



# CHARCUTERIE AWARDS & SMALLGOODS SUMMIT

August 29-30, 2024 | Shangri La Hotel, Sydney



## 2024 Sponsorship Prospectus

# Welcome.

The Australian Meat Industry Council (AMIC) is delighted to curate the Charcuterie Awards of Excellence together with the Smallgoods Summit into one spectacular event both celebrates and educates our industry.

The Charcuterie Awards and Smallgoods Summit 2024 will take place at the Shangri La Hotel in Sydney on August 29 and 30 this year in what is set to be an exceptional gathering for our industry.

The event will commence with a reinvented Awards night designed to recognise excellence in our product and manufacturing, but with ample time for celebration in between. The pinnacle of the night will be three over-arching awards that recognise lifetime commitment; excellence in manufacturing and most importantly, the strength of our emerging talent. Our future.

Our re-structured event recognises that our people are time poor with multi commitments and so structure provides flexibility to attend (ideally) both the awards and the Smallgoods Summit next day - or for you to choose which component of these two important events, you and your team attend. Perhaps some come to celebrate; while others come to learn?

Our Summit program is promising to be one that both inspires and informs – with our committee working on what will be a stellar program that addresses the key issues that our businesses face – from packaging, to policy and people.

The Charcuterie Awards and Smallgoods Summit 2024 will be delivered in a style and calibre that reinforces the significance of the industry and enables us to send this message to key stakeholders including government.

AMIC will encourage attendance from throughout its membership base and beyond, to ensure that by attending this event as a sponsor or delegate, you can be guaranteed of not only an excellent time, but of the business networking opportunities that can set you up for the year ahead and beyond.

For those contemplating a sponsoring role at the event, we can guarantee excellence in exposure. Together with our professional conference managers, we take the responsibility of providing appropriate return on investment very seriously and will work individually with each sponsor to optimise profile according to the benefits listed in this document.

We encourage you to consider being part of what will be a great show.

Looking forward to seeing you there.



Franz Knoll  
Chair - National Smallgoods Council



Oliver Stankovski  
AMIC - General Manager Smallgoods





EXCLUSIVE

# DINNER SPONSOR

AMIC CHARCUTERIE  
EXCELLENCE AWARDS

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the exclusive awards sponsor
- Opportunity to place signage/ branding within the dinner venue. Sponsor to provide and must be free standing
- Opportunity to make a short presentation at the opening of the awards dinner
- Company logo on front page of Summit Program
- Company logo on front page of registration brochure
- Logo and company link on Summit website
- Full page feature article/ advertisement in Summit Program
- Receive 4 inclusive full delegate registrations
- Receive an additional 6 tickets to the awards dinner
- Trade display (3 x 2 metres clear space) in a prominent location within the Summit trade display area (preferential site selection offered prior to general allocation)
- Other benefits by individual request and negotiation

INVESTMENT

\$25,000 + GST

[APPLY HERE](#)



EXCLUSIVE

# SUMMIT PARTNER

AMIC SMALLGOODS  
SUMMIT

This is the most prestigious sponsorship package of the Smallgoods Summit and we offer it with complete exclusivity. The Summit will have only one Major Partner who will benefit from the highest priority exposure both before, during and after the summit with priority branding in all documentation and onsite signage.

The Major Partner will also have the opportunity to customise their package to specifically meet their business needs which will include the opportunity to select from a range of possibilities that can include chairing a summit session, providing a speaker for a summit session, recognition in each of the digital website summit materials (list of trade exhibitors, summit program and delegate attendee list) plus any particular events or activities that will directly benefit the sponsor.

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic as the major Summit Partner)
- Opportunity to place signage/ branding within the summit venue
- Company logo on front page of summit program
- Opportunity to make a short presentation to all delegates as part of the Summit program.
- Company logo on front page of Registration Brochure
- Logo and company link on event website
- Company signage at the entry foyer of the summit venue for the duration of the day. Sponsor to provide and must be free standing
- Full page feature article/advertisement in summit program
- Receive 4 inclusive full delegate registrations
- Prominent trade display (3 x 2 metres clear space ) in a prominent location within the summit trade display area (preferential site selection offered prior to general allocation)
- Other benefits by individual request and negotiation

INVESTMENT

\$20,000 + GST

APPLY HERE

EXCLUSIVE

# LUNCH SPONSOR

AMIC SMALLGOODS  
SUMMIT

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the Summit lunch sponsor
- Opportunity to place signage/ branding within the lunch venue
- Company logo on front page of summit program
- Company logo on front page of registration brochure
- Logo and company link on event website
- Company signage at the entry foyer of the summit venue for the duration of the event
- Half page feature article/ advertisement in summit program
- Receive 1 inclusive full delegate registration
- Trade display (3 x 2 metres clear space) in a prominent location within the summit trade display area (preferential site selection offered prior to general allocation)
- The opportunity to make a short (max 5 minute) presentation to the delegation prior to the lunch
- The opportunity to dress wait staff in your corporate clothing (caps, aprons etc) during the lunch break – clothing to be provided by sponsor
- Other benefits by individual request and negotiation

INVESTMENT

\$12,000 + GST

APPLY HERE

EXCLUSIVE

AMIC SMALLGOODS  
SUMMIT

# MORNING TEA SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the Summit morning tea sponsor
- Opportunity to place signage/ branding within the morning tea venue
- Company logo on front page of summit program
- Company logo on front page of registration brochure
- Logo and company link on event website
- Company signage at the entry foyer of the summit venue for the duration of the event
- Half page feature article/ advertisement in summit program
- Receive 1 inclusive full delegate registration
- Trade display (3 x 2 metres clear space) in a prominent location within the summit trade display area (preferential site selection offered prior to general allocation)
- The opportunity to play a short (max 2 minutes) pre-recorded video presentation to the delegation prior to the morning tea
- The opportunity to dress wait staff in your corporate clothing (caps, aprons etc) during the morning tea – clothing to be provided by sponsor
- Other benefits by individual request and negotiation

INVESTMENT

\$7,500 + GST

APPLY HERE





AMIC CHARCUTERIE  
EXCELLENCE AWARDS

# AWARD CLASS CATEGORY SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the nominated sponsor of the selected class
- Your logo to be placed on the trophy presented to the class winner
- Company logo in awards booklet in association with your sponsored category
- Opportunity for your organisations representative to be included in photos with the award recipient on the night
- Logo and company link on event website
- Receive 1 inclusive full delegate registration
- Other benefits by individual request and negotiation

**6 opportunities available**

**INVESTMENT**

**\$7,500 + GST**

**APPLY HERE**

EXCLUSIVE

# BARISTA SPONSOR

AMIC SMALLGOODS  
SUMMIT

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the Barista sponsor
- Opportunity to brand the barista, the cart and the cups (all to be provided by the sponsor).
- Company logo on front page of registration brochure
- Logo and company link on event website
- Quarter page feature article/ advertisement in summit program
- Receive 1 inclusive full delegate registration
- Trade display (3 x 2 metres clear space) located adjacent to the Barista cart
- Other benefits by individual request and negotiation

NOTE – package includes the cost of 200 coffees on the day. Additional coffee will be at the discretion and expense of the sponsor.

INVESTMENT

\$5,000 + GST

APPLY HERE



EXCLUSIVE

AMIC SMALLGOODS  
SUMMIT

# LANYARD SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the Lanyard sponsor
- Your logo placed on printed lanyards (in conjunction with the event logo) to be worn by all delegates at the Summit
- Company logo on front page of registration brochure
- Logo and company link on event website
- Quarter page feature article/ advertisement in summit program
- Receive 1 inclusive full delegate registration
- Trade display (3 x 2 metres clear space) in a prominent location within the summit trade display area (preferential site selection offered prior to general allocation)
- Other benefits by individual request and negotiation

INVESTMENT

\$5,000 + GST

APPLY HERE

# TRADE EXHIBITION

For those seeking to gain exposure by way of a trade exhibition, we are encouraging your participation as an exhibitor with sites that will be strategically positioned with consideration to both crowd flow and catering during the summit.

This investment provides:

- One 3x2m trade display space in the summit trade display area
- 1 x inclusive summit registration, including dinner function tickets.

6 opportunities available

INVESTMENT

\$2,500 + GST

[APPLY HERE](#)



# How to apply for sponsorship or exhibition site.

1

Click [HERE](#) to take you to the application form.

2

Once you have submitted your application form, we will acknowledge receipt.

3

For bespoke sponsorship packages, we will contact you to confirm the full list of benefits ahead of us generating your invoice and agreement.

4

For exhibitions, your application will enable us to immediately generate your invoice and confirmation.

Please see over for terms and conditions

## Sponsorship Inquiries to:

Oliver Stankovski

General Manager – Smallgoods and  
Pork

M - 0437 757 005

E: [ostankovski@amic.org.au](mailto:ostankovski@amic.org.au)

## General Event Inquiries

to:

Bradley Hayden

Event Manager

M – 0412 461 392

E – [bradley@ccem.com.au](mailto:bradley@ccem.com.au)



# Terms & Conditions

## APPLICATION DETAILS

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

## SPONSOR TERMS AND CONDITIONS

- The details in this document are correct at the time of printing. AMIC does not accept responsibility for any changes that may occur.
- Our sponsorship philosophy is to extend the first right refusal on key positions to sponsors of the 2023 event.

## CANCELLATION POLICY

(once sponsorship is confirmed)

- Due to the considerable administration associated with this summit, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days from the commencement of the summit.
- Cancellations made within 30 days of the commencement of the summit will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the summit manager.

## FORCE MAJEURE

Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of summit cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

## SPONSOR BENEFITS

Sponsorship and exhibition benefits vary. Please confirm at time of booking what your position includes. Advertising space and banner positions are at the discretion of the summit organising committee.

## DELEGATE LISTS

A delegate contact list will not be provided as part of any sponsorship package.

## SPONSOR REGISTRATIONS

All company representatives attending and participating in the summit must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased for your staff at the member discounted rate.

## LOGO PLACEMENT

Placement and size of logos included in the summit material will be at the discretion of AMIC and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

## WEB HYPERLINKS

AMIC requests each sponsor who is provided with a hyperlink from the event website, to respond with a reciprocal link from your organisation's website to the event website be provided.

## ACCOMMODATION

AMIC does not manage accommodation for the event, however, has reserved rooms for sponsors and delegates at the summit venue. All sponsors are encouraged to make prompt and direct accommodation bookings as rooms are limited.

## PAYMENT TERMS AND CONDITIONS

Once a sponsorship application has been accepted by AMIC the Conference Manager will issue you an invoice for the total amount required. Full payment of this invoice is required by the due date to confirm your involvement as a sponsor. No sponsorships are considered firm until payment is received.

## DISCLAIMER

Every effort has been made to ensure that the contents of this sponsorship document are correct. AMIC and the organisers retain the right to make changes where necessary. AMIC and the Conference Organisers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of attending the summit or awards night.