

Sponsorship Prospectus

Raising the Roof 2026

20-22 May 2026

Riverlinks Eastbank, Shepparton, Victoria



Introduction

Now set to be held for the third time in 2026, Raising the Roof has become a biannual fixture on the Australian dairy calendar. It brings together dairy farmers looking to invest in housed systems who want to learn world's best practice.

A sell-out crowd of 220 dairy farming industry professionals attended the inaugural Raising the Roof event held over two days in Echuca in May 2022. 300 people participated in the second Raising the Roof, held over three days at the Hunter Valley in 2024, where they heard from industry leaders and global experts about industry best-practice in feeding and housing infrastructure.

Following the outstanding success of the first two events, Raising the Roof is returning in 2026 and will be held at Riverlink Eastlinks in Shepparton, Victoria from 20-22 May 2026. The event will remain as a three-day experience in line with attendee feedback and 300 people are expected to attend.

At Raising the Roof, participants will be able to hear from international experts who are at the forefront of cutting-edge dairy farming. They will also learn about global best-practice, and the latest industry breakthroughs that are reshaping the future of the dairy industry.

Australian dairy farmers who have already undertaken the transition to intensive farming systems will be featured on the event program.

Tools and resources you will need to thrive in the ever-evolving dairy industry will be showcased. Attendees will gain invaluable insights that will empower them to make informed decisions about feedpad or contained housing infrastructure.

The line-up of international expert speakers is currently being finalised and tickets will go on sale in early 2026, presenting outstanding opportunities to highlight event sponsors throughout the course of the planned national promotional campaign.

Why sponsor Raising the Roof 2026?

Presented by Dairy Australia, Raising the Roof offers an exceptional opportunity for sponsors to connect deeply with a targeted audience of 300 dairy industry farmers, global and national thought leaders and service providers from across all states of Australia.

Feedback received from our first two events indicated that the networking opportunities offered to our sponsors were highly prized, with sponsors successfully converting customer leads generated at Raising the Roof.

We invite you to take a closer look at our range of sponsorship opportunities and be a part of Raising the Roof in 2026.

Alicia Richters

Development & Regional Adaptation Lead,
Dairy Australia



Program at a glance

Riverlinks Eastbank
70 Welsford Street, Shepparton, Victoria
20-22 May 2026

Tuesday 19 May 2026

From 12:00pm noon
Exhibitor set up, Riverlinks Eastbank

Wednesday 20 May 2026

Event day 1, Riverlinks Eastbank
Welcome Networking Function

Thursday 21 May 2026

Event day 2, Riverlinks Eastbank
Gala Dinner

Friday 22 May 2026

Event day 3, On-farm visit (location TBA)





Sponsorship opportunities

When you sponsor the Raising the Roof event, we will ensure your commitment complements your existing brand values, enhances your image and provides a platform to increase the positive perception, credibility and potential sales of your business.

As an event sponsor you will benefit from:

- First option to re-sponsor for subsequent events.
- The chance to be recognised as an integral part of the dairy industry.
- Exposure to a carefully defined and engaged target audience of dairy industry members including farmers and service providers.
- Enhanced visibility and knowledge of your business products and services.
- A potential increase in sales.
- Valuable networking opportunities in your key market segment.

For further information on sponsorship of Raising the Roof 2026, please contact Deanne Kennedy via email at deanne@jaydee.net.au.

There are multiple sponsorship opportunities available – each carefully considered and designed to offer businesses a valuable return on investment within a range of budgets. These options are a guide to what sponsors can expect from their investment in this event.

Sponsorship level	Amount (\$)	Number
Diamond	35,000	2
Platinum	20,000	5
Gold	10,000	6
Silver	5,000	15
Bronze	2,500	No limit



Sponsorship benefits

Diamond Supporting Partners

(Maximum of two)

Our Diamond Supporting Partners receive ultimate brand positioning and placement in an opportunity to interface at the highest level with Australian dairy farmers with an interest in intensive farm systems.

Diamond Supporting Partner Option 1

Welcome Networking Function

Value \$35,000

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as a Diamond Supporting Partner.
- Place three branded signs/banners within the venue for the event duration.
- Become the exclusive sponsor of the Raising the Roof Welcome Networking Function on Wednesday 20 May (sharing branding space with Dairy Australia).
- Provide a five-minute address at the Raising the Roof Welcome Networking Function.
- Three promotional items placed in the event satchel.
- Two inclusive delegate registrations.
- One 3m x 2m trade display in a prominent location within the event exhibition centre (preferential site selection offered prior to general allocation).
- Company logo on the front of the printed event proceedings.
- Company logo on the front page of the registration brochure.
- Full-page feature advertisement in the printed event proceedings.
- Company name included in social media posts promoting Raising the Roof before, during and after the event.
- Logo on event lanyard credentials.
- Acknowledgement during official program on each day at the event.
- Plus much more.

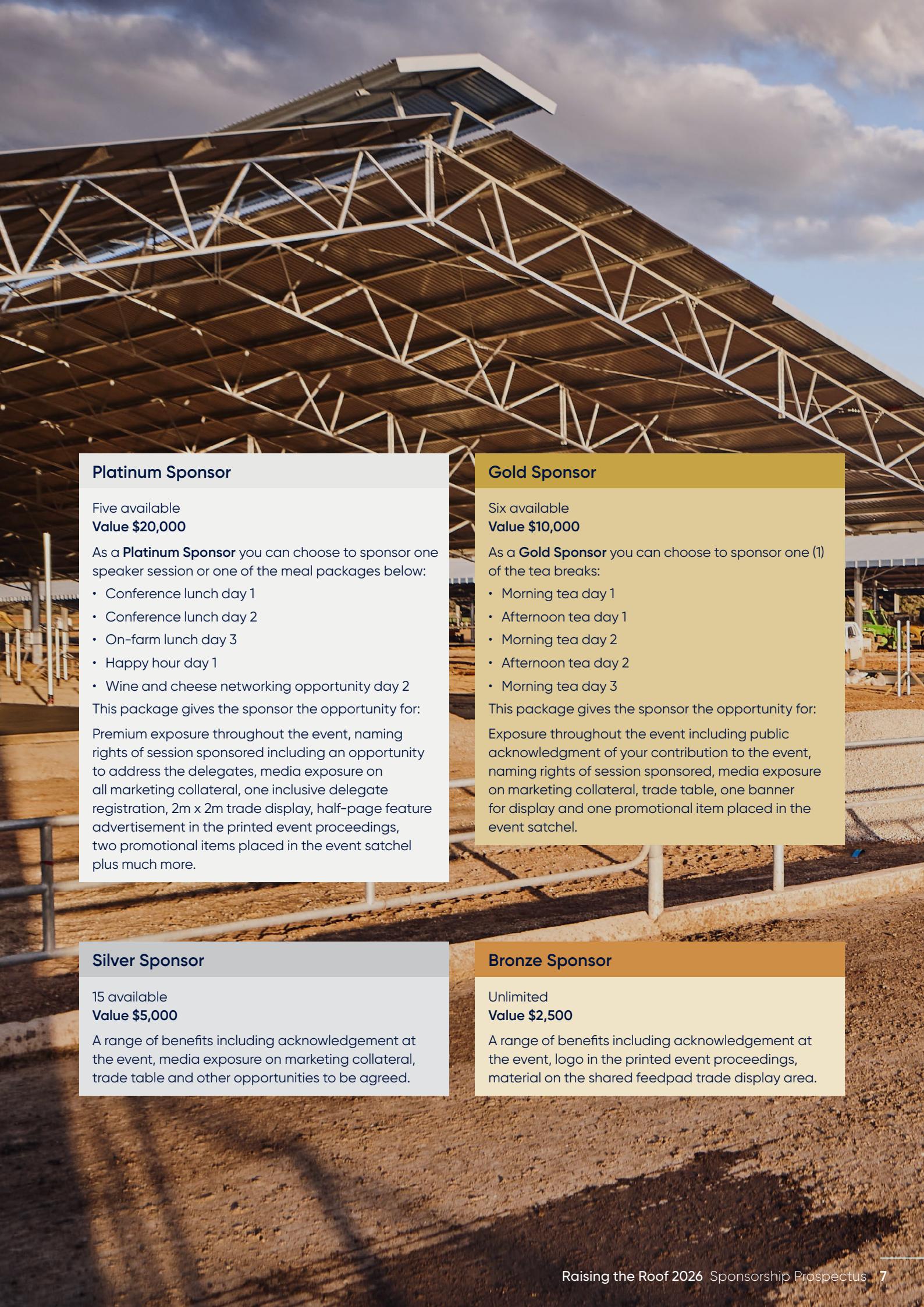
Diamond Supporting Partner Option 2

Gala Dinner Function

Value \$35,000

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as a Diamond Supporting Partner.
- Place three branded signs/banners within the venue for the event duration.
- Become the exclusive sponsor of the Raising the Roof Gala Dinner Function on Thursday 21 May, sharing branding space with Major Partners, Dairy Australia and Agriculture Victoria.
- Provide a five-minute address at the Raising the Roof Gala Dinner Function.
- Three promotional items placed in the event satchel.
- Two inclusive delegate registrations.
- One 3m x 2m trade display in a prominent location within the event exhibition centre (preferential site selection offered prior to general allocation).
- Company logo on the front of the printed event proceedings.
- Company logo on the front page of the registration brochure.
- Full-page feature advertisement in the printed event proceedings.
- Company name included in social media posts promoting Raising the Roof before, during and after the event.
- Logo on event lanyard credentials.
- Acknowledgement during official program on each day at the event.
- Plus much more.



Platinum Sponsor

Five available

Value \$20,000

As a **Platinum Sponsor** you can choose to sponsor one speaker session or one of the meal packages below:

- Conference lunch day 1
- Conference lunch day 2
- On-farm lunch day 3
- Happy hour day 1
- Wine and cheese networking opportunity day 2

This package gives the sponsor the opportunity for:

Premium exposure throughout the event, naming rights of session sponsored including an opportunity to address the delegates, media exposure on all marketing collateral, one inclusive delegate registration, 2m x 2m trade display, half-page feature advertisement in the printed event proceedings, two promotional items placed in the event satchel plus much more.

Gold Sponsor

Six available

Value \$10,000

As a **Gold Sponsor** you can choose to sponsor one (1) of the tea breaks:

- Morning tea day 1
- Afternoon tea day 1
- Morning tea day 2
- Afternoon tea day 2
- Morning tea day 3

This package gives the sponsor the opportunity for:

Exposure throughout the event including public acknowledgment of your contribution to the event, naming rights of session sponsored, media exposure on marketing collateral, trade table, one banner for display and one promotional item placed in the event satchel.

Silver Sponsor

15 available

Value \$5,000

A range of benefits including acknowledgement at the event, media exposure on marketing collateral, trade table and other opportunities to be agreed.

Bronze Sponsor

Unlimited

Value \$2,500

A range of benefits including acknowledgement at the event, logo in the printed event proceedings, material on the shared feedpad trade display area.

Sponsorship benefits

Branding opportunities	Diamond	Platinum	Gold	Silver	Bronze
Acknowledged at event	✓	✓	✓	✓	✓
Trade display	✓ Premium site	✓ Premium site	✓	✓	
Naming rights of dinner	✓				
Naming rights of session		✓			
Naming rights of break			✓		
Dinner address	✓				
Session address		✓			
Video ad break	✓				
Full-page ad in proceedings	✓				
Half-page ad in proceedings		✓			
Banner on display	✓ 3 banners	✓ 2 banners	✓ 1 banner		
Logo in conference proceedings	✓ Front page	✓ Front page	✓	✓	✓
Logo on conference lanyard credentials	✓ Front cover	✓ Front cover	✓	✓	
Collateral in satchel	✓ 3 items	✓ 2 items	✓ 1 item		
Complimentary event tickets	✓ 3 tickets	✓ 2 tickets	✓ 1 ticket		
2026 Sponsorship – guaranteed option as major sponsor at a future event	✓				
Company name included in social media posts promoting the event	✓ 2 posts	✓ 1 post	✓ 1 post	✓ 1 post	✓ 1 post
Media exposure (as relevant and available)	✓	✓			
Material on generic trade table					✓

Sponsorship agreement

Between the Sponsor and Dairy Australia

Sponsor			
Company information	Sponsorship pledge	Cost (\$)*	Pledge (tick)
Company	Diamond	35,000	
Contact person	Platinum	20,000	
Job title	Gold	10,000	
Postal address	Silver	5,000	
Mobile	Bronze	2,500	
Email	Signed on behalf of Sponsor		
Social media handle			
Website	Date		

* Prices listed are GST exclusive.

Dairy Australia

Signed on behalf of Dairy Australia Limited ABN 60 105 227 987

Name

Publishing and payment deadline for logo placement in the registration brochure: 31 January 2026.

Acceptance of terms

- 1 By signing this Sponsorship Agreement, the Sponsor agrees to provide sponsorship as outlined, and Dairy Australia agrees to provide the benefits described.
- 2 Dairy Australia may accept sponsorship with the same category from more than one organisation in an industry sector.
- 3 Dairy Australia reserves the right to individually negotiate sponsorship entitlements with each sponsor. It is acknowledged that sponsorship benefits may vary slightly for different sponsors.
- 4 Due to privacy reasons, contact details will not be provided as part of any sponsorship.
- 5 Sponsor agrees that Dairy Australia can use its logo for purposes related to Raising the Roof event. Logo placement: size and placement of logos included on websites, newsletters and invitations will be at the discretion of Dairy Australia. Signage will be at the discretion of the event organisers and will be designed to suit the requirements of the venue.
- 6 Payment: on receipt of this Agreement, a tax invoice will be generated by Dairy Australia for financial sponsorship and the sponsorship will be considered formalised once payment is received.
- 7 Payment terms are 30 days from invoice unless pre-approved.
- 8 No variation of this agreement will be of any force or effect unless it is in writing and signed by the parties to this agreement.
- 9 This Agreement constitutes the entire understanding between the parties and supersedes all prior communications.
- 10 This Agreement is governed by the laws of Victoria, Australia.

Cancellation policy

- More than 60 days before the event: 100 per cent refund.
- Less than 60 days and more than 30 days before the event: 50 per cent refund.
- Less than 30 days, but more than 14 days before the event: 20 per cent refund.
- Less than 14 days, no refund.
- Cancellation must be in writing. If the event is cancelled or has to be postponed, we will offer you a full refund.

Raising the Roof Event





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