

INNOVATION GENERATION 2026

20-22 July 2026

GMHBA Stadium | Geelong, Victoria



INNOVATION
GENERATION



Grain
Growers

SPONSORSHIP PROSPECTUS



WELCOME TO IG26 FROM THE CEO



GrainGrowers is proud to host the 19th annual Innovation Generation conference in Geelong, Victoria.

'IG,' as it's commonly known, is one of agriculture's premier events specifically designed for young growers, ag professionals and students. Each year, delegates come together from across the country to develop their professional network and invest in their own development.

IG is more than a conference; it's been a life changing experience for many young people working in agriculture. Each year the program evolves and offers something unique, thought provoking and entertaining. IG is the space where tomorrow's ag leaders get to dive deeper into the opportunities and challenges ahead.

For our valued sponsors and partners, it's a fantastic opportunity to invest in the future of our industry and forge real connections with tomorrow's leaders and emerging talent.

It's also an opportunity for your organisation to be a part of future-focused discussions and for delegates to learn more about the work of your organisation.

I am constantly blown away by the passion of delegates; the future of Australian ag is bright, and we appreciate your consideration of this opportunity.

We hope to have you support us in delivering an outstanding Innovation Generation 2026!

Shona Gawel
GrainGrowers, CEO



IG25 DELEGATES BY LOCATION

IG25 in Fremantle, WA brought together delegates from the following locations.

ACT

3

NSW

32

QLD

8

SA

19

VIC

24

WA

162

NZ

4

IG25 AUDIENCE INSIGHTS

The IG program is specifically curated to meet the needs and interests of 18–35 year-old grain growers and adjacent industry professionals from across Australia, with a strong focus on innovation. Our delegates are a highly engaged cohort who place significant value on the networking opportunities IG presents. They are actively investing in themselves to grow their skills to contribute more profitably and sustainably to their enterprise, and to the industry more broadly. IG consistently connects with and energises packed audiences from the opening network event through to the final session.

IG is also attended by emerging and established leaders, including Australian Grain Leaders Program participants and GrainGrowers Board members.

IG25 DELEGATE FEEDBACK

100%

of delegates rated IG25 as valuable

90%

of delegates said IG met or exceeded their expectations

85%

would recommend attending IG to a friend

IG25 DELEGATE DEMOGRAPHICS

252

delegates

18–35

years of age

48%

male

52%

female

IG25 DELEGATE BY OCCUPATION

33%

Grower

45%

Industry

22%

Student

ABOUT IG26

Farm Fit: Flexing for the Future

A thriving grain enterprise is like a well-balanced system or a finely tuned machine —every part working in harmony and time. From agile business mindsets and high performing soil to dexterous marketing, powerful technology adoption, a hunger for future-readiness and a strong focus on safety and wellbeing, the components for success are many. Add in sharper weather insights and adaptive decision-making to best manage conditions, and you have a program for resilience and growth.

IG26 explores this year's theme through showcases of innovation and inspirational achievement across these core elements of grain growing, helping young growers and industry professionals strengthen their farm fitness through **knowledge, networks, and new skills.**



IG25 MARKETING IMPACT

SOCIAL MEDIA

230

Total posts

2,973,283

Impressions

11,342

Engagements

CAMPAIGN EDMS

1,663

Delivered

73%

Open rate

25%

Click Through Rate

WEBSITE

16,000

Total page views

14,464

Total sessions

9,073

Total users

Engagement rate

20%

ABOUT IG 2026

SPONSORSHIP PACKAGES

Our sponsorship opportunities are designed to help your organisation connect meaningfully with young growers and industry professionals, raise brand awareness, and achieve your success metrics through mutually valuable delegate engagement.

PLATINUM SPONSOR | EXCLUSIVE

Showcase your leadership in supporting the next generation of growers and industry professionals at their premier annual event through this top-tier sponsorship package.

Investment: \$30,000 + GST

RECOGNITION as Platinum Sponsor throughout the event and promotion phase.

SEVEN FULL REGISTRATIONS to attend the conference and all associated evening functions, valued at over \$4,340.

BANNERS (supplied by sponsor) positioned onstage exclusively with GrainGrowers banners throughout the conference sessions.

SPEAKING OPPORTUNITY for 30-minutes on an agreed topic aligned with the conference theme.

EXHIBITION STAND located in a premium position of your choice in the conference break area.

PROMOTIONAL INSERTS comprising up to two printed and two merchandise items (supplied by sponsor) to be included in the delegate pack.

MARKETING of company logo throughout conference material acknowledging your Platinum Sponsorship. Includes company bio and link to your company's website from the Innovation Generation website and exposure in conference material and social media.

MEDIA AND PUBLICITY inclusion in relevant media releases before, during and after the conference.

DIGITAL ADVERTISEMENT in conference program.

ACKNOWLEDGEMENT as sponsor and one full page ad in Grain Grower magazine and one banner ad in GrainGrowers e-News.

CONFERENCE LOGO for use on your promotional material.

COMPREHENSIVE POST-EVENT REPORT including event statistics, feedback and media coverage results.

FIRST RIGHT OF REFUSAL for 2027 Platinum Sponsor package.

EXCLUSIVE MEETING for one hour with GrainGrowers Board and CEO at a mutually agreed time.

Pair this package with a special activation for extra impact. Find inspiring ideas below!



GOLD – OFFICIAL CONFERENCE DINNER SPONSOR | EXCLUSIVE

RECOGNITION as Official Conference Dinner Sponsor throughout the event and promotion phase.

FIVE FULL REGISTRATIONS to attend the conference and all associated evening functions. Suitable for delegates aged 18-35, new graduates, employees or industry contacts, these registrations are valued at over \$3,100.

BANNERS (supplied by sponsor) positioned exclusively with GrainGrowers banners throughout the dinner.

WELCOME ADDRESS and closing Vote of Thanks delivered by Official Conference Dinner Sponsor representative at the conclusion of the Conference Dinner.

EXHIBITION STAND in a premium position in the conference break area.

PROMOTIONAL INSERTS comprising up to two printed and 2 merchandise items (supplied by sponsor) to be included in the delegate pack.

Become the official hosting sponsor of an unforgettable night filled with networking and entertainment in the GMBHA Stadium Captain's Room, overlooking the Geelong Cats' home ground.

Investment: \$25,000 + GST

MARKETING of company logo throughout conference material acknowledging your Official Conference Dinner Sponsorship. Includes company bio and link to your company's website from the Innovation Generation website and exposure in conference material and social media.

MEDIA AND PUBLICITY inclusion in relevant media releases before, during and after the conference.

DIGITAL ADVERTISEMENT in conference program.

ACKNOWLEDGEMENT as sponsor and one half page ad in Grain Grower magazine and one banner ad in GrainGrowers e-news.

CONFERENCE LOGO for use on your promotional material.

COMPREHENSIVE POST-EVENT REPORT including event statistics, feedback and media coverage results.

FIRST RIGHT OF REFUSAL for 2027 Official Conference Dinner Sponsor package.

Bundle with a Stadium scoreboard or ribbon display package for even bigger event energy!



GOLD – NETWORKING WELCOME ACTIVITY SPONSOR | EXCLUSIVE

Set the stage for this flagship annual event for young growers and industry professionals, welcoming delegates and speakers from across Australia to this ice-breaker event featuring special networking activities.

Investment: \$20,000 + GST

RECOGNITION as Networking Welcome sponsor throughout the event.

FOUR FULL REGISTRATIONS to attend the conference and all associated evening functions. Suitable for delegates aged 18–35 – for new graduates, employees or industry contacts. Valued at over \$2,480.

WELCOME ADDRESS opportunity at the opening of the function.

BANNERS (supplied by sponsor) exclusively positioned in prime position at networking function.

COMPANY LOGO on screen for Welcome Address.

OPPORTUNITY to participate in one panel discussion session.

PROMOTIONAL INSERTS comprising up to two printed or merchandise items (supplied by sponsor) to be included in the delegate packs.

MARKETING of company logo in conference material. Includes company bio and link to your website from the Innovation Generation website and exposure in conference material and social media.

MEDIA AND PUBLICITY inclusion in relevant media releases before, during and after the conference.

DIGITAL ADVERTISEMENT in online conference program.

ACKNOWLEDGEMENT as sponsor in GrainGrowers Magazine and one banner ad in GrainGrowers eNews.

CONFERENCE LOGO for use on your promotional material.

COMPREHENSIVE POST-EVENT REPORT event statistics, feedback and media coverage results.



Add on a Stadium screen display package to warm the guest welcome!



MAJOR FINANCIAL SPONSOR | EXCLUSIVE

Position your brand as thought leader and foremost provider of financial services to grain growers and the grains industry.

Investment: \$20,000 + GST

RECOGNITION as Financial Partner throughout the event.

SIX FULL REGISTRATIONS to attend the conference and all associated evening functions. Suitable for delegates aged 18–35, for new graduates, employees or industry contacts. Valued at over \$3,720

SPEAKING OPPORTUNITY for 30-minutes on an agreed topic aligned with the conference theme.

DELEGATE REGISTRATION LIST to be provided (full names and state only, as per privacy policy) no later than ten working days prior to the Innovation Generation conference.

EXHIBITION STAND in the conference break area to showcase your organisation and new products.

PROMOTIONAL INSERTS comprising up to 2 printed or merchandise items, (supplied by sponsor) to be included in the delegate packs.

MARKETING of company logo throughout conference material acknowledging your Financial Event Partnership. Includes direct link back to your company's website from the Innovation Generation website.

MEDIA AND PUBLICITY exposure in conference material and handouts, social media, articles and media releases before, during and after the conference.

DIGITAL ADVERTISEMENT in online conference program.

ACKNOWLEDGEMENT as sponsor in GrainGrowers Magazine and one banner ad in GrainGrowers eNews.

CONFERENCE LOGO for use on your promotional material.

COMPREHENSIVE POST-EVENT REPORT including event statistics, feedback and media coverage results.



SILVER SPONSOR

Connect with young growers, industry professionals and eminent speakers, grow your brand and positioning awareness through program and exhibition participation.

Investment: \$10,000 + GST

THREE FULL REGISTRATIONS to attend the conference and all associated evening functions. Suitable for delegates aged 18-35, for new graduates, employees or industry contacts. Valued at over \$1,860.

EXHIBITION STAND in the conference break area to showcase your organisation and new products.

DELIVERY OF INTRODUCTION to a mutually agreed conference program session, including a five-minute speaking slot for sharing relevant remarks.

PROMOTIONAL INSERTS comprising up to two printed or merchandise items (supplied by sponsor) to be included in the delegate packs.

MARKETING of company logo in conference material acknowledging your Silver Sponsorship. Includes company bio and link to your website from the Innovation Generation website and exposure on social media channels.

COMPREHENSIVE POST-EVENT REPORT including event statistics feedback and media coverage results.

CONFERENCE LOGO for use on your promotional material.

BRONZE SPONSOR

Connect with young growers, industry professionals and grow awareness of your brand and offerings through exhibition participation.

Investment: \$5,000 + GST

TWO FULL REGISTRATIONS attend the conference and all associated evening functions. Suitable for delegates aged 18-35, for new graduates, employees or industry contacts. Valued at over \$1,240.

EXHIBITION STAND in the conference break area to showcase your organisation and new products.

PROMOTIONAL INSERTS up to two printed or merchandise items (supplied by sponsor) to be included in the delegate packs.

MARKETING of company logo throughout all conference material acknowledging your Bronze Sponsorship. Includes direct link back to your company's website.

MEDIA AND PUBLICITY exposure in social media before the conference.

COMPREHENSIVE POST-EVENT REPORT including event statistics feedback and media coverage results.

CONFERENCE LOGO for use on your promotional material.



SPECIAL ITEMS AND ACTIVATIONS

These special items and activations create a more engaging and memorable delegate experience while giving sponsors prominent branding and valuable lead generation opportunities.

Available as both package add-ons and standalone sponsorship options.

OFFICIAL IG26 JERSEY SPONSOR | EXCLUSIVE

Outfit our key event staff and our IG Working Group in striking Canterbury jerseys prominently featuring your logo.

Investment: \$8,000 + GST

LOGO placement on the IG26 jersey design.

FIVE GIVE-AWAY PRIZE jerseys will be provided for you to award to delegates at the closing session.

MARKETING of company logo throughout all conference material acknowledging your Jersey Sponsorship. Includes direct link back to your company's website.

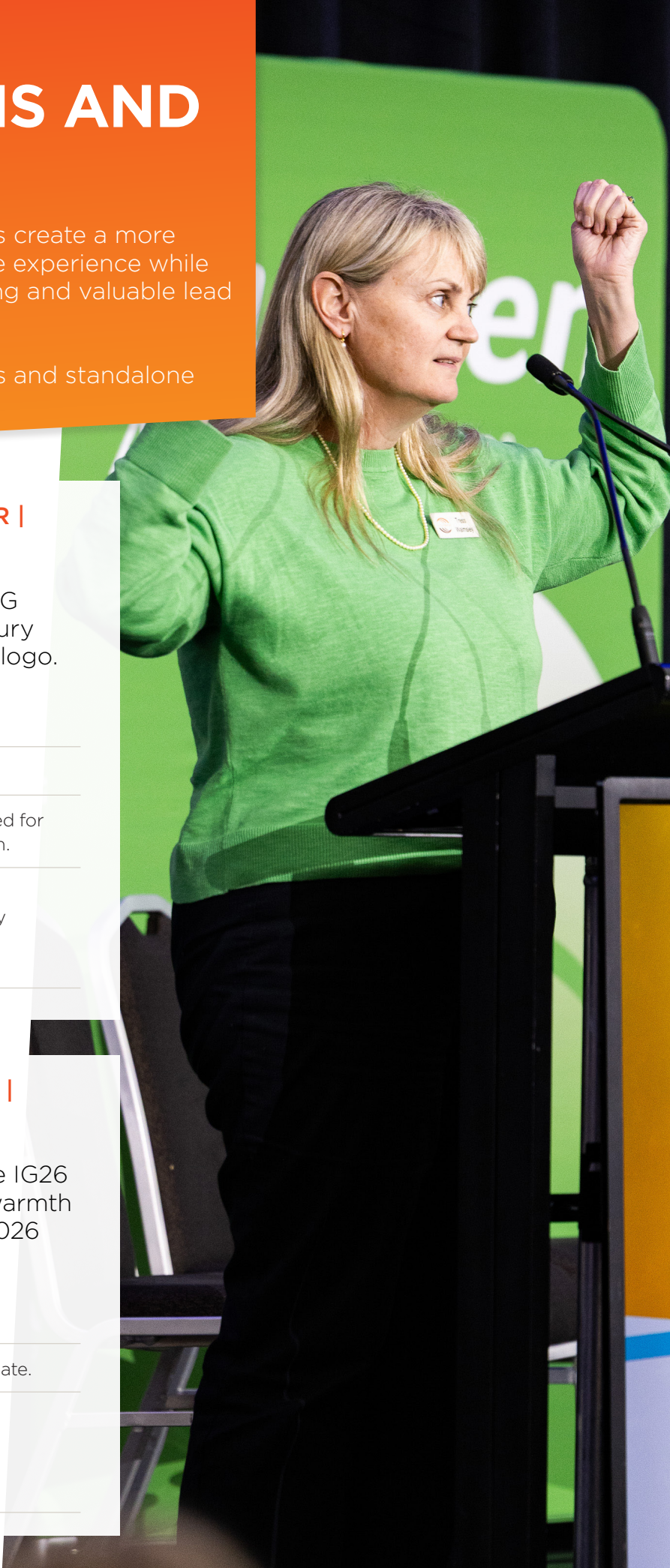
OFFICIAL IG26 SCARF SPONSOR | EXCLUSIVE

Embrace the sporting theme of the IG26 venue and wrap delegates in the warmth of your brand with the official IG 2026 scarf.

Investment: \$8,000 + GST

LOGO placement on scarf issued to each delegate.

MARKETING of company logo throughout all conference material acknowledging your Scarf Sponsorship. Includes direct link back to your company's website.



MOBILE PHONE CHARGING TABLE SPONSOR | EXCLUSIVE

Be the hero! Give delegates the power they need and place your brand right where they plug in.

Investment: \$8,000 + GST

LOGO prominently showcased on three mobile charging stations featuring all round digitally printed fabric wraps custom designed to reflect your brand identity.

MARKETING of company logo throughout all conference material acknowledging your Charging Sponsorship. Includes direct link back to your company's website.

HYDRATION STATION SPONSOR | EXCLUSIVE

Help keep delegates healthy and hydrated with filtered water stations and refillable water bottles.

Investment: \$8,000 + GST

LOGO placement on Water Barrels located in the exhibition and catering area.

OPPORTUNITY to place branded refillable water bottles on conference tables for delegates (supplied by sponsor, or by GrainGrowers for an additional fee).

MARKETING of company logo throughout conference material.

WI-FI SPONSOR | EXCLUSIVE

Ensure seamless connectivity for all delegates and position your brand as a key enabler of networking and engagement throughout IG26.

Investment: \$2,500 + GST

RECOGNITION of Wi-Fi Sponsorship in MC's conference opening.

MARKETING of company logo throughout conference material.

INNER SANCTUM STADIUM TOUR SPONSOR

Treat your top prospects and valued clients to an unforgettable corporate hospitality experience, featuring insider access to the Geelong Football Club's inner sanctum.

Investment: \$5,000 + GST

REGISTRATION for five people to join an exclusive guided tour of the home of the Geelong Cats, discovering the club's history and exploring areas reserved for players and coaches.

MARKETING of company logo throughout all conference material acknowledging your Tour Sponsorship. Includes direct link back to your company's website.

COFFEE CART SPONSOR | EXCLUSIVE

Bring delegates to life with the gift of coffee, supporting on-demand caffeine revival throughout both conference days.

Investment: \$5,500 + GST

LOGO placement on the coffee cart and disposable coffee cups throughout the event. Additional cart branding, such as barista aprons, can be arranged by mutual agreement at sponsors expense.

MARKETING of company logo throughout conference material.

BREAK SPONSORSHIPS

Fuel valuable conversations and connections by providing catered breaks for delegates to refresh and engage.

LUNCH SPONSOR | 2 AVAILABLE

Investment: \$2,500 + GST

LOGO display for delegates at lunch.

OPPORTUNITY to provide a short video (up to two minutes in duration) to be played prior to lunch.

MARKETING of company logo throughout conference material.

MORNING TEA SPONSOR | 2 AVAILABLE

Investment: \$2,000 + GST

LOGO display for delegates at morning tea.

OPPORTUNITY to provide a short video (up to two minutes in duration) to be played prior to a break (e.g. morning tea, afternoon tea, or lunch).

MARKETING of company logo throughout conference material.

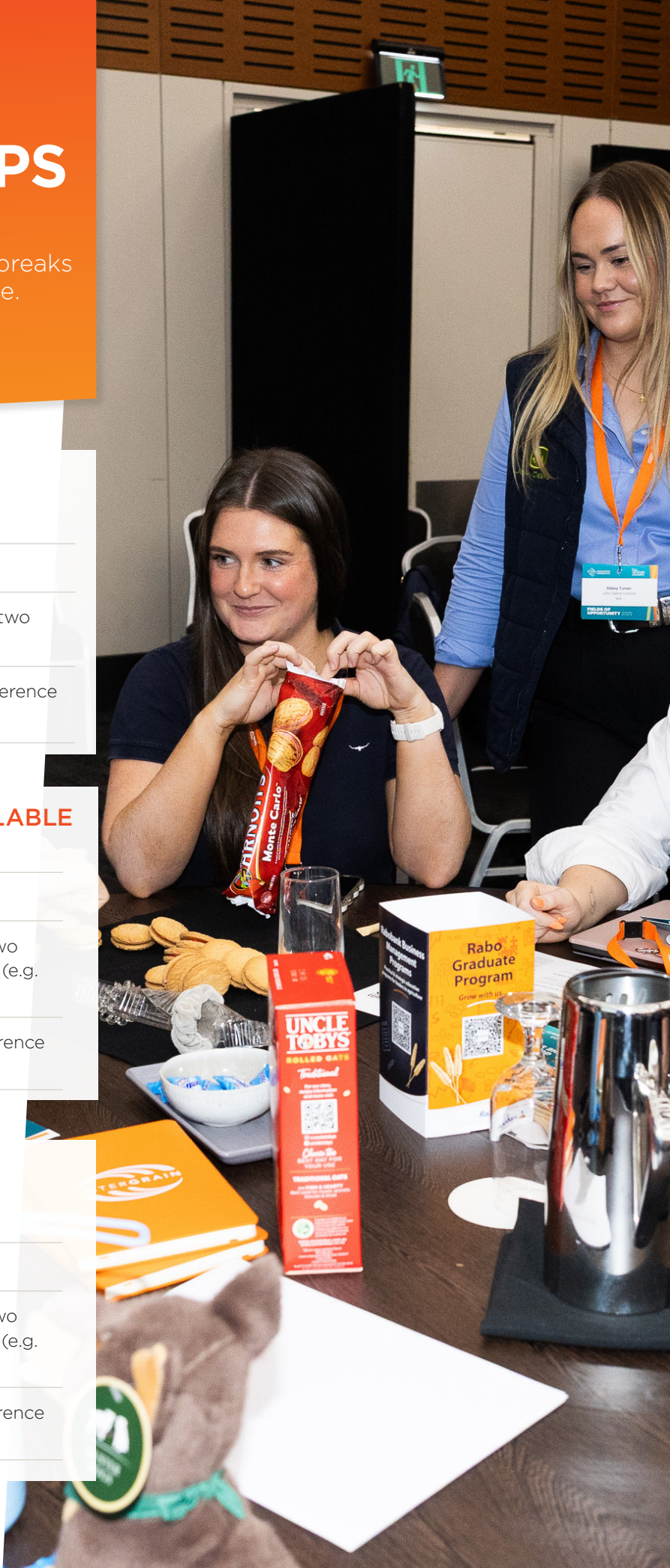
AFTERNOON TEA SPONSOR | 2 AVAILABLE

Investment: \$2,000 + GST

LOGO display for delegates at afternoon tea.

OPPORTUNITY to provide a short video (up to two minutes in duration) to be played prior to a break (e.g. morning tea, afternoon tea, or lunch).

MARKETING of company logo throughout conference material.



COLLATERAL SPONSORSHIPS

SACHEL SPONSOR | EXCLUSIVE

Bag this opportunity for prime brand exposure on the official IG26 goodies bag, packed with conference essentials.

Investment: \$3,500 + GST
Satchel cost included

LOGO printed on the official delegate satchel, co-branded with GrainGrowers

MARKETING of company logo throughout conference material.

Let no important thought nor great idea go un-noted with these pen and notepad sponsorship opportunities.

PEN PROVIDER | EXCLUSIVE

Investment: \$1,500 + GST

PLACEMENT of sponsor-provided pens on conference tables.

MARKETING of company logo throughout conference material.

NOTEPAD PROVIDER | EXCLUSIVE

Investment: \$1,500 + GST

PLACEMENT of sponsor-provided notepads on conference tables.

MARKETING of company logo throughout conference material.

LANYARD SPONSOR | EXCLUSIVE

Put your business front and centre of delegate introductions with lanyard branding.

Investment: \$2,500 + GST
Lanyard cost included

LOGO placement on the delegate lanyard alongside the Innovation Generation logo.

MARKETING of company logo throughout conference material.

SACHEL INSERT

Surprise, delight, inform and excite delegates with 1 printed or merchandise item inclusion in the official delegate pack.

Investment: \$750 + GST

PLACEMENT of your choice of item in the delegate pack

MARKETING of company logo throughout conference material.

STADIUM DISPLAY SPONSORSHIPS

Experience the excitement and high impact of sports stadium branding with various display options, including the large-scale entry screen, stadium scoreboard and whole stadium rolling ribbon.

CONTACT US FOR DISPLAY OPTIONS AND PRICING

SPECIAL SPONSORSHIPS

Got an idea for a brilliant activation to boost your brand and bring value to delegates? We'd love to hear about it! Get in touch to discuss bespoke sponsorship options.

Email us at events@graingrowers.com.au or call **02 9286 2000**.



Further information:

events@graingrowers.com.au
or call 02 9286 2000

GrainGrowers will work closely with all sponsors to ensure your brand message is clearly communicated throughout the event.

Follow Innovation Generation on social media:

-  @InnovGeneration
-  Innovation Generation
-  @innovation.generation
-  innovation.generation

