

# SPONSORSHIP PROPOSAL

## Australia - New Zealand Technical Tour

Exclusive opportunity to showcase your  
brand and gain valuable connections.

# 2026



# ABOUT THE TRIP



Farming Smarter has successfully organized exclusive agricultural trips, including one to Brazil in 2024, bringing together farmers, researchers, and agribusiness professionals.

In January 2026, we will continue this tradition with a unique 14-day journey to Australia and New Zealand. The trip will provide valuable insights into cutting-edge agricultural practices, featuring farm visits, agroindustry tours, meetings, and research center explorations.

Participants will develop long lasting friendships during the 2 weeks we learn about agricultural production and practices. This experience will be something the participants talk about for years to come! Showcase your brand throughout our trip.

Sponsorship of this event presents an exceptional opportunity to boost your brand's visibility and strategically align with key innovators and leaders in the agricultural sector. This is your chance to gain valuable exposure and build connections with influential stakeholders in the industry.

# BENEFITS OF SPONSORING



- **Increased Visibility:** Your brand will be prominently displayed, reaching a targeted audience in the sector.
- **Networking:** Send a representative to join the 14-day trip, engaging daily with participants and fostering valuable industry connections.
- **Social Responsibility:** Show your commitment to social responsibility by supporting the development and training of local producers.
- **Brand Loyalty:** Build trust and lasting loyalty with participants, going beyond traditional advertising to create strong brand associations.
- **Brand Perception:** Be recognized as a leader in agricultural development and innovation, enhancing your brand's reputation in the sector.
- **Impact:** Offer immersive brand exposure that creates lasting impact and deeper brand recall with participants.
- **Long-Term Brand Association:** Align your brand with cutting-edge agricultural practices, positioning yourself as a long-term industry partner.

# WHERE WILL YOUR COMPANY BE PRESENT?

By sponsoring this journey, your brand gains strategic exposure to key decision-makers in an exclusive setting – a powerful alternative to traditional marketing.



## Registration (Join the Tour)

Diamond sponsors receive one spot on the tour – best chance to connect and build strong relationships. **Diamond Sponsor**



## Official Travel Material Cover

The sponsor's logo will be prominently displayed on the cover of the official travel material, used daily by participants on their phones and in print – ensuring strong brand visibility throughout the journey.

**Diamond Sponsor**



## Logo on the bus windshield

The sponsor's logo will be affixed to the front glass of the bus during all rides, along with the Farming Smarter logo.

**Diamond Sponsor**





## Welcome and Farewell letters

The sponsor's brand will be included in the welcome and farewell letters inside the hotel rooms, wishing participants a good journey.

**Diamond Sponsor**



## Exclusive Meeting Room Time Presentation

One hour in an exclusive hotel meeting room with a projector, giving the sponsor the opportunity to present their company and products to the group, fostering direct engagement and showcasing their offerings.

**Diamond and Gold Sponsors**



## Logo on Restaurant Menus

The sponsor's logo will appear on the restaurant menus throughout the trip, providing consistent brand exposure during one of the most enjoyable and social moments of the day.

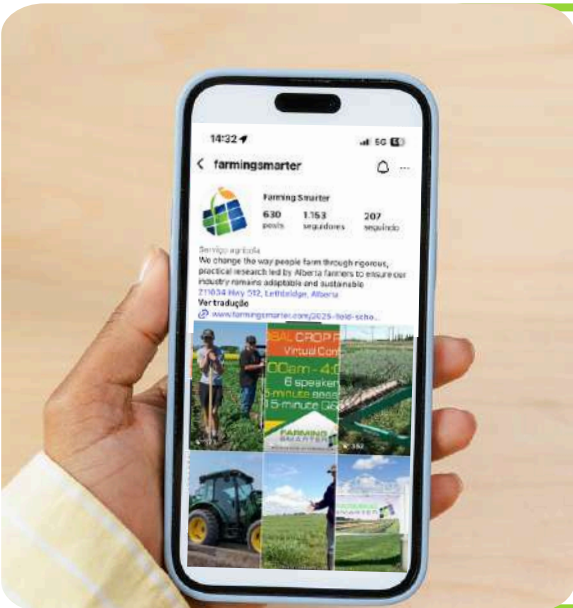
**Diamond and Gold Sponsors**



## Announcements on the Bus

The sponsor's name will be mentioned on the bus at various occasions throughout the trip.

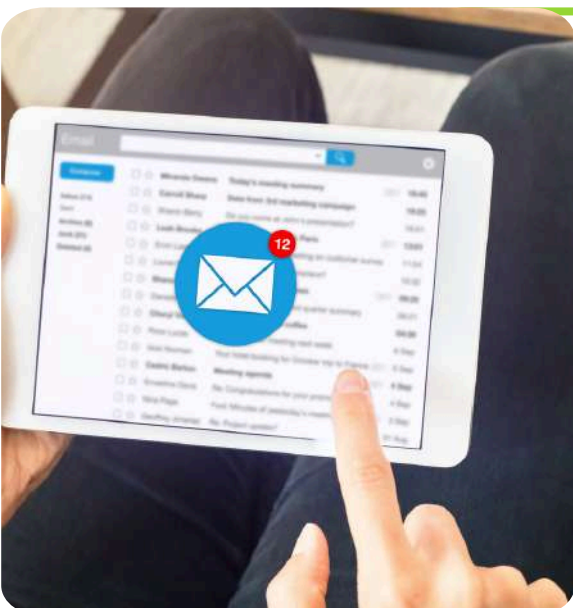
**Diamond and Gold Sponsors**



## Sponsor on Farming Smarter's Social Media

Your brand will be featured in dedicated posts on Farming Smarter's social media channels, reaching a targeted audience of engaged ag professionals and showcasing your support to a wide, relevant network.

**Diamond and Gold Sponsors**



## Recognized in trip marketing emails

Your company will be prominently recognized in all trip marketing emails, ensuring high visibility. This exposure enhance brand awareness before, during, and after the event.

**Diamond, Gold and Silver Sponsors**





## Logo on Final Page of Travel Material

Your logo will appear on the final page of the official travel material – the last thing participants see when checking the itinerary. This smart placement reinforces your brand and leaves a lasting impression throughout the journey.

**Diamond, Gold and Silver Sponsors**



## Celebrating Our Partners Upon Return

Your brand will be recognized during the final presentation to Canadian farmers – a moment of high engagement that reinforces your company's role in making the journey possible.

**Diamond, Gold and Silver Sponsors**






## Giveaways

You can distribute caps or other branded items to the group – a smart way to keep your brand visible throughout the journey, present in every photo and shared experience.

**Diamond, Gold and Silver Sponsors**

# SPONSORSHIP OPPORTUNITIES



BENEFITS:	 Silver	 Gold	 Diamond
1 Registration (Join the Tour)			✓
Official Travel Material Cover			✓
Logo on the bus windshield			✓
Welcome and Farewell letters			✓
Exclusive Meeting Presentation		✓	✓
Logo on Restaurant Menus		✓	✓
Announcements on the Bus		✓	✓
Sponsor on FS Social Media		✓	✓
Recognized in trip mkt emails	✓	✓	✓
Logo on final page material	✓	✓	✓
Recognized in final presentation	✓	✓	✓
Giveaways	✓	✓	✓



# SPONSORSHIP INVESTMENT



We offer three exclusive sponsorship plans: Diamond, Gold, and Silver. Each package provides unique benefits, ensuring valuable opportunities for your brand.



## Diamond

**\$ 49,500**

Including all benefits for maximum visibility and exclusive opportunities throughout the trip. **Includes the cost of one company participant joining the trip.**



## Gold

**\$ 24,500**

A premium sponsorship option, providing significant visibility and valuable engagement with key industry leaders.



## Silver

**\$ 9,500**

A cost-effective package that offers essential exposure and meaningful brand engagement throughout the trip.

**We highly recommend that you or a representative from your company attend the trip to build personal connections with the participants!**

