



Dairy Industry
Association
of Australia

2023 DIAA Victorian Conference and Dairy Product Awards Luncheon

Invitation to sponsor

The Dairy Industry Association of Australia's Victorian Branch would like to offer you the opportunity to support one of the dairy processing industry's premier events, the Victorian DIAA Conference and Victorian Awards Luncheon.

The conference will allow a significant group of dairy industry professionals to get together for a learning and networking program, with presenters the calibre of Barry Irvin (Bega Chairman), Michael Jeffrey (Norco Chairman) and Jonathan Brown (keynote speaker, dairy ambassador, radio presenter).

www.diaa.asn.au



There are numerous sponsorship opportunities available as you will see on the later pages of this document. Please do not hesitate to contact Janos Kaldy via janos.kaldy@diaa.asn.au if you are interested or to discuss further.

We hope you give some consideration to becoming a sponsor to this very popular conference: it is a great opportunity to showcase your brand and your products to a significant group of dairy manufacturing professionals.

4 - 5 May 2023

The Atrium, Flemington Racecourse
Melbourne



Sponsorship Packages

DIAA Victorian Dairy Product Competition Awards Lunch \$5,000

SOLD - Dairy Food Safety Victoria

- Exclusive sponsorship
- Opportunity to welcome and address attendees
- Advertising slide on screen at function commencement and awards interval
- Banners displayed at function – maximum 4 freestanding banners (supplied by sponsor)
- Premium exhibition stand location
- 2 x full delegate registrations
- 4 x complimentary tickets to Awards Lunch
- Full page colour advertisement in the Conference Handbook
- 1 x satchel insert (supplied by sponsor)
- Company logo printed on promotional conference sponsors banner



2023 DIAA Victorian Conference and Dairy Product Awards Luncheon

Date: 4th - 5th May 2023

Time: 4th - 5th May - Conference

5th May - Victorian Dairy Product Awards Luncheon

Venue: The Atrium, Flemington Racecourse, Melbourne

Name Tags – \$5,000

Available

- Exclusive sponsorship
- Name and/or company logo on all name tags
- 4 x full delegate registrations
- Banners displayed at conference – maximum 2 x freestanding banners (supplied by sponsor)
- Full page colour advertisement in the Conference Handbook
- 1 x satchel insert (supplied by sponsor)
- Company logo printed on promotional conference sponsors banner

Wine & Cheese Networking Function – \$5,000

SOLD - IFF

- Exclusive sponsorship
- 2 x full delegate registration
- 4 x complimentary Welcome Function tickets
- Banners displayed at function – maximum 4 x freestanding banners (supplied by sponsor)
- Full page colour advertisement in the Conference Handbook
- 1 x satchel insert (supplied by sponsor)
- Company logo printed on promotional conference sponsors banner
- Premium exhibition stand location

Inspirational Speaker – \$5,000

SOLD - Bega

- Exclusive sponsorship
- Opportunity to Welcome and address session attendees
- Advertising slide on screen at session commencement
- Banners displayed at conference session – maximum 2 x freestanding banners (supplied by sponsor)
- 2 x full delegate registrations
- Full page colour advertisement in the Conference Handbook
- 1 x satchel insert (supplied by sponsor)
- Company logo printed on promotional conference sponsors banner

BECOME A SPONSOR

- Be recognised as a supporter of the industry
- Increase brand awareness
- Receive exposure to all levels of management and decision makers
- Strengthen existing business relationships

Sponsorship Categories

Conference Sponsor – \$4,000

SOLD (DSM Food Specialities, Chr Hansen, Ecolab, Tetra Pak)

- Acknowledgement as a session sponsor at session commencement
- Opportunity to chair your requested/allocated session
- Opportunity to deliver a 10-minute presentation related to conference session theme (not advertorial)
- Banner displayed at conference session (supplied by sponsor)
- 2 x full delegate registrations
- 1/3 page colour advertisement in the Convention Handbook
- 2 x satchel inserts (supplied by sponsor)

Conference Satchels \$5,000

SOLD Jasol

- Exclusive sponsorship
- Name and/or logo on conference satchels in conjunction with DIAA logo and 'Victorian Conference'
- 4 x full delegate registrations
- Full page colour advertisement in the Convention Handbook
- 2 x satchel inserts (supplied by sponsor)

Trade Exhibition – \$2,000

(9 reserved, 13 available)

- 1 x exhibition stand
- 1 x full delegate registration
- 1 x satchel insert (supplied by sponsor)
- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banner

Conference Stationery – \$2,500

Available

- Exclusive sponsorship
- Name and/or logo on conference notepads (A4 or A5 and pens, both to be supplied by sponsor)
- 2 x full delegate registrations
- 1 x satchel inserts (supplied by sponsor)
- 1/3 page colour advertisement in the Convention Handbook
- Company logo printed on promotional conference sponsors banner

Note: one note pad and pen will be included in delegate satchel plus notepads and pens displayed on a table at the back of the conference room for delegate use

Dairy Break Sponsors – \$2,000

SOLD (Bulla Dairy Foods, Saputo Dairy Australia)

- Maximum 2 individual sponsors
- Acknowledgement of sponsorship at end of conference session prior to allocated dairy break
- Banner displayed during allocated break – maximum 1 x freestanding banner (supplied by sponsor)
- Signage placed on catering stations during allocated dairy break
- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banner + 1 full delegate registration

Industry Partner – \$1,500

- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banners
- 1 full delegate registration

Satchel Insert – \$750

- 1 x satchel insert (supplied by sponsor)
- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banners

Cash Sponsor – Negotiable

- Benefits to be negotiated with individual sponsor
- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banners

Dairy Break Product Sponsor

- Opportunity to supply dairy food products including flavoured milk, yogurt, ice-creams, dessert, etc.
- A negotiated area can be made available to demonstrate dairy product(s)
- Acknowledgement in the Conference Handbook
- Company logo printed on promotional conference sponsors banners

Please note:

All fees exclude GST;

Except for 'Exclusive' sponsorships, there may be more than one sponsor for some categories.

- Be recognised as a supporter of the industry
- Increase brand awareness
- Receive exposure to all levels of management and decision makers
- Strengthen existing business relationships and make new contacts

BECOME A SPONSOR

SPONSORSHIP BOOKING FORM (PRICES EX GST)

| | | | |
|-----------|--|--------|--|
| Name | | | |
| Company | | | |
| Address | | | |
| Phone | | Mobile | |
| E-mail | | | |
| Signature | | | |

Yes, I want to support my industry and wish to book the following sponsorship(s):

| SPONSORSHIP | PRICE | GST | SELECT | SPONSORSHIP | PRICE | GST | SELECT |
|-----------------------------|---------|-------|--------------------------|-----------------------------|---------|-------|--------------------------|
| Awards Lunch Sponsor | \$5,000 | \$500 | SOLD | Trade Exhibition stand | \$2,000 | \$200 | <input type="checkbox"/> |
| Name Tags Sponsor | \$5,000 | \$500 | <input type="checkbox"/> | Dairy Break Sponsors | \$2,000 | \$200 | SOLD |
| Speaker Sponsor | \$5,000 | \$500 | SOLD | Industry Partner Sponsors | \$1,500 | \$150 | <input type="checkbox"/> |
| Networking Function Sponsor | \$5,000 | \$500 | SOLD | Satchel Insert | \$ 750 | \$ 75 | <input type="checkbox"/> |
| Conference Sponsor | \$4,000 | \$400 | 3 SOLD | Cash Sponsor – Negotiable | - | - | <input type="checkbox"/> |
| Satchels Sponsor | \$5,000 | \$500 | SOLD | Dairy Break Product Sponsor | - | - | <input type="checkbox"/> |
| Stationery Sponsor | \$2,500 | \$250 | SOLD | | | | |

Sponsorship can be invoiced, or paid by credit card, cheque or EFT.

MAKE AN EFT PAYMENT.

National Australia Bank, Bendigo
 BSB: 083-543 Account: 439920823
 Account name: Dairy Industry Association of Australia
 Reference: Company Name – DIAA Victorian Sponsor

PAYMENT

1. Cheque payable to 'Dairy Industry Association of Australia' 2. Complete the credit card details below.

Visa MasterCard Expiry date: /.....

CVV:

Name on card:

Sponsorships are on a first come, first serve basis. Please return this form to:

Janos Kaldy , DIAA Victorian Branch
 Mobile: 0417 348 229 janos.kaldy@diaa.asn.au