

SPONSORSHIP PROSPECTUS

Feeder Steer School 2027

ARMIDALE | 8 – 11 FEBRUARY 2027



OPTIMISING THE PREPARATION
OF CATTLE ENTERING FEEDLOTS



Welcome

The University of New England (UNE) and Local Land Services (LLS) are pleased to announce the return of the Feeder Steer School again in February 2027.

This event acts as a premier platform for engagement, education, and extension within the Australian beef industry. The program strategically targets producers from across the Eastern States —key regions for supplying cattle to the feedlot sector.

The Feeder Steer School is an immersive, three-day conference that combines practical, hands-on workshops with expert presentations. Anticipating over 200 attendees—comprising cattle producers, lot feeders, and wider industry stakeholders—this event is poised to become a flagship biennial event for the Australian red meat sector.

Hosting Partners

The delivery of this event is proudly supported by:



Event Program & Features

The agenda brings together leading researchers, buyers, agronomists, meat scientists, livestock operations managers, and advisers from across the red meat supply chain.

Topics Covered:

- ✓ Increasing genetic progress using technology
- ✓ Feed budgeting and containment feeding
- ✓ Balancing genetic selection for profitability
- ✓ Phenotypic and genotypic selection of cattle
- ✓ Pasture improvement, conservation and grazing techniques
- ✓ Yard weaning and pre-feedlot nutrition
- ✓ Analysis and interpretation of abattoir and feedlot data
- ✓ Animal health preparation, biosecurity, and feedlot adaptation
- ✓ Data-driven decision-making
- ✓ Carcase value insights and yield optimisation



Sponsorship packages

GOLD SPONSOR | \$8,000 + GST

As a Gold Sponsor, your organisation will receive premium visibility and recognition throughout the entirety of the event.

Inclusions:

- ✓ **Exclusive Naming Rights:** Title sponsorship of one premium evening event or workshop. Bespoke requests will also be considered.
- ✓ **Speaking Opportunity:** A 10-minute address during the evening dinner event or workshop to share insights or promote your business directly to attendees.
- ✓ **Premium Exhibition Space:** Prime placement at your sponsored evening event or workshop to host product displays or demonstrations.
- ✓ **Prominent Branding:** Logo placement on all event materials, including the official program, promotional flyers, digital communications, and social media campaigns.
- ✓ **Visual Advertising:** Pull-up banner placement at the front of the main lecture theatre during morning presentations, as well as at your exclusively sponsored event.
- ✓ **Complimentary Access:** Two (2) full event registrations for representatives from your organisation.
- ✓ **Print Advertising:** A full-page advertisement featured within the delegate program.
- ✓ **Verbal Acknowledgement:** Formal recognition during the Welcome Dinner.
- ✓ **Post-Event Exposure:** Featured inclusion in post-event communications to all attendees and stakeholders, highlighting your contribution to the event's success.

Sponsorship packages

SILVER SPONSOR | \$4,000 + GST

Silver Sponsors enjoy extensive brand exposure across multiple touchpoints throughout the event schedule.

Inclusions:

- ✓ **Exclusive Naming Rights:** Naming sponsor of one lunch or a major presentation session.
- ✓ **Exhibition Space:** Dedicated space for product displays or demonstrations for the duration of the conference.
- ✓ **Targeted Branding:** Logo placement on event materials, the official program, digital communications, and social media platforms.
- ✓ **Visual Advertising:** Pull-up banner placement at the sponsored lunch.
- ✓ **Complimentary Access:** One (1) full event registration for a representative from your organisation.
- ✓ **Verbal Acknowledgement:** Formal recognition during the Welcome Dinner.
- ✓ **Post-Event Exposure:** Brand recognition in post-event communications distributed to attendees.
- ✓ Provision of meat for low and slow cooking for your sponsored lunch.



Sponsorship packages

BRONZE SPONSOR | \$2,000 + GST

Bronze Sponsors secure valuable brand placement and access to a highly targeted audience of beef industry professionals.

Inclusions:

- ✓ **Exclusive Naming Rights:** Naming sponsor of one morning tea break
- ✓ **Targeted Branding:** Logo placement on the official program, and social media platforms.
- ✓ **Visual Advertising:** Pull-up banner placement at the designated morning tea station (if selecting morning tea sponsorship).
- ✓ **Verbal Acknowledgement:** Formal recognition during the Welcome Dinner.
- ✓ **Post-Event Exposure:** Brand recognition in post-event communications distributed to attendees.



Why sponsor?

By partnering with UNE and LLS Feeder Steer School 2027, your business will seamlessly:

- **Facilitate Direct Connections:** Engage face-to-face with key industry players, including cattle producers, feedlot operators, and agricultural professionals.
- **Showcase Innovations:** Demonstrate your expertise, services, and core solutions to a targeted audience actively seeking to improve operational efficiency and industry standards.
- **Amplify Brand Visibility:** Elevate your brand presence across the entire beef supply chain, from on-farm producers to large-scale feedlot networks.
- **Support Industry Advancement:** Actively contribute to the future resilience of the beef industry by investing in continuing education, training, and innovative research.



Exhibition Space

(Trade Displays)

A limited number of Exhibition Spaces are available at Feeder Steer School 2027, providing organisations with the opportunity to showcase products, services, and innovations to a targeted audience of cattle producers, lot feeders, and wider industry stakeholders.

Inclusions:

- ✓ One (1) exhibition space in the designated trade display area
- ✓ One trestle table and two chairs (power available by request, subject to venue capacity)
- ✓ Business name/logo listing in the delegate program (subject to print deadlines)

Exhibitor requirements:

All exhibitors must comply with UNE venue requirements and relevant WHS and biosecurity protocols, and hold appropriate public liability insurance.

Exhibition space | \$750 + GST

To enquire or secure an exhibition space, please contact the event organisers. Spaces are limited and will be allocated on a first-confirmed basis.





Contact Us

Support Feeder Steer School 2027

To discuss sponsorship or to secure a package (Gold / Silver / Bronze / Exhibition Space), please contact:

Hailey Cameron

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Alternate contact:

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Please include your preferred sponsorship option and primary contact details. Sponsorships are confirmed on a first-accepted basis, and invoices can be issued upon confirmation.