

# Queensland Beekeepers' Association Inc *Sponsorship Prospectus*



**2024-25**

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## For More Information

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[www.qbabees.org.au](http://www.qbabees.org.au)

## Our Mission

*"To nourish the dynamic needs of industry in a changing pest and disease landscape by supporting our beekeepers to build resilience and sustainability through innovative programs that deliver a meaningful change from the apiary to the farm gate".*

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### Sustainable Beekeeping Beyond Varroa

The 200-year story of Australian beekeeping turned a new chapter in 2022 as a consequence of the detection of varroa mite. In February 2024, the narrative of our story changed again.

Over the course of the past two centuries, Australian beekeepers have risen to the challenge of drought, fires, floods and exotic pest incursions and despite adversity, they continue to care for our nation's honey bees. In that time the Australian honey bee sector stamped its place in the international community by breeding world class bees, producing honey and beeswax products.

Although the detection of varroa will inevitably change the future of beekeeping in Australia, the Queensland Beekeepers' Association (QBA) has already risen to the challenge with a plan in readiness providing support to beekeepers to 'fill the gaps'.

In 2024 our core priority is to establish practical pathways and programs outside of our conference, to provide external enrichment events, contributing meaningful support and guidance to Apiarists at a grass roots level. We're focused on a strategic campaign to influence a renewed sense of surety in the future of Australian beekeeping.

**Our project** is 'Sustainable Beekeeping Beyond Varroa'.

**Our priority** is to support beekeepers and build resilience through innovative programs.

**Our mission** is to enable an educated, skilled and informed beekeeping sector.

**Our goal** is grass roots sustainability. Reinstating surety to the multi-generational beekeeping families who've been the fabric of Australian beekeeping since our story began, whilst driving confidence in our next generation of beekeepers to prioritise a future as proud Australian Apiarist.

Our conference '*Sustainable beekeeping beyond varroa*' will address four strategic areas of focus:

- *The Future of Australian Beekeeping*: Adapting to a changing pest & disease landscape
- *Beyond our Borders*: Protection, Preservation and Prosperity for Australian Beekeepers
- *The Business of Beekeeping*: Unlocking profit in your beekeeping operation
- *Resilience Redefined*: Securing surety in your beekeeping endeavours

The QBA has been incredibly fortunate to secure two world class international speakers and numerous domestic speakers who will deliver essential enrichment and education to all delegates attending the conference.

In 2024, we're hosting the Australian Honey Bee Industry Council AGM, a networking night, an innovative thought provoking 2-day educational program, Annual Gala Dinner, ending our educational summit with the 'Buzz-tastic' event. A collaboration between the QBA, Townsville City Council and the Townsville & District Beekeepers Association seeing more than 3,000 people attend a one-day festival devoted to bees, beekeeping, the environment and local produce.

From humble beginnings in 1886 to present day, the QBA continues to grow from strength to strength and we welcome you to support us on the journey to '*Sustainable Beekeeping Beyond Varroa*'.

Please accept our sincere appreciation for your interest in supporting the Queensland Beekeepers' Association Inc through sponsorship in 2024.

*Jo Martin*

State Secretary

Queensland Beekeepers' Association Inc.



# Why Sponsor the QBA



Supporting the Queensland Beekeepers' Association via sponsorship in 2024 aligns with global corporate values of sustainability, environmental conservation and social responsibility, while contributing to broader national ecological and economic goals.



## **Environmental Responsibility:**

Supporting the Queensland Beekeepers Association aligns with corporate environmental responsibility initiatives. The Queensland honey bee sector plays a crucial role in pollination. Contributing to the growth of more than \$4 billion dollars of pollination dependent crops, whilst protecting the biodiversity of Queensland's unique environment. By backing the Queensland Beekeepers' Association, your company is backing the future of beekeeping as a sustainable sector within the fabric of Queensland Agriculture.



## **Community Engagement:**

Partnering with the Queensland Beekeepers' Association demonstrates your commitment to community engagement. Our association often works closely with local communities and the local and state government, educating the broader community about the importance of bees and providing resources to promote best management beekeeping practices. By supporting such initiatives, your company can contribute to our positive relationships within the community and enhance its reputation as a socially responsible entity.



## **Brand Image Enhancement:**

Associating your brand with causes related to environmental conservation and sustainable agriculture can enhance your brand image. Consumers increasingly prefer to support companies that demonstrate a commitment to social and environmental issues. Supporting the non-for-profit Queensland Beekeepers' Association can differentiate your company in the market and attract environmentally-conscious consumers.



## **Long-Term Sustainability:**

Investing in initiatives that deliver meaningful support to beekeepers contributes to the long-term sustainability of our global supply chains. Currently 67% of our nation's food and fibre crops rely on bee pollination for successful yields, as a core component to Australian food and fibre security. By backing the QBA you're supporting our efforts to safeguard the health and vitality of bee populations, and the beekeepers who care for them.

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*



Major Sponsor	\$15,000
Supporting Sponsor	\$10,000
Conference Dinner Sponsor	\$6000
Welcome Event Sponsor	\$4000
Keynote Speaker Sponsor	\$3000
Operational Sponsor	\$3000
Session Sponsor	\$2000
Enrichment Sponsor	\$1500
Break Sponsor	\$1000



*Did you know the QBA have been the voice of beekeeping in QLD since 1886?*



### **All 2024 QBA Conference Sponsors receive the following entitlements:**

- Company logo & 100 word-blurb including a link to your website on the QBA Members Website
- Organisation logo & website link on email communication and marketing efforts
- Recognition as a Sponsor in the opening and closing sessions of the QBA 2024 Conference
- Opportunity to provide a satchel insert no larger than A4 for delegate satchel

Plus, specific benefits that are outlined in each package below.

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**MAJOR SPONSOR - \$15,000**

**1 Available**

### **Sponsorship Benefits:**

- Recognition as a Major Sponsor of the 2024 Queensland Beekeepers Association State Conference with Prime position on Public and Members websites.
- Additional logo acknowledgment as the Major Sponsor of the 2024 QBA Conference by:
  - \* Upgrade to a 200-word profile on the Sponsor page on the Conference website
  - \* Hyperlinked logo on the Conference website
  - \* Organisation logo on sponsor slides for Conference sessions
- Acknowledgment of major sponsorship on all QBA Toolbox talks with logo watermarked on the recording (sponsor to provide a watermarked logo.)
- Video Acknowledgement in Toolbox talks.
- Acknowledgment of sponsorship in fortnightly “Around the Grounds” to members.
- Organic engagement with our social media followers (1 shared social media post each month).
- Complimentary full Conference registration for TWO (2) organisation representatives, including attendance at Social Functions (valued up to \$1100.00 - non-member rate)
- Opportunity for organisations logo to be printed on the front cover of merchandise (QBA notebook) with acknowledgment of major sponsor.
- Exclusive Opportunity to have One (1) small trade table placed in a prime position, with the opportunity for direct interaction with delegates.
- Opportunity to provide two (2) branded banners for display in the Plenary Hall for the duration of the Conference.
- One (1) full double-page spread advertisement in the Conference Handbook (Finished artwork to be provided by Sponsor, valued at \$1500)
- Opportunity to provide two (2) satchel inserts, no larger than A4, or promotional item(s) for delegate satchel (valued at \$6,250)

**Please note: our sponsorship period coincides with our financial year from the 1st of May to the 30th of April.**

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**Supporting Sponsor - \$10,500**

**5 Available**

### **Sponsorship Benefits:**

- Recognition as a Major Sponsor of the 2024 Queensland Beekeepers Association State Conference with Prime position on Public and Members websites.
- Additional logo acknowledgment as the Major Sponsor of the 2024 QBA Conference by:
  - \* Upgrade to a 150-word profile on the Sponsor page on the Conference website
  - \* Hyperlinked logo on the Conference website
  - \* Organisation logo on sponsor slides for Conference sessions
- Acknowledgment of sponsorship in fortnightly “Around the Grounds” to members.
- Complimentary Full Conference registration for Two (2) organisation representatives, including attendance at Conference Social Functions (valued up to \$1100.00 - non-member rate)
- Opportunity to provide a branded banner for display in the Plenary Hall for the duration of the Conference.
- One (1) full-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$1500)
- Opportunity to provide one (1) satchel insert, no larger than A4, or promotional item(s) for delegate satchel (valued at \$3,125)



**Please note: our sponsorship period coincides with our financial year from the 1st of May to the 30th of April.**

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**Conference Dinner Sponsor - \$6,000**

**1 Available**

### **Sponsorship Benefits:**

- Recognition as 2024 QBA Conference Dinner Sponsor on the QBA members' and public websites
- Logo acknowledgement as Conference Dinner Sponsor of the 2024 QBA Conference by having the Organisation logo on the Sponsor slide for the dinner
- Opportunity to provide Two (2) branded banners for display at the Conference Dinner
- Verbal Acknowledgement of Sponsorship at the Conference Dinner
- Complimentary full Conference registration for one (1) organisation representative, including attendance at Social Function (valued up to \$550)
- Two (2) complimentary tickets to the Conference Dinner (valued at \$180)
- Half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)

**Welcome Event Sponsor - \$4,000**

**1 Available**

### **Sponsorship Benefits:**

- Recognition as 2024 QBA Welcome Reception Sponsor on the QBA members' website
- Opportunity to provide a two (2) minute address at the Welcome Event
- Opportunity to provide Two (2) branded banners for display at the Welcome Event
- Verbal Acknowledgement of Sponsorship at the Welcome Event
- Complimentary full Conference registration for one (1) organisation representative, including attendance at Social Function (valued up to \$550)
- Two (2) complimentary tickets to the Welcome Event (valued at \$90)
- Half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)

**Please note: our sponsorship period coincides with our financial year from the 1st of May to the 30th of April.**

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**Keynote Speaker Sponsor - \$3,000**

**2 Available**

### **Sponsorship Benefits:**

- Recognition as a Keynote Speaker Sponsor at the 2024 QBA State Conference on the QBA Members' website.
- Additional logo acknowledgment as a Keynote Speaker Sponsor by having an organisation logo on the slide for the sponsored session by the Speaker.
- Complimentary full Conference registration for one (1) organisation representative (valued up to \$340 excluding social functions)
- One (1) half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)



**Operational Sponsor - \$3,000**

**1 Available**

### **Sponsorship Benefits:**

- Recognition as an Operational Sponsor of the 2024 QBA Conference on our members' website.
- Additional Logo acknowledgment as an Operational Sponsor of the 2024 QBA Conference by having an organisation logo on the sponsor's slide.
- Complimentary full Conference registration for one (1) organisation representative (valued up to \$340, no social functions included)
- One (1) half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)
- Opportunity to provide one (1) branded banner for display in the conference room.

**Please note: our sponsorship period coincides with our financial year from the 1st of May to the 30th of April.**



# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**Session Sponsor - \$2,000**

**7 Available**

### **Sponsorship Benefits:**

- Recognition as a Session Sponsor of the 2024 QBA State Conference on our member's website
- Additional Logo acknowledgement as Session Sponsor of the 2024 QBA
- Conference by having an Organisation logo on the sponsors slide for the sponsored Session
- Complimentary full Conference registration for one (1) organisation representative (valued up to \$340 no social functions included)
- One (1) half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)
- Opportunity to provide one (1) branded banner for display in the Session room during the sponsored Session

**Enrichment Session Sponsor - \$3,000**

**1 Available**

### **Sponsorship Benefits:**

- Recognition as an Enrichment Session Sponsor of the 2024 QBA Conference on our Members' website
- Additional Logo acknowledgement as an Enrichment Sponsor of the 2024 QBA Conference by having an Organisation logo on the Sponsor slide for the sponsored session
- Complimentary full Conference registration for one (1) organisation representative (valued up to \$340, no social functions included)
- One (1) half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)
- Opportunity to provide one (1) branded banner for display in the room during the sponsored session.

**Please note: our sponsorship period coincides with our financial year from the 1st of May to the 30th of April.**

# Sponsorship Opportunities

## *Sustainable Beekeeping Beyond Varroa*

**Break Sponsor - \$1,000**

**6 Available**

### **Sponsorship Benefits:**

- Recognition as a Break Sponsor of the 2024 QBA State Conference on the members' website.
- Additional Logo acknowledgment as Break Sponsor of the 2024 QBA State Conference by having an Organisation logo on the sponsors slide for the Break Session
- Complimentary full Conference registration for one (1) organisation representative (valued up to \$340, no social functions included)
- One (1) half-page advertisement in the Conference Handbook (finished artwork to be provided by Sponsor, valued at \$600)
- Opportunity to provide one (1) branded banner for display in the room for one session before the sponsored break.



## **Advertising Opportunities**

### **HANDBOOK ADVERTISING:**

<b>FULL PAGE:</b> (Full colour. Finished artwork supplied by Sponsor)	<b>\$1,100</b>
<b>HALF PAGE:</b> (Full colour. Finished artwork supplied by Sponsor)	<b>\$600</b>

### **SACHEL INSERTS:**

<b>A4 FLYER:</b> (Double sided)	<b>\$800</b>
<b>BROCHURE:</b> (No larger than A4- less than 3 double-sided pages)	<b>\$900</b>

<b>PROMOTIONAL ITEM:</b>	<b>\$800</b>
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