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# SPONSORSHIP PROSPECTUS

FEEDER STEER  
SCHOOL 2.0

ARMIDALE  
10-13 FEBRUARY 2025



# Welcome

## FEEDER STEER SCHOOL 2.0

Optimising the preparation of cattle entering feedlots

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We are thrilled to announce the return of the Feeder Steer School at the University of New England (UNE), from 10-13 February, 2025. This event will serve as a platform for engagement, education and extension within the beef industry, targeting the New England, North West and Central North NSW as well as SE Queensland as key suppliers of cattle for feedlots.

The Feeder Steer School 2.0 will be an immersive three-day conference featuring a blend of presentations by industry experts, researchers, feed lotters and feeder cattle producers, alongside practical hands-on workshops.

This exciting event is set to attract 80 to 100 attendees or more, including cattle producers, feedlot operators and industry stakeholders and is poised to become a key biannual flagship event for the Australian beef industry.

### Our committee

- University of New England
- Northern Tablelands Local Land Services
- NSW Department of Primary Industries and Regional Development
- AgSTAR Projects



# Event features

The program will feature researchers, buyers, agronomists, meat scientists, livestock operations managers and advisers from across the livestock and red meat sectors.

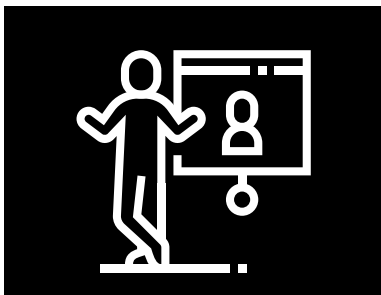
## Topics covered

- Genetic selection for profitability.
- Phenotypic selection of cattle.
- Pasture improvement techniques.
- Yard weaning and pre-feedlot nutrition.
- Analysis and interpretation of abattoir and feedlot data.
- Animal health preparation, biosecurity, and feedlot adaptation.
- Risk management strategies in variable climates.
- Data-driven decision-making.
- Carcass value insights and yield optimization.
- Transport best practices.



### Networking

Opportunities for networking through sponsor dinners, workshops, and panel discussions.



### Experts

A full agenda designed to provide value across the supply chain, from on-farm practices to feedlot management and market optimisation.



### Take home messages

The event is designed to be practical, delivering knowledge participants can implement on-farm.

# Packages

We invite you to partner with us in delivering this significant beef industry event. Sponsorship is available at different levels, each providing unique benefits to maximise exposure and engagement for your brand.



## Gold Sponsor

**\$6000 + GST**

As a Gold Sponsor, you will receive high visibility and recognition throughout the event.

Inclusions:

- Exclusive title sponsorship of one evening event or workshop.
- 10-minute address/speaking opportunity during the dinner event to share insights or promote your business.
- Opportunity to showcase your product at the dinner
- Prominent logo placement on all event materials, including program, promotional materials, digital communications and social media posts.
- Prime exhibition space at evening event or workshop for product displays or demonstrations.
- Pull up banner at front of lecture theatre during morning presentations and at your sponsored event.
- Complimentary event registrations for two representatives from your organisation.
- Feature in post-event communications to attendees and sponsors, highlighting your company's contribution to the success of the event.
- Full page advertisement in the program
- Recognition and acknowledgment during the Welcome Dinner and event opening.



## Platinum sponsorships

Businesses looking for a premium level of visibility for the event are invited to discuss platinum and naming rights sponsorships.

Inclusions and amounts will be negotiated with interested parties.



## Silver Sponsor

**\$3000 + GST**

Silver Sponsors enjoy exposure across various touchpoints throughout the event.

Benefits:

- Naming sponsor of a lunch or a presentation
- Logo placement on event materials including program, digital communications and social media posts.
- Exhibition space for product displays or demonstrations at the sponsored lunch.
- Opportunity to showcase your product at the lunch.
- Banner placement at the lunch station
- Complimentary event registrations for one representative.
- Recognition in post-event communications to attendees.
- Acknowledgment during the Welcome Dinner and event opening.

# Packages cont.



## Bronze Sponsor

**\$1500 + GST**

Bronze Sponsors will gain access to a targeted audience of beef industry professionals.

Benefits:

- Naming sponsor of a morning tea or nametag lanyard sponsor
- Logo placement on event materials including program, digital communications and social media posts.
- Banner placement at the morning tea station.
- Recognition in post-event communications to attendees.
- Acknowledgment during Welcome Dinner



## Why sponsor

By partnering with the UNE Feeder Steer School 2.0, your business will:

- Connect directly with key industry players, including cattle producers, feedlot operators, and industry professionals.
- Showcase your expertise and solutions to an audience invested in improving their operations and advancing industry standards.
- Enhance your brand visibility across the beef supply chain, from on-farm producers to large-scale feedlot operators.
- Contribute to the future of the beef industry by supporting education, training, and innovative practices.



### Contact us

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