



2025

# FARMER ON YOUR PLATE

**Bringing the Country to the City**



Organised by Farming Champions Inc.

Saturday 25 October 2025  
Esplanade Reserve, Fremantle

**Contact us**

Email [sponsorship@farmingchampions.org.au](mailto:sponsorship@farmingchampions.org.au)

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

  [@farmeronyourplate](https://www.instagram.com/farmeronyourplate)





## **PASSION LED US HERE**

Farmer On Your Plate is the annual event brought to you by the not-for-profit group Farming Champions. Since 2012, we have brought the Country to the City. This is more than a Farmers' Market. This event is a chance to educate consumers on where their food comes from.

We do this by sourcing regional and remote Western Australian business owners and farmers to host exhibits. They have the chance to showcase their farm fresh produce and make a connection with a wider interested community. We collaborate with well-known Perth chefs that entertain with cooking demonstrations and provide samples to try. With children's activities, farming animals to pet, and live music there is fun for the whole family.

This event celebrates the importance of agriculture to Western Australia and encourages all Australians to champion farming and support the continued production of high-quality Australian food.

Farmer  
On Your  
Plate



## WHO ATTENDS THE EVENT

Our audience consists of a variety of city and country folk who are interested in supporting and choosing local produce. We use Facebook and Instagram to promote our annual event. Our website advertises our sponsors and Business Directory year-round to show support for our Farming Champion Members. Additionally, a seasonal newsletter is published and sent out to our mailing list to keep our audience engaged in the lead-up to our next event.

Farming Champions reaches 330 email subscribers. The Facebook Group has 2.4K members. Our event Facebook page has 1.5k followers and our Instagram has 1.2K followers. Our social platforms have an average audience of 70% women in the 25-45 age bracket and 30% men in the 35-54 age bracket.



## SPONSORSHIP OBJECTIVES

We are aiming to raise food awareness by growing our event over the next five years to feature 100+ stalls run over a multi-day event. To reach these goals we need help raising the funds required to cover a larger event space, hire security, entertainment costs, expand our marketing, and more.

A successful sponsorship agreement will see us deliver an educational and engaging event, fun for the whole family. Attendees will have made a connection with a farmer, as well as understand where their food comes from, the importance of family farming and the need to appreciate the hard work that is done in the country to provide good quality West Australian food on their plates. When they complete their weekly shop they will think about and inspect the product to question how their buying choices impact our WA Farmers.

Farmer  
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# LAST YEAR'S EVENT

In 2024 Farmer On Your Plate showcased 52 exhibit sites from 8 WA regions, 6 chefs cooked with the exhibitor's produce and educated attendees on why to choose local, while producers shared insights into how their food is produced and the journey it takes from farm to plate. We welcomed an estimated 10,000 people throughout the day, creating a vibrant and lively atmosphere emphasising the importance of supporting local agriculture and WA farmers.

Scores of media appearances on radio, TV, online and print have been secured involving Farming Champions and Farmer on Your Plate. The media coverage by Perth Media reached significant media coverage and exposure over the 58 days, from 1 September to 28 October 2024. This comprehensive PR strategy led to 25 media mentions, achieving a cumulative reach of 254,368 and an Advertising Space Rate (ASR) equivalent to AUD 23,095.



**Fremantle to become farm central at 12th annual Farmer On Your Plate showcase**

Fremantle to become farm central at 12th annual Farmer On Your Plate showcase - Perth Now



Farmer On Your Plate connects families across WA to strengthen support for local produce - Countryman



Farmer On Your Plate event in Fremantle showcase local produce - Perri Polson, Farm Weekly.



See the pictures - Adam Poulsen, Countryman



# SPONSORSHIP PACKAGES COMPARISON

Please note all prices are exclusive of GST.

BENEFITS	MEDIA SPONSOR	IN-KIND SPONSOR	BRONZE \$5,000	SILVER \$10,000	GOLD \$25,000	PRESENTING PARTNER \$50,000
Social Media & Website Feature in relation to the event details, online only	✓	✓	✓	✓	✓	✓
Logo on all associated marketing collateral on and offline				✓	✓	✓
Corporate Banner on display at event			✓	✓	✓	✓
Host an exhibit at event				✓	✓	✓
Speaking opportunity at event					✓	✓
Naming Rights						✓

Please see detailed inclusions on the next few pages...



# SPONSORSHIP PACKAGES

## Presenting Partner

Only one opportunity is available  
Option available for a 2-year partnership

**Perfect for:** those who wish to place their brand, product, or service in front of our audience as a key supporter.

### What you get:

- **Recognised as the "Presented by" partner of Farmer On Your Plate**
- Increased brand exposure to our extended audience during the event and through media coverage
- Acknowledgement as a sponsor on the media release.
- Logo displayed on the website and event page.
- Co-host on the Facebook event page.
- Logo to be displayed on the event presentation.
- Verbal acknowledgement at the event as the Presenting Partner of the event.
- Two (2) Corporate banners (supplied by the sponsor) on display at the event.
- Speaking opportunity to boost brand equity
- Opportunity to host an exhibit to further promote your organisation and sponsorship

**Your Investment:** \$50,000 per year

## Benefits to sponsoring organisation

Sponsoring Farmer On Your Plate can offer businesses a range of benefits:

**Enhanced Visibility:** Sponsoring Farmer On Your Plate provides businesses with valuable exposure to diverse audiences, strengthening brand recognition. Leverage event promotions, both online and offline, to extend your marketing reach.

**Networking Opportunities:** Connect with other sponsors, exhibitors, and participants, fostering potential collaborations and partnerships.

**Product Promotion:** Showcase your products or services directly to the event's diverse audience. Farmer On Your Plate provides a platform for product demonstrations, sampling, and engagement.

**Demonstrate Expertise:** Position your business as an industry leader by participating in panel discussions, workshops, or presentations related to your field. Share your expertise and insights with a captive audience.

**Employee Engagement:** Involvement in such events can boost employee morale. Sponsorship offers employees the chance to participate or attend, fostering a sense of pride in the company's community engagement.

**Customisation Options:** Tailor your sponsorship to align with your marketing goals. Choose from various sponsorship levels and opportunities, ensuring that your brand gets the visibility it seeks.





# FINANCIAL SPONSORSHIP LEVELS

The level of support offered will dictate the type and amount of exposure offered at the next Farmer On Your Plate Event

## Gold Sponsor

**Only One** - \$25,000

- Recognised as a Major sponsor of Farmer on Your Plate.
- Bigger and more relevant reach through increased brand awareness.
- Logo on all associated marketing collateral both on and offline printed larger than other sponsors with sponsors-supplied logo, images, bio and hashtags.
- Connect with attendees at the event and share your story with a presentation opportunity
- Verbal acknowledgement at the event as a gold sponsor
- Option for a standard marquee to promote sponsorship
- Two (2) corporate banners displayed at the event (supplied by sponsor)



## Silver Sponsor

**Your Investment:** \$10,000

- Recognised as a key sponsor of Farmer On Your Plate
- Logo on all associated marketing collateral both on and offline with sponsors-supplied logo, images, bio and hashtags.
- Verbal acknowledgement at the event as a silver sponsor
- Option for a standard marquee to promote sponsorship
- One corporate banner displayed at the event (supplied by sponsor)

## Bronze Sponsor

**Your Investment:** Up to \$5,000

- Recognised as a key supporter of Farmer On Your Plate
- One banner displayed at the event (supplied by sponsor)
- Acknowledged as sponsor throughout all online advertising only on content related to the event details with supplied logo printed smaller than other sponsor logos.

# SPONSORSHIP PACKAGES

## Media Sponsor

**Perfect for:** those who wish to advertise the event. You have connections in newspapers, radio, and social media.

**What you get:** Acknowledged as sponsor throughout all online advertising across social platforms and website with supplied logo, images, bio and hashtags.

**Your Investment:** You may specify to have full design control or just fund the printing and distribution.

## In-Kind Sponsor

**Perfect for:** those who wish to provide goods or services in lieu of direct financial support.

**What you get:** Acknowledged as sponsor throughout all online advertising across social platforms and website with supplied logo, images, bio and hashtags.

**Your Investment:** All donations are considered. Please see our full list of suggested donations below.

## In-Kind Donation Ideas

- Fresh produce for chefs to use in cooking demonstrations
- Product sample donations
- Event Insurance
- Exhibitor Marquee Costs
- Venue Hire
- Music
- Bump in/out staff
- Photographer and Videographer
- Social Photo Booth
- Beverage Cart & associated Liquor licence costs
- Audio/Visual costs
- Printing and Distribution of Advertising Flyers
- Children's Activity Booklet
- Scavenger Hunt
- Catering services
- Technology facilities for EFT Square reader or equivalent
- Event App creation and management
- Livestream facilities
- VR Farming Experience
- Charging lounge
- Hand sanitising stations
- Sponsor a Workshop
- Prizes for competitions/raffles
- Provide branded pens, notepads, and lanyards



# Farmer On Your Plate



## WHERE TO FROM HERE?

Feel free to pick and mix between the sponsorship packages outlined in this document. If you have any questions please reach out to the committee at the below email and we will be in contact.

### Contact us

Email [sponsorship@farmingchampions.org.au](mailto:sponsorship@farmingchampions.org.au)

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

  [@farmeronyourplate](https://www.instagram.com/farmeronyourplate)



## OUR TEAM

NICOLA KELLIHER

President

LEILANI LEYLAND

Secretary

LAURA LEYLAND

Treasurer and  
Communications Manager

Committee Members: Mary Nenke, John Oliver, Judy Fischer, Maureen Dobra, Christine Hill, Chelsea Taylor, Cathie Kelly, Belinda Lay, Paul Nenke

Thanks to our long-term  
sponsors



**THANK YOU AND WE LOOK FORWARD TO HEARING FROM YOU.**

# SPONSORSHIP CONDITIONS

## **Full Farming Champions registration**

Full registration includes signing up for free membership of Farming Champions to show your support.

## **Costs**

All costs quoted are exclusive of GST as Farming Champions is not registered for GST.

## **Payment**

A Tax Invoice will be forwarded once your completed registration form has been received. Payment is due within 30 days of the tax invoice being issued.

Sponsorship entitlements will be confirmed upon receipt of full payment and will only commence once payment is received.

## **Website**

All sponsor logos will be included on the Farming Champions website once full payment has been received and high-resolution photos have been forwarded to the social media manager.

## **Assets**

All business assets for use in social media promotion must be supplied by the sponsor. This includes logos, images, business descriptions and hashtags. The assets will only be included in the promotion once full payment has been received.

## **Disclaimer**

Every effort has been made to present all the information contained in this document as accurately as possible. The organisers do not accept any liability for any inaccuracy or misdescription, nor for any delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this document.

The Organisers reserve the right to alter any or all of these details. The Farming Champions Committee reserve the right to refuse any sponsorship or exhibition application.



## WE WANT TO HEAR FROM YOU!

As a valued sponsor, your company will be given brand visibility throughout the event depending on the package selected. In return, we request you further promote our event in the lead up with content that will be supplied to you. If you desire a custom sponsor package, please reach out to discuss how we can work together.



### Contact us

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