



2026

## SPONSORSHIP PROSPECTUS

The Barossa Improved Grazing Group Inc (BIGG) is a community-driven network of livestock production and farming groups from the Barossa and surrounding areas extending as far as Kapunda and Eudunda to Sedan and Mt Pleasant.

BIGG is seeking sponsorship partners to assist us in delivering projects that promote sustainable farming, and enhance the productivity and Natural Resource Management (NRM) outcomes for landholders in the region.

## SPONSORSHIP BENEFITS

Sponsorship of BIGG is open to all businesses, relevant bodies or groups who are involved or would like exposure to the agricultural industry and local community.

Partnering with BIGG will afford your business:

- Networking and building relationships with local producers, researchers and service providers.
- Local intelligence, keep informed.
- Connectivity to a local leading edge, successful producer group of over 380 members.
- Access to local trial results.
- Demonstration of your business's visual support of BIGG.
- Contribution to the viable Barossa and surrounding regional community.
- Innovations and new ideas from your perspective can be injected.
- Building regional human capacity and capability.
- Acknowledgement of support and logo display according to sponsorship level.
- Display space at BIGG Annual Conference.



# ABOUT US

Established in 2012 BIGG is a trusted and valuable network supporting innovative, sustainable and resilient grazing landscapes, businesses and land managers. BIGG works in collaboration with a range of state and national stakeholders, industry partners, local businesses and grower groups to cultivate a measurable improvement in Barossa farming communities' practices through effective delivery of innovative and practical solutions for sustainable grazing systems

Current and recent projects and events include:

- Mixed pasture species for the local environment.
- AgTech eID producer group.
- Community drought preparedness and resilience.
- Improving production using ewe containment areas.
- Soil moisture monitoring: four on-going sites.
- Innovative water technology solutions.

## BIGG COMMUNICATIONS & EVENTS

- Monthly e-newsletters: 450 producers, industry and stakeholder subscribers.
- Annual conference (February) with over 90 attendees.
- Workshops, pasture walks and field days: a minimum of 5 events per year attracting over 30 producers per event.
- Facebook: 590+ followers and growing.
- BIGG website features resources, news and opportunities.



# SPONSORSHIP CATEGORIES

SPONSORSHIP OPPORTUNITIES	<b>GOLD</b> \$5000 (ex GST)	<b>SILVER</b> \$2500 (ex GST)	<b>COMMERCIAL</b> \$500 (ex GST)
Naming rights for Annual Conference	✓		
Logo displayed prominently on all conference promotions (flyers, media release, website)	✓		
Demonstrate, promote and display your products	✓		
Naming rights for one BIGG event (pasture walk/ webinar/ workshop)*		✓	
Logo on BIGG flyers, website, media release and newsletter promoting one event		✓	
Further sponsorship opportunity for naming rights of components of the annual conference	✓	✓	✓
Free admittance to annual conference and all other events**	2 tickets	2 tickets	1 ticket
Display and speaking opportunity at BIGG annual conference	✓	✓	✓
Provide technical editorial content/ case study for newsletter	✓		
Promote product/ service in monthly newsletter	4 per year	2 per year	1 per year
Logo display on BIGG website	✓	✓	✓
Opportunity to network and interact with members, stakeholders and BIGG board	✓	✓	✓
Logo display in BIGG Annual Report	large	medium	small

\* Developed in association with BIGG on upcoming events.

\*\* Associate tickets available for additional members of the business available on application.