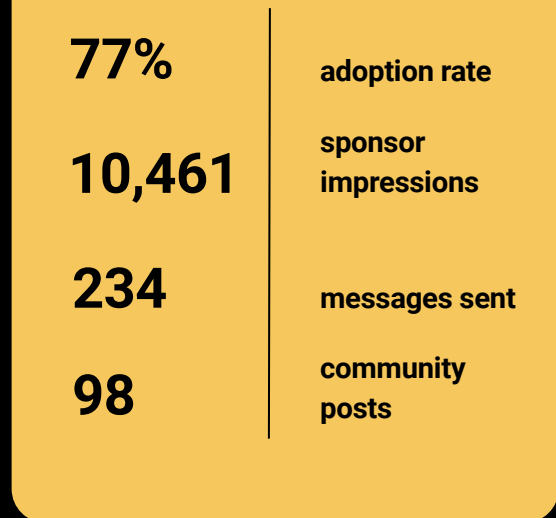
### Career Stage



### Conference Engagement



### Conference App Engagement



# VALUE OF SPONSORING

Sponsoring the MBW National Conference 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

Sponsorship Package	Investment	Address to delegates	Handbook advert	Satchel insert	Comp. registration / membership	Banner display	Notes
<u>Empower Her Access</u>	\$10,000	✓	✓ Full page	✓	2 registrations 4 memberships	On stage	Inclusion in post-event impact story profiling
<u>MC</u>	\$8,800	✓	✓ Full page	✓	2 registrations 4 memberships	Prominent placement	
<u>Venue</u>	\$8,800	✓	✓ Full page	✓	2 registrations 4 memberships	Prominent placement	
<u>Lunch</u>	\$8,800	✓	✓ Full page	✓	2 registrations 4 memberships	Prominent placement	
<u>Mentoring Clinics</u>	\$8,800	✓	✓ Full page	✓	2 registrations 4 memberships	Prominent placement	+ branding on tables
<u>Event App</u>	\$7,700	✓	✓ Full page	✓	1 registrations 2 memberships		+ hero branding in event app
<u>MBW + Meet &amp; Greet Network</u>	\$7,700		✓ Full page	✓	1 registration 2 memberships	At networking event	
<u>Conference Networking Drinks</u>	\$7,700		✓ Full page	✓	1 registration 2 memberships	At networking drinks	
<u>Lanyard</u>	\$7,700		✓ Half page	✓	1 registration 2 memberships		+ branding on lanyard
<u>Delegate Satchel</u>	\$7,700		✓ Half page	✓	1 registration 2 memberships		+ branding on satchel
<u>Coffee Cart</u>	\$5,500		✓ Half page	✓	1 registration 1 membership		+ branding on cart and coffee cups
<u>Morning Tea / Afternoon Tea</u>	\$5,500		✓ Half page	✓	1 registration 1 membership	At breaks	

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**LIMITED**



# EMPOWER HER ACCESS

EXCLUSIVE OPPORTUNITY  
Value \$10,000

**SOLD**

## Open Doors for Women Across the Meat Industry

The Empower Her Access sponsorship enables one organisation to directly remove financial barriers for women who may otherwise be unable to attend the MBW National Conference. This initiative funds conference registration, flights, accommodation and ground transfers for up to four deserving delegates—supporting women from regional areas, early-career roles, small businesses and diverse backgrounds.

As the exclusive sponsor, your organisation becomes a visible champion of equity, access and leadership development across the red-meat supply chain. This category offers a meaningful way to demonstrate action behind your DEI commitments and directly influence the next generation of female leaders.

### INCLUDED IN THE PACKAGE

- Exclusive recognition as the Empower Her Access sponsor across all promotional materials, including social media, newsletters, the MBW website and, delegate app and the conference program.
- Branding on stage throughout the day.
- Feature inclusion in a post-event impact story profiling how your sponsorship supported career development and industry participation.
- Full-page color advert in the conference handbook.
- Two complimentary conference registrations.
- Four complimentary Meat Business Women memberships for one year.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- First right of refusal offered for Empower Her Access sponsorship 2027.

# MC SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$8,800 ex GST

APPLY  
NOW

## Gain prime exposure as sponsor of the MC

As the exclusive sponsor of the MC, 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 throughout the day.
- 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.
- Four complimentary Meat Business Women memberships for one year.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- First right of refusal offered for MBW National Conference 2027 MC Sponsorship.

# VENUE SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$8,800 ex GST

**SOLD**

## 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.
- Four complimentary Meat Business Women memberships for one year.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- First right of refusal offered for MBW National Conference 2027 Venue Sponsorship.

# LUNCH SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$8,800 ex GST



**SOLD**

## 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.
- Four complimentary Meat Business Women memberships for one year.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- First right of refusal offered for MBW National Conference 2027 Lunch Sponsorship.

# MENTORING CIRCLES

EXCLUSIVE OPPORTUNITY  
Value \$8,800 ex GST

**SOLD**



## Empower Connect, Guidance and Career Growth

Our new Mentoring Circles will be one of the most valued elements of the MBW National Conference, offering delegates the chance to engage in small-group, meaningful conversations with experienced industry leaders. Each circle explores themes such as leadership, career progression, resilience, business growth, financial confidence and mentoring.

Sponsoring the Mentoring Circles positions your organisation as a champion of professional development and leadership pathways for women across the meat and food supply chain. It provides visible alignment with MBW's commitment to equipping women with the tools, networks and confidence they need to thrive.

### INCLUDED IN THE PACKAGE

- Logo inclusion on the conference website and event materials and during mentoring circles.
- Two complimentary conference registrations.
- Four complimentary Meat Business Women memberships for one year.
- Opportunity for a speaking spot within the conference program, introducing the Mentoring Circles or contributing to a relevant session (to be confirmed with MBW for program fit).
- Logo visibility in all mentoring-related materials, signage and delegate communications.
- Full-page color advert in the conference handbook.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- Optional invitation for one of your leaders to participate as a mentor (subject to MBW approval).

# EVENT APP

EXCLUSIVE OPPORTUNITY  
Value \$7,700 ex GST

APPLY  
NOW

## Showcase your brand where delegates engage most.

Gain premium brand visibility by sponsoring the official MBW National Conference event app, powered by Whova. As the exclusive Event App Sponsor, your organisation will feature across high-traffic areas of the app, seen by all delegates before, during and after the event.

### INCLUDED IN THE PACKAGE

- Company logo displayed prominently on the event app home screen.
- Sponsor banner within the app visible to all users.
- One scheduled push notification during the event.
- Receive a dedicated sponsor page in the conference app – with logo, banners, downloadable brochures, video content and live-showcase capability – giving you direct visibility to all delegates before, during and after the event.
- Logo inclusion on the conference website and printed event materials.
- Half-page colour advertisement in the printed conference handbook.
- One complimentary conference registration.
- Two complimentary Meat Business Women memberships for one year.
- First right of refusal for the 2027 Event App Sponsorship.

# MBW + MEAT & GREET NETWORKING EVENT

EXCLUSIVE OPPORTUNITY  
Value \$7,700 ex GST



**SOLD**



## Connect and engage in the heart of the networking action.

The MBW x Meat and Greet Networking Event takes place the evening before the MBW National Conference. It provides a relaxed environment for delegates, industry partners and sponsors to meet, reconnect and build relationships ahead of the main program. The event is set to attract a mix of senior leaders and emerging professionals and is an important part of creating a welcoming, inclusive conference experience.

Sponsoring this event positions your organisation at the centre of the opening activities and demonstrates clear support for connection and collaboration across the meat and food supply chain.

### INCLUDED IN THE PACKAGE

- Exclusive recognition as the MBW x Meat and Greet Networking Event sponsor across all related marketing including website, social media and conference communications.
- One complimentary conference registration.
- Two complimentary Meat Business Women memberships for one year.
- Opportunity to speak briefly during the networking event to welcome attendees.
- Prominent branding throughout the networking event including signage and digital displays.
- Logo placement in the official conference program and within pre-event promotions for the networking evening.
- Option to provide branded items or small integrations that align with the event experience.

# CONFERENCE NETWORKING DRINKS

EXCLUSIVE OPPORTUNITY  
Value \$7,700 ex GST

**SOLD**

## 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.
- Half-page color advert in the conference handbook.
- One complimentary conference registration.
- Two complimentary Meat Business Women memberships for one year.
- First right of refusal offered for MBW National Conference 2027 Networking Event Sponsorship.



# LANYARD SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$7,700 ex GST

**SOLD**

## 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 200+ delegate lanyards, subject to MBW approval.
- Logo inclusion on the conference website and event materials.
- Half-page color advert in the conference handbook.
- One complimentary conference registration.
- Two complimentary Meat Business Women memberships for one year.
- First right of refusal offered for MBW National Conference 2027 Lanyard Sponsorship.

# DELEGATE SATCHEL

EXCLUSIVE OPPORTUNITY  
Value \$7,700 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.
- Half-page color advert in the conference handbook.
- One complimentary conference registration.
- Two complimentary Meat Business Women memberships for one year.
- First right of refusal offered for MBW National Conference 2027 Delegate Satchel Sponsorship.

# COFFEE

# CART

TWO OPPORTUNITIES ONLY

Value \$5,500 ea. ex GST

OR

\$8,800 for two



**SOLD**

## 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.
- One complimentary conference registration.
- One complimentary Meat Business Women memberships for one year.
- First right of refusal offered for MBW National Conference 2027 Coffee Cart Sponsorship.



~~MORNING &~~  
AFTERNOON TEA  
SESSION

ONE OPPORTUNITY LEFT  
Value \$5,500 ex GST

Morning Tea sold!

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.
- One complimentary Meat Business Women memberships for one year.
- First right of refusal offered for MBW National Conference 2027 Morning & Afternoon Sessions Sponsor.

# 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: [micaela@meatbusinesswomen.com.au](mailto:micaela@meatbusinesswomen.com.au)

# 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 23 March 2026 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:** Micaela Davis, Communications & Event Manager  
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