

SPONSORSHIP PROSPECTUS

NATIONAL
RURAL
PRESS CLUB



WHO WE ARE

The National Rural Press Club (NRPC) was first formed in the mid-1990s and is a club to encourage debate and discussion, highlighting issues that affect rural and regional Australia. It hosts events and conversations to create opportunities for more informed debate and networking on issues which affect Australia's rural industries, especially agriculture. We passionately believe it is crucial to have journalists who can dig into rural and regional issues and tell stories in a way that cuts through with local and metropolitan audiences. Located in Canberra, with members across Australia, the NRPC works closely with the National Press Club and is affiliated with the Australian Council of Agricultural Journalists (ACAJ), which in turn is an active member of the International Federation of Agricultural Journalists (IFAJ).

WHAT WE DO

The NRPC hosts regular events, creating opportunities for informed debate and networking, with a focus on issues that affect rural and regional communities. The club aims to promote prosperity in the regions. The NRPC is proud to co-host events with the National Press Club of Australia in Canberra and is grateful for its ongoing support. We also host Excellence in Rural Journalism Awards each year, celebrating the importance of regional storytelling. The NRPC prizes are provided thanks to the support from our generous sponsors.



SPONSORSHIP

The NRPC is managed by a small and dedicated committee of volunteers from across regional media and communications. The Committee donates its time to ensure the success of the NRPC and rural and regional journalism but we need your help! We welcome your sponsorship and in return we will provide you with some wonderful benefits including:

- ➔ Acknowledgement/promotion on the NRPC website and social media channels (Facebook, Twitter and LinkedIn)
- ➔ Acknowledgement at NRPC events which attract large and diverse audiences (including politicians, advisers, rural lobby groups and media), many of which are televised on ABC TV and covered extensively through a range of media outlets
- ➔ Networking opportunities at NRPC events to establish new connections and strengthen relationships
- ➔ Inclusion of your logo in our Club banners and media wall. • Indicate your involvement, interest and support for professional journalism and a more sustainable rural and regional Australia • Raise your profile and increase brand awareness • Promote your organisation's products and services

INTERESTED IN LEARNING MORE?

The Club has two levels of sponsorship: Founding Sponsor (which is reserved for Westpac) and Sponsor which is \$3,000 per annum. We welcome you contacting us at: info@nationalruralpressclub.org

CURRENT SPONSORS

FOUNDING SPONSOR WESTPAC AGRIBUSINES

Westpac Agribusiness has a proud history of offering financial support and services to the rural, regional and remote areas of Australia, with a deep understanding of the needs of these communities and a shared vision for a profitable and sustainable future.



CROP LIFE AUSTRALIA

CropLife Australia represents those involved with crop protection and agbiotechnology products, with the aim of giving the plant science industry the freedom to responsibly operate, grow and enhance its ability to support Australia's farmers.



NEW EDGE MICROBIALS

New Edge Microbials (NEM) is based in Albury, NSW and have a vision of growing better by striving to be a leader in their field. With products for both agricultural and environmental remediation purposes, NEM produces cultures in a range of ready-to-use forms including liquids, powders, concentrate vials and traditional peat-carried inoculants.



CURRENT SPONSORS

ANIMAL MEDICINES AUSTRALIA

Animal Medicines Australia Ltd is the peak industry body representing the leaders of the animal health industry in Australia. Its member companies are the innovators, manufacturers, formulators and registrants of a broad range of veterinary medicine products that prevent, control and cure disease across the sectors.



CASE IH

Case IH is a global market leader in the supply of agricultural equipment, financial services, and parts and service support for farmers and commercial operators, through a network of dealers and distributors.



NUTRIEN AG SOLUTIONS

Nutrien Ag Solutions provides farm inputs and professional services to the agricultural industry. Their team of 4,000 across the country work with farmers to solve the myriad of challenges that come with growing food and fibre. Regardless of size or location, Nutrien Ag Solutions works hard to deliver a valuable, personalised service to every customer.

