



# **Sponsorship Prospectus**



## Conservation Agriculture in Action



For the last 22 years, South Australian No-Till Farmers Association has successfully promoted the benefits of no-till and conservation farming systems.

In South Australia today, over 90 per cent of cropping farmers use a no-till method of farming; a success factor we contribute to the innovative research, development and extension activities of SANTFA.

We exist to serve our farmer members, providing them with education and information to increase their knowledge about conservation farming systems and implement changes to their own practices.

Our grower board members, each of whom represent a different farming district in South Australia, works closely with our R&D department to ensure our members meet the triple bottom line outcomes of economic, environmental and social sustainability.

SANTFA has evolved over the years to ensure it is relevant to SA farmers but has collaborated with organisations beyond our state borders. We have a focus not only on current issues for farmers but also look at what future needs they may require to continue farming for generations to come. The SANTFA Board, who are all grower members, invite you to partner with us.

*“As a farmer driven organisation, we trust you can join us in our mission to provide economic, environmental & social benefits to farmers through innovative research, development and extension activities and products.”*



# Why support growers through SANTFA?

SANTFA will support your business by offering:

<b>Awareness</b>	Increase brand awareness and recognition and be affiliated with a trusted independent source of information.
<b>Reach</b>	Reach South Australia's growers who are committed to conservation farming and access a strong network of online communities.
<b>Promotion</b>	Advertise specific products and services through promotion of SANTFA activities and publications.
<b>Relationship</b>	Build rapport and network relationships with members, growers and industry at SANTFA events.
<b>Partner</b>	Enable grower-lead continuous improvement to nurture, protect and improve soil and other natural resources.



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## Our Mission Statement

SANTFA has equipped South Australian growers with information and education on the benefits of conservation farming practices for greater profitability, sustainability and reduced environmental impacts for over 22 years.

To sustain this system over the long term, in a way that gives growers the benefits that they want from it, SANTFA is committed to identify opportunities for research and development as well as extension that supports adoption.

SANTFA's research and development team are undertaking a range of innovative projects spanning all areas of crop management including: No-till cropping systems, crop rotation, stubble retention, soil health and nutrition, weeds, summer crops, variable and changing climates, digital technology and data.

SANTFA works with research partners including the Department of Agriculture, Department for Environment and Water, South Australian Grains Industry Trust, National Landcare Program and the Grains Research Development Corporation to invest in innovative conservation projects that deliver outcomes for the benefit of growers across the state.

# Sponsorship Options

## Standard 12-month sponsorship

\$1100 (inc GST)

Advertisement in the quarterly E-newsletter.

Attendance at SANTFA sanctioned events.

Logo will be hyperlinked to your company on the SANTFA website.

Advertisement on SANTFA's Twitter and Facebook quarterly (offset to the newsletter).

Promotional 5 min video posted biannually on Twitter and Facebook (supplied by the sponsor and be approved by SANTFA).

## Conference sponsorship (held every two years)

\$875 (inc GST) Conference Only

\$1250 (inc GST) Conference + 12 months sponsorship

Two tickets included (additional tickets at members' pricing).

Table in exhibition space (2m long x 1m wide).

Insert into conference folder.

Recognition on the day.

Promotion in lead up to the conference through SANTFA social media.



# What are the benefits?

## Digital Information

SANTFA's quarterly E-newsletter showcases technical information from research and development projects as well as evidence of practical implementation through grower case studies.

Members can also access videos, podcasts and webinars on our members' only Portal.

SANTFA also boasts a strong social media presence which extends from Facebook to a regular Twitter feed and YouTube channel that's seen more than 55,000 views on its videos.



## Network

Hosted annually, the one-day SANTFA Conference gathers members, growers and industry delegates to provide information and tools from local, national and international sources to improve sustainable farming practices.

Through the Conference, SANTFA challenges thinking and motivates towards continuous improvement.

## Experience

Crop walks and field days provide the opportunity for topical subjects to be discussed in an informal environment.

Taking place at a trial site or member properties, Crop Walks enable growers to discuss issues, trial data and results in smaller groups; coupled with the experience of viewing tangible results first-hand.

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