



PARTNERSHIP PACKAGES



ENGAGE with our Growers

TurfBreed has a range of Partnership Packages specifically designed to suit your Company's promotional requirements.

Each package is uniquely designed to expose your Company across multiple platforms to the largest group of commercial turf growers in the country, and includes representation at our National Growers Conference.

Partnering with TurfBreed, and/or exhibiting at our National Growers Conference provides an excellent opportunity to promote your company, support your brands and product and maintain a high profile among some of the country's leading turf growers.

Growers are keen to know the latest information, whether it be products or services. Aligning your Company with this powerful group of proactive growers demonstrates your commitment to developing a positive working relationship.

Our wide suite of Communication Platforms offer an excellent link between growers and your Company, whether it be advertising within our quarterly magazine GROWTH, emailing directly to a particular grower group, being promoted on our weekly GROWER UPDATE e-newsletter or having direct access to our electronic and social media.

We are also happy to offer your Company a customised package to promote the benefits of your products and services in a unique way.



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FOR MORE INFORMATION

For more details on TurfBreed's Partnership Packages and Conference participation opportunities contact:

Katie Fisher, Communications Manager M: 0402 444 878 or E: comms@turbreed.com.au



2020



The **PREMIUM+ PARTNERSHIP PACKAGE** is TurfBreed's highest ranked package with maximum value exposure across all platforms, with top priority, direct grower presentation opportunity and highest direct access to growers compared to the other lesser ranked packages. As our **PREMIUM+ Partner**, your organisation is effectively our lead Conference partner. *Includes a full Conference Package* as detailed below.*

PREMIUM+ PARTNERSHIP PACKAGE INCLUSIONS		★★★★★
INVESTMENT (per annum, plus GST)	VALUE	\$7,500
GROWTH MAGAZINE		
Full Page Advert in GROWTH Mag (4 editions - Prime position: Inside Front or Back Cover)	\$5000	✓
GROWTH Flysheet (4 editions)	\$1010	✓
GROWER UPDATE e-news (enews released a minimum of 1 per week)		
1st Level Banner (Premium Position)	\$1050	✓
TURFBREED WEBSITE		
Logo placement on TurfBreed Website	\$960	1st ranked
TURFBREED ELECTRONIC & SOCIAL MEDIA		
TurfBreed Electronic Direct Mail (monthly)	\$1050	6 per year
Facebook - TurfBreed HUB (monthly)	\$400	6 per year
GROWER INTERACTION		
Opportunity to present (via personal or webinar presentation) for 10 minutes at Regional Meetings in NSW,QLD and VIC/SA, WA (2 per year)		✓
TURFBREED BDM & INDUSTRY ACCESS		
Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Will be part of the BDM's relationship responsibilities.		✓ 12 months
TURFBREED & MY HOME TURF CO-BRANDING		
Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter.		✓
*CONFERENCE PACKAGE INCLUSIONS (incl. in Partnership Package)		★★★★★
INCLUDED IN PARTNERSHIP PACKAGE		INCLUDED in Partnership Package
Conference Exhibiting		
Trade Stand at Conference Day		1st ranked
Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.		1st ranked
Conference Website & e-promotion		
Conference Logo on Conference Website		1st ranked
Recognition as Conference Partner and Logo in Conference emails to TurfBreed database		1st ranked
Company Logo on Conference Multimedia Presentation (max 3min loop)		✓
Company Name on Delegate Lanyard Strap		✓
Company Logo recognition at Conference		1st ranked
Company Logo in Conference 2020 Program		1st ranked
Company Logo in Conference features in GROWTH magazine		1st ranked
Opportunity to insert material into Delegate Conference Showbag (subject to approval)		✓
Conference Presentation & Contact Opportunities		
10 minute opportunity to address Delegates at Conference Dinner (approved topic)		✓ x 10 mins
Access to Delegate details before the Conference		✓
Key Conference Verbal Acknowledgements		
Verbal Acknowledgement at Conference by Conference MC		✓
Verbal Acknowledgement at closing of Conference Plenary Session		✓
Complimentary Conference Registration		
Full conference registrations valued @ \$349 plus GST (plus discounted additional registrations)		✓ x 4
Conference Naming Rights		
Conference Dinner Sponsor & Verbal Acknowledgement		✓



TURF
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PLATINUM
PARTNER

2020



TURF
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**GROWING
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NATIONAL GROWERS CONFERENCE
SUNSHINE COAST • 30 Aug - 1 Sep



The **PLATINUM PARTNERSHIP PACKAGE** is TurfBreed's second ranked package, still with high value exposure across all platforms, but a reduced priority, direct grower presentation opportunity and less direct access to growers and TurfBreed's BDMs compared to the Premium+ Package. *Includes a second ranked Conference Package* as detailed below.*

PLATINUM PARTNERSHIP PACKAGE INCLUSIONS

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INVESTMENT (per annum, plus GST)	VALUE	\$5,550
GROWTH MAGAZINE		
Full Page Advert in GROWTH Mag (4 editions)	\$4000	✓
GROWER UPDATE e-news (enews released a minimum of 1 per week)		
2nd Level Box	\$850	✓
TURFBREED WEBSITE		
Logo placement on TurfBreed Website	\$760	2nd ranked
TURFBREED ELECTRONIC & SOCIAL MEDIA		
TurfBreed Electronic Direct Mail (monthly)	\$950	3 per year
TURFBREED BDM & INDUSTRY ACCESS		
Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Will be part of the BDM's relationship responsibilities.		✓ 9 months
TURFBREED & MY HOME TURF CO-BRANDING		
Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter.		✓

*CONFERENCE PACKAGE INCLUSIONS (incl. in Partnership Package)

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INCLUDED IN PARTNERSHIP PACKAGE

INCLUDED
in Partnership
Package

Conference Exhibiting	
Trade Stand at Conference Day	2nd ranked
Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.	2nd ranked
Conference Website & e-promotion	
Conference Logo on Conference Website	2nd ranked
Recognition as Conference Partner and Logo in Conference emails to TurfBreed database	2nd ranked
Conference Collateral & Display	
Company Logo recognition at Conference	2nd ranked
Company Logo in Conference 2020 Program	2nd ranked
Company Logo in Conference features in GROWTH magazine	2nd ranked
Opportunity to insert material into Delegate Conference Showbag (subject to approval)	✓
Conference Presentation & Contact Opportunities	
Single opportunity to address Delegates during Conference Program (approved topic)	✓ x 10 mins
Access to Delegate details after the Conference	✓
Key Conference Verbal Acknowledgements	
Verbal Acknowledgement at closing of Conference Plenary Session	✓
Complimentary Conference Registration	
Full conference registrations valued @ \$349 plus GST (plus discounted additional registrations)	✓ x 3
Conference Naming Rights	
Pre-Conference Drinks Sponsor & Verbal Acknowledgement	✓



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GOLD
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2020



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The **GOLD PARTNERSHIP PACKAGE** is TurfBreed's third ranked package with medium value exposure across all platforms, but a reduced priority, direct grower presentation opportunity and less direct access to growers and TurfBreed's BDMs compared to higher ranked packages. *Includes a third ranked Conference Package* as detailed below.*

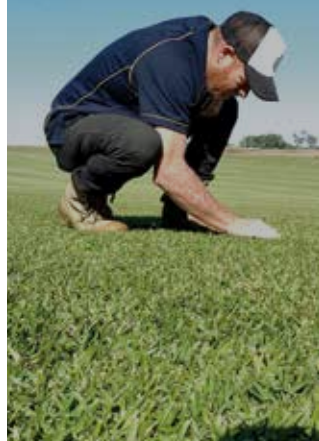
GOLD PARTNERSHIP PACKAGE INCLUSIONS		☆☆☆☆
INVESTMENT (per annum, plus GST)	VALUE	\$4,350
GROWTH MAGAZINE		
Half Page Advert in GROWTH Mag (4 editions)	\$3300	✓
GROWER UPDATE e-news (enews released a minimum of 1 per week)		
3rd Level Box	\$750	✓
TURFBREED WEBSITE		
Logo placement on TurfBreed Website	\$560	3rd ranked
TURFBREED ELECTRONIC & SOCIAL MEDIA		
TurfBreed Electronic Direct Mail (monthly)	\$460	2 per year
TURFBREED BDM & INDUSTRY ACCESS		
Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Will be part of the BDM's relationship responsibilities.		✓ 6 months
TURFBREED & MY HOME TURF CO-BRANDING		
Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter.		✓
*CONFERENCE PACKAGE INCLUSIONS (incl. in Partnership Package)		☆☆☆☆
INCLUDED IN PARTNERSHIP PACKAGE		INCLUDED in Partnership Package
Conference Exhibiting		
Trade Stand at Conference Day		3rd ranked
Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.		3rd ranked
Conference Website & e-promotion		
Conference Logo on Conference Website		3rd ranked
Recognition as Conference Partner and Logo in Conference emails to TurfBreed database		3rd ranked
Conference Collateral & Display		
Company Logo recognition at Conference		3rd ranked
Company Logo in Conference 2020 Program		3rd ranked
Company Logo in Conference features in GROWTH magazine		3rd ranked
Opportunity to insert material into Delegate Conference Showbag (subject to approval)		✓
Conference Presentation & Contact Opportunities		
Single opportunity to address Delegates during Conference Program (approved topic)		✓ x 10 mins
Access to Delegate details after the Conference		✓
Verbal Acknowledgement at closing of Conference Plenary Session		✓
Complimentary Conference Registration		
Full conference registrations valued @ \$349 plus GST (plus discounted additional registrations)		✓ x 3
Conference Naming Rights		
Conference Lunch Sponsor (non-Field Day) & Verbal Acknowledgement		✓



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SILVER
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2020



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The **SILVER** PARTNERSHIP PACKAGE is TurfBreed's fourth ranked package, still with medium value exposure across all platforms, but a reduced priority, direct grower presentation opportunity and less direct access to growers and TurfBreed's BDMs compared to higher ranked packages. *Includes a fourth ranked Conference Package* as detailed below.*

SILVER PARTNERSHIP PACKAGE INCLUSIONS

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INVESTMENT (per annum, plus GST)	VALUE	\$3,350
GROWTH MAGAZINE		
One-third Page Advert in GROWTH Mag (4 editions)	\$2640	✓
GROWER UPDATE e-news (enews released a minimum of 1 per week)		
4th Level Box	\$550	✓
TURFBREED WEBSITE		
Logo placement on TurfBreed Website	\$550	4th ranked
TURFBREED ELECTRONIC & SOCIAL MEDIA		
TurfBreed Electronic Direct Mail (monthly)	\$460	2 per year
TURFBREED BDM & INDUSTRY ACCESS		
Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Formally added to BDM's relationship responsibilities.		✓ 3 months
TURFBREED & MY HOME TURF CO-BRANDING		
Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter.		✓

*CONFERENCE PACKAGE INCLUSIONS (incl. in Partnership Package)

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INCLUDED IN PARTNERSHIP PACKAGE

INCLUDED
in Partnership
Package

Conference Exhibiting		
Trade Stand at Conference Day		4th ranked
Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.		4th ranked
Conference Website & e-promotion		
Conference Logo on Conference Website		4th ranked
Recognition as Conference Partner and Logo in Conference emails to TurfBreed database		4th ranked
Conference Collateral & Display		
Company Logo recognition at Conference		4th ranked
Company Logo in Conference 2020 Program		4th ranked
Company Logo in Conference features in GROWTH magazine		4th ranked
Opportunity to insert material into Delegate Conference Showbag (subject to approval)		✓
Conference Presentation & Contact Opportunities		
Single opportunity to address Delegates during Conference Program (approved topic)		✓ x 5 mins
Access to Delegate details after the Conference		✓
Key Conference Verbal Acknowledgements		
Verbal Acknowledgement at closing of Conference Plenary Session		✓
Complimentary Conference Registration		
Full conference registrations valued @ \$349 plus GST (plus discounted additional registrations)		✓ x 2
Conference Naming Rights		
Conference Morning Tea Sponsor (non-Field Day) & Verbal Acknowledgement		✓



2020



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The **BRONZE** PARTNERSHIP PACKAGE is TurfBreed's fifth ranked package, still with medium value exposure across all platforms, but a reduced priority, no grower presentation opportunity and less direct access to growers and TurfBreed's BDMs compared to higher ranked packages. *Includes a fifth ranked Conference Package* as detailed below.*

BRONZE PARTNERSHIP PACKAGE INCLUSIONS		☆☆☆☆☆
INVESTMENT (per annum, plus GST)	VALUE	\$2,750
GROWTH MAGAZINE		
Quarter Page Advert in GROWTH Mag (4 editions)	\$2420	✓
GROWER UPDATE e-news (enews released a minimum of 1 per week)		
4th Level Box	\$550	✓
TURFBREED WEBSITE		
Logo placement on TurfBreed Website	\$290	5th ranked
TURFBREED ELECTRONIC & SOCIAL MEDIA		
TurfBreed Electronic Direct Mail (monthly)	\$460	2 per year
TURFBREED BDM & INDUSTRY ACCESS		
Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Will be part of the BDM's relationship responsibilities.		✓ 3 months
TURFBREED & MY HOME TURF CO-BRANDING		
Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter.		✓
*CONFERENCE PACKAGE INCLUSIONS (incl. in Partnership Package)		☆☆☆☆☆
INCLUDED IN PARTNERSHIP PACKAGE		INCLUDED in Partnership Package
Conference Exhibiting		
Trade Stand at Conference Day		5th ranked
Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.		5th ranked
Conference Website & e-promotion		
Conference Logo on Conference Website		5th ranked
Recognition as Conference Partner and Logo in Conference emails to TurfBreed database		5th ranked
Conference Collateral & Display		
Company Logo recognition at Conference		5th ranked
Company Logo in Conference 2020 Program		5th ranked
Company Logo in Conference features in GROWTH magazine		5th ranked
Opportunity to insert material into Delegate Conference Showbag (subject to approval)		✓
Conference Presentation & Contact Opportunities		
Access to Delegate details after the Conference		✓
Key Conference Verbal Acknowledgements		
Verbal Acknowledgement at closing of Conference Plenary Session		✓
Complimentary Conference Registration		
Full conference registrations valued @ \$349 plus GST (plus discounted additional registrations)		✓ x 2
Conference Naming Rights		
Conference Afternoon Tea Sponsor (non-Field Day) & Verbal Acknowledgement		✓

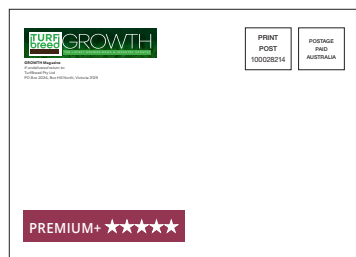


PREMIUM+ ★★★★★	PLATINUM ★★★★★	GOLD ★★★★★	SILVER ★★★★★	BRONZE ★★★★★	CONFERENCE ONLY
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GROWTH MAGAZINE

TurfBreed's quarterly, full colour magazine is produced specifically for growers and industry-related bodies. It provides focused up-to-date information in an easy-to-read style covering technical information, production developments, market trends and analysis, varietal specifications, key industry issues, research and development progress and results, profiles and on-farm reports.

GROWTH is distributed nationally to 100+ growers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.



FLYSHEET



GROWTH MAGAZINE

Full Page Advert in GROWTH Mag (4 editions - Prime position: Inside Front or Back Cover)	✓
Full Page Advert in GROWTH Mag (4 editions)	✓
Half Page Advert in GROWTH Mag (4 editions)	✓
One-third Page Advert in GROWTH Mag (4 editions)	✓
Quarter Page Advert in GROWTH Mag (4 editions)	✓
Quarter Page Advert in GROWTH Mag (1 edition)	✓
GROWTH Flysheet (4 editions)	✓

<p>PREMIUM+ ★★★★★</p> <p>Full Page Advert (4 editions)</p> <p>Prime position: Inside Front or Back Cover</p>	<p>PLATINUM ★★★★★</p> <p>Full Page Advert (4 editions)</p>	<p>Half Page Advert (4 editions)</p> <p>GOLD ★★★★★</p>	<p>One-third Page Advert (4 editions)</p> <p>SILVER ★★★★★</p>	<p>Quarter Page Advert (4 editions)</p> <p>BRONZE ★★★★★</p> <p>Quarter Page Advert (1 edition)</p> <p>CONFERENCE ONLY</p>
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GROWER UPDATE e-news (e-news released a minimum of 1 per week)*

The TurfBreed Weekly Update e-news creates an important link between growers. With a circulation of more than 300 industry members, this e-news provides an invaluable opportunity for targeted advertising to individuals and companies involved with turf.

If relevant to our audience, articles can be submitted for publication at the discretion of the Communications Manager.

**Banner sizes and placements shown are indicative only. Ranking positions and sizes determined by layout, number of participants and available space.*

1st Level Banner (Premium Position)	✓
2nd Level Box	✓
3rd Level Box	✓
4th Level Box	✓
4th Level Box	✓



GROWER UPDATE E-NEWS



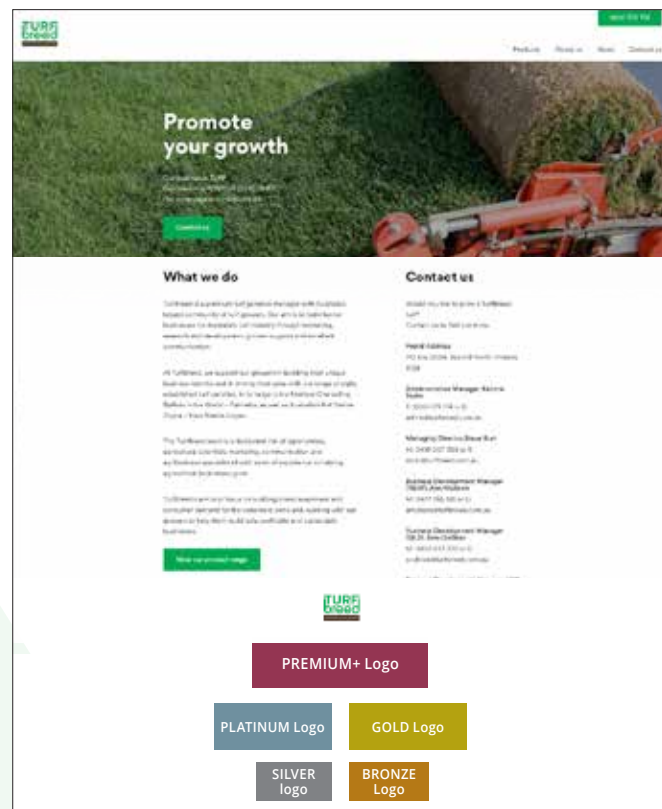
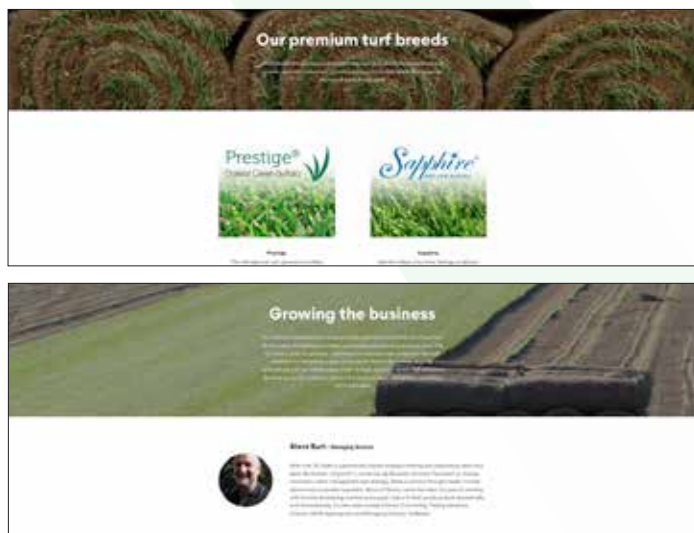
PREMIUM+ ★★★★★	PLATINUM ★★★★★	GOLD ★★★★★	SILVER ★★★★★	BRONZE ★★★★★	CONFERENCE ONLY
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TURFBREED WEBSITE*

Logo placement on TurfBreed Website	1st ranked	2nd ranked	3rd ranked	4th ranked	5th ranked
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TurfBreed is a leading turf genetics manager and has Australia's largest community of turf growers. TurfBreed's website is an avenue of information for growers and turf-related bodies that require information about the industry and our company's capability and resources. It identifies and prioritises issues relevant to the industry and plays a key role in driving interaction between all parties involved in the turf supply chain.

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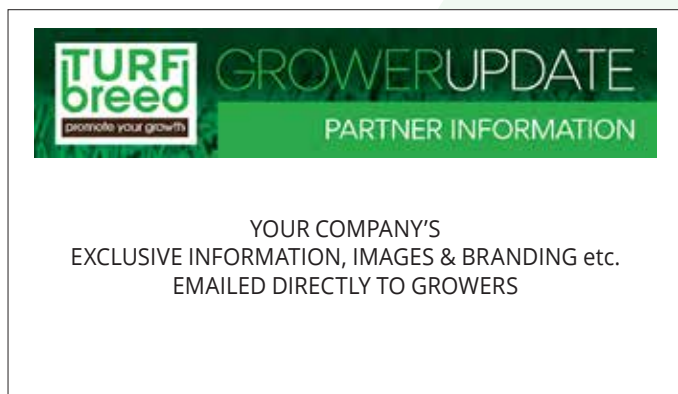
TURFBREED ELECTRONIC & SOCIAL MEDIA*

TurfBreed Electronic Direct Mail (monthly)	6 per year	3 per year	3 per year	2 per year	2 per year
Facebook - TurfBreed HUB (monthly)	6 per year				

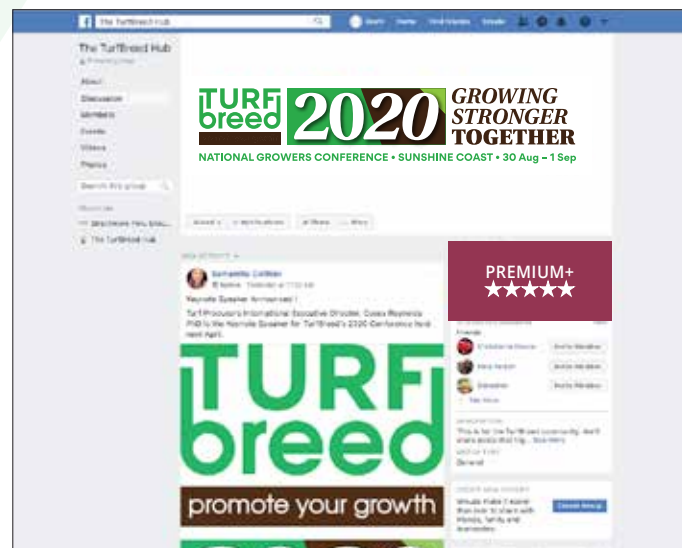
TurfBreed's Electronic Direct Mail (EDM) creates an important link between growers, resellers, researchers, agribusinesses and other industry stakeholders. With a circulation of more than 300 industry members, this marketing avenue to our database provides an opportunity for your company to have targeted advertising to individuals and groups associated with turf.

TurfBreed's closed Facebook Hub consists of a strong group of interactive growers from within the TurfBreed community. The site shares posts that highlight TurfBreed's varieties, delivers technical and mechanical innovation and promotes interesting onsite and turf farm stories. Valuable production, technical and marketing information is also shared with the group.

ELECTRONIC DIRECT MAIL (EDM)



FACEBOOK - TURFBREED HUB



**Banner sizes and placements shown are indicative only. Ranking positions and sizes determined by layout, number of participants and available space.*



PREMIUM+
★★★★★

PLATINUM
★★★★★

GOLD
★★★★★

SILVER
★★★★★

BRONZE
★★★★★

CONFERENCE ONLY

GROWER INTERACTION

Opportunity to present (via personal or webinar presentation) for 10 minutes at Regional Meetings in NSW, QLD, VIC/SA, WA (2 per year)



TurfBreed hosts two regional meetings each year in Queensland, New South Wales and a Webinar for other states. The agenda covers relevant production issues, research and development as well as marketing strategies that assist in increasing growers' sales. Researchers and Marketing specialist attend the meetings offering the latest information relevant to a central turf topic.



REGIONAL MEETING PRESENTATIONS



TURFBREED BDM & INDUSTRY ACCESS

Direct access to TurfBreed's Business Development Managers (BDMs) for ongoing advice/information, industry news and grower network facilitation – QLD, NSW, VIC, SA, WA, NT. Will be part of the BDM's relationship responsibilities.

✓
12 months

✓
9 months

✓
6 months

✓
3 months

✓
3 months

TurfBreed has Business Development Managers (BDM) available to growers in each state. These BDMs are an integral part of TurfBreed's industry and market development and have skills both in production and marketing. They also have access to a pool of turf experts, such as agronomist, researchers, marketing analysts that can assist with growers' questions or needs.

Our BDMs are well versed in their state's production capability and are an ideal communication tool for Partnership companies. They have an increased awareness of where turf resources need to be developed.



QLD
SAMANTHA COLLITON



NSW
ANN MCKEON



VIC/SA/WA & NT
STEVE BURT

BUSINESS DEVELOPMENT MANAGERS

TURFBREED & MY HOME TURF CO-BRANDING

Permission to use TurfBreed/myhomeTURF logo in your advertising/promotions to show that you are an active partner and supporter. Use of TurfBreed Partner logo in your promotions.

