



Become a Corporate Sponsor

Position your brand at the forefront
of Australia's seed industry.



ausseed.org.au

Why sponsor?

Corporate sponsorship with the Australian Seed Federation (ASF) delivers high-impact visibility, strategic networking, and meaningful engagement with the entire seed supply chain — from research and breeding through to retail and export.

Your brand will be seen, heard and valued by the decision-makers shaping the future of agriculture and environment in Australia.

The Australian Seed Federation (ASF) is the peak industry body representing the entire Australian seed supply chain.

From research and breeding through to production, distribution, export, and retail, our members are at the core of innovation, productivity, and sustainability across agriculture, environmental restoration, and home gardening sectors. We advocate for an efficient, profitable, and internationally competitive seed industry — supporting all seed types, business sizes, and market segments.

By partnering with ASF, you align your brand with the trusted voice of the industry and a network of professionals working to shape the future of Australian agriculture.



Key benefits at a glance

Premium brand exposure

Your logo featured on every page of the ASF website via our prominent sponsor carousel — ensuring strong, ongoing visibility with every visit.

Strategic networking: Corporate Sponsors event

Stand out where it matters. Gain exclusive access to our dedicated Corporate Sponsor Networking Event — an intimate, high-value opportunity to connect directly with:

- **Senior leaders** from the seed and agriculture sectors
- **Policymakers** and regulators
- **Key stakeholders** in research and innovation

This is where ideas are shared, relationships are built, and deals are made — with your brand at the table.

Promotional support

Our Engagement Officer actively promotes your brand across ASF's channels, championing your news, initiatives and involvement throughout the year.

Extended reach through ASF communications

Your brand promoted through our key touchpoints:

- Monthly Seed News newsletter
- Event collateral
- Social media platforms
- Direct communications to ASF's national member base

NEW

New for 2025-26: Corporate Sponsors Directory
Showcase your offerings in our dedicated online directory — a year-round platform to connect with ASF members and the broader seed sector.



Be seen, heard and remembered

Event signage & recognition

Your logo featured across signage and presentations at ASF's national events, including the Seed Business Convention and Regional Meetings.

Sponsor spotlight

A dedicated feature in *Seed News* puts your company in front of hundreds of engaged industry readers.



Convention value-adds

- **10% discount** on Seed Business Convention sponsorship
- **Discounted exhibitor booth** at the Convention
- **Inclusion in the Convention Handbook**, distributed to all delegates

Additional Opportunities

- **Clickable logo on ASF website** with direct link to your site
- **Advertising/editorial options** in *Seed News*
- **Social media spotlights** on your company and initiatives



About the Seed Business Convention

ASF's flagship event — attended by (2024)

170+
delegates

60+
companies

This is where the seed industry connects, collaborates, and sets direction. As a corporate sponsor, you'll be part of every conversation.



Sponsorship investment

\$3,000 + GST (2025–26)

Your sponsorship positions your business as a key partner to the national seed industry and **unlocks real opportunities** to build visibility, reputation, and commercial relationships.

Let's talk

Speak with our Engagement Officer **today** to find out how corporate sponsorship can work for you.

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