



Ag Ex Forum
Brand awareness & Sponsorship
31st March 2015



Who we are?

- 2014 AGM; a new name

SPAA (the) Society of Precision Agriculture Australia Inc.

- Why?
- The motion was moved to include addition of the word **Society** to avoid the current confusion regarding the acronym SPAA inferring the **S** represents Southern.
- SPAA brand is strong in the Southern grains region, our new name reflects national reach

Brand awareness

- ❑ A recognizable logo
- ❑ Referring to ourselves
- ❑ Quality products (events and publications)
- ❑ Social media #hashtags
- #SPAA and #PA**
- ❑ Develop relationships with media
- ❑ Develop relationships with stakeholders





Our sponsors



Many or few?

- ❑ Due to small staffing resources, SPAA has opted to **FEW** sponsors with meaningful relationships
- ❑ Be realistic with what kind of relationship you can manage
- ❑ Set financial targets

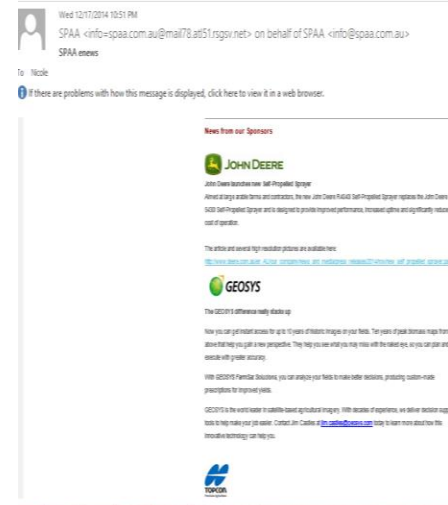
TOP SPAA TIPS

- How are you unique?
- What inclusions do you offer?
- Do any farmers profiled advocate your sponsor brand?



What we offer!

- Value for money
 - Presentations
 - Live demonstrations
 - Trade exhibits
 - Advertising
 - Direct website links
 - Social media following
 - Promotion through
 - newsletters



Points to consider

□ Promotions

- Logos of your sponsors at events
eg. Rotating PPT during breaks
- Key positions in proceedings and publications
- On invitations

THEY NEED TO SEE THEIR BRAND

□ Timely notice for event participation and advertising

- Check the availability of your sponsors, they exhibit at lots of places, your event has to suit their timetable too, not just the audience



Engagement / On-going updates

- Emails Phone calls
- Minimum fortnightly timeframes for material
- Website alerts eg. Promote their media news

Six monthly reports

- Includes stats on outputs eg attendance, website / subscribers/ members



Events and Activities	Details
SPAA CTF Workshops across SA and Vic	<ul style="list-style-type: none"> • 1 in Northern NSW hosted in Croppa Creek Sept 2014 – with 36 in attendance. • Production of factsheet out end 2014 – currently being reviewed. • Follow up workshop hosted in Lower EP (funded by local NRM board). Over 30 farmers in attendance. • Workshops hosted for dairy and vines in the Fleurieu Peninsula
New Industries	
SPAA PA mini expos	<ul style="list-style-type: none"> • Griffith NSW event - GEOSYS offered full page advert (provided and appeared on page 4) • Moora WA event - GEOSYS offered full page advert (provided and appeared on page 4) • Gairdnie NSW event - GEOSYS offered full page advert (provided and appeared on page 4) • Ballarat VIC event - GEOSYS offered full page advert (provided and appeared on page 4) • Complimentary admission for GEOSYS representatives • Trade display • Offered 10 minute sponsors presentation • Logo in all promotional and event material • Recognition as corporate sponsor in SPAA trade display and on powerpoint screen during breaks • Over 250 attendees attended these events raising the brand of SPAA and Geosys Precision Agriculture to these regions. • Due to success, SPAA will be re-visiting these locations (or nearby) and providing on-going PA support in 2015.
PA Symposium (Adelaide September 2014)	<ul style="list-style-type: none"> • Complimentary admission for GEOSYS representatives • Trade display • Full page advert (provided and appeared on page 10) • Offered 10 minute sponsors presentation • Logo in all promotional and event material • Recognition as corporate sponsor in SPAA trade
SPAA Website	<ul style="list-style-type: none"> • The GEOSYS logo and hyperlink have been built in to the SPAA website sponsors page. SPAA now averages 650 website visitors a month, up 150 views, with June to December receiving over 800 hits as a result of our upcoming event communications. • Direct link to GEOSYS from sponsors page • GEOSYS logo included inside front cover • Half page Adverts in Winter issue – pg 12 • Half page advert in Spring issue – pg 18 – to be distributed end Nov • 2000 copies published and distributed to members and stakeholders (we have recently doubled our distribution of Precision AG News)
SPAA Precision Ag News	<ul style="list-style-type: none"> • Direct link to GEOSYS from sponsors page • GEOSYS logo included inside front cover • Half page Adverts in Winter issue – pg 12 • Half page advert in Spring issue – pg 18 – to be distributed end Nov • 2000 copies published and distributed to members and stakeholders (we have recently doubled our distribution of Precision AG News)
SPAA e-News	<ul style="list-style-type: none"> • May, June, July, August, September & October 2014, with May edition launching Crop Health Monitor Dashboard and subsequent video launch in June edition • GEOSYS logo and website • GEOSYS logo published and emailed via the SPAA database • Enews now distributed to 1219 subscribers (up from 1041 subscribers from June 2013 report)
SPAA on Twitter	<ul style="list-style-type: none"> • SPAA is also on twitter and can tweet any GEOSYS tweet suitable to Australian followers.
SPAA Membership	<ul style="list-style-type: none"> • Since the March report, we have recruited an additional 54 new members • SPAA membership renewal successful with 80% renewed. • GEOSYS branding was prominently displayed at events where SPAA participated including GRDC Updates, Esperance Downs Research Station Field Day (a collaborative PA day with SEP/VA)
Recognition	<ul style="list-style-type: none"> • GEOSYS branding was prominently displayed at events where SPAA participated including GRDC Updates, Esperance Downs Research Station Field Day (a collaborative PA day with SEP/VA)
Future SPAA activities	<ul style="list-style-type: none"> • More opportunity for webinars throughout 2014-15 due to popular demand. • Two new viticulture projects in the Coonawarra region which includes workshops and demos – Workshop planned for 12th November • SAGIT funded project for 3 years looking at H sensor • Action on the Ground project with FAH (New Zealand) to manage communications on H emissions project • Working with ACTFA on CTF project • Planning underway to host 2015 PA EXPO in Yorke Peninsula SA



www.spaa.com.au