



SUGAR CUBED

2025 PROSPECTUS

GROWTH FOR GENERATIONS

28 & 29 April 2025

ROYAL INTERNATIONAL CONVENTION CENTRE
Queensland, Australia

OVERVIEW:

Sugar Cubed 2025 is the premier gathering of industry professionals, growers, innovators, and policy leaders, coming together to shape the future of Australian sugarcane industry.

Set in Brisbane at the Royal International Convention Centre, this two-day event will explore the opportunities and challenges of ensuring sustainable growth for future generations in the sugarcane industry.

This year's theme, Growth for Generations, emphasises the importance of long-term planning, innovation, and collaboration to secure a prosperous future for sugarcane industry. The event will feature keynote speakers, industry panels, cutting-edge technology showcases, and interactive field trips.

With Queensland being a major hub for the sugarcane industry, this is an essential event for stakeholders looking to network, share knowledge, and drive the future of the industry.



WHY SPONSOR?

Sponsoring Sugar Cubed 2025 offers your organisation a unique opportunity to position itself as a leader in the sugarcane sector. Whether your goal is to increase brand visibility, introduce new innovations, or network with key decision-makers, Sugar Cubed provides a powerful platform for achieving your business objectives.

KEY SPONSORSHIP BENEFITS:



UNMATCHED BRAND EXPOSURE:

Your brand will be prominently displayed across Sugar Cubed materials, event signage, digital platforms, and promotional campaigns, ensuring maximum visibility before, during, and after the event.



TARGETED AUDIENCE:

Engage directly with over 200 industry professionals, including growers, agronomists, researchers, policymakers, and industry suppliers.



THOUGHT LEADERSHIP:

Showcase your expertise by participating in discussions, workshops, or sponsoring a session to align your brand with industry thought leadership.



PRODUCT PROMOTION:

Present your innovative products or services to a focused audience eager to adopt new technologies and solutions to enhance their operations.



MEDIA COVERAGE:

Benefit from local and national media coverage of the event, raising your profile within the agricultural industry and beyond.

WHO WILL ATTEND?

This event will attract a diverse group of stakeholders from the sugarcane industry, including:



SUGARCANE GROWERS:

From small family-owned operations to large-scale producers, meet those who are actively seeking new ways to improve efficiency, yield, and sustainability.



AGRICULTURAL CONSULTANTS AND AGRONOMISTS:

Interact with professionals providing advice on the latest trends and best practices in crop management and sustainable farming techniques.



AGRICULTURAL EQUIPMENT AND TECHNOLOGY PROVIDERS:

Showcase your products, from precision farming tools to environmentally friendly equipment, to decision-makers ready to invest in the future of their farms and businesses.



RESEARCHERS AND ACADEMICS:

Engage with experts leading cutting-edge research into sugarcane productivity, environmental impacts, and technological innovations.



BUSINESS LEADERS AND GOVERNMENT REPRESENTATIVES:

Connect with the people shaping the future businesses, policies, and trade agreements affecting the direction of sugarcane farming

SPONSORSHIP PACKAGES:

Choose from a variety of sponsorship options designed to give your company maximum visibility and engagement. Each package includes opportunities to connect with attendees, promote your brand, and highlight your contributions to the industry.

VENUE AND LOCATION:

The historic Brisbane Showgrounds is a world-class events and lifestyle precinct located just 1.5km from the city's CBD. It's home to the state-of-the-art Royal International Convention Centre (Royal ICC), a four and a half star Rydges Hotel and vibrant King Street dining and retail hub, making it a sought-after and leading events destination.

Brisbane is a gateway to Queensland's vibrant agricultural regions, providing a fitting backdrop for discussions about the future of sugarcane farming. With excellent transport links and a wide range of accommodation options, the city is a convenient and attractive destination for attendees from across Australia and beyond.



GOLD SPONSOR

\$20,000.00 (PLUS GST)

The Gold Sponsorship is the top tier sponsor for the Sugar Cubed 2025 event. Sugar Cubed is your opportunity to meet and network with delegates who have been individually selected and invited to attend. Delegates are CANEGROWERS leaders and sugarcane growers from all Queensland districts.



MARKETING AND PROMOTION

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ One double page spread editorial/advertisement included in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

EVENT WEBSITE

- ▶ Logo and one sentence corporate message with link to your website on the event webpage

SUGAR CUBED BAG

- ▶ One (1) bag insert (branded merchandise to be provided by sponsor and approved by CANEGROWERS)

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One (1) full page editorial/advertisement included in six (6) issues of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)

TRADE DISPLAY*

- ▶ Opportunity to be at the trade display for Sugar Cubed and ASSCT Conference



SPEAKING OPPORTUNITY

- ▶ Speaking opportunity to address delegates (15 minutes) during Sugar Cubed



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Three (3) 60 second pre-recorded video to be played during sessions
- ▶ Clearly identified as a Gold Sponsor on your name badge
- ▶ Two (2) pull up banners located within the function room during sessions (sponsor to provide)
- ▶ Acknowledgement as a Gold Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ Four (4) complimentary registrations (excluding field trips)
- ▶ Four (4) complimentary tickets to the Welcome Drinks
- ▶ Four (4) complimentary tickets to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

* Price on application

SILVER SPONSOR

\$15,000.00 (PLUS GST)

The Silver Sponsorship is the second-tier sponsor for the Sugar Cubed 2025 event. Sugar Cubed is your opportunity to meet and network with delegates who are CANEGROWERS leaders and sugarcane growers from all Queensland districts.



MARKETING AND PROMOTION

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ One full page editorial/advertisement included in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

SUGAR CUBED BAG

- ▶ One (1) bag insert (branded merchandise to be provided by sponsor and approved by CANEGROWERS)

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One (1) full page editorial/advertisement included in three (3) issues of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)

TRADE DISPLAY*

- ▶ Opportunity to be at the trade display for Sugar Cubed and ASSCT Conference



SPEAKING OPPORTUNITY

- ▶ Speaking opportunity to address delegates (5 minutes)



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Two (2) 60 second pre-recorded video to be played during sessions
- ▶ Clearly identified as a Silver Sponsor on your name badge
- ▶ One (1) pull up banner located within the function room during sessions (sponsor to provide)
- ▶ Acknowledgement as a Silver Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ Three (3) complimentary registrations (excluding field trips)
- ▶ Three (3) complimentary tickets to the Welcome Drinks
- ▶ Three (3) complimentary tickets to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

* Price on application

BRONZE SPONSOR

\$10,000.00 (PLUS GST)

The Bronze Sponsorship is the third-tier sponsor for the Sugar Cubed event. Sugar Cubed 2025 is your opportunity to meet and network with delegates who are CANEGROWERS leaders and sugarcane growers from all Queensland districts.



MARKETING AND PROMOTION

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ One half page editorial/advertisement included in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

SUGAR CUBED BAG

- ▶ One (1) bag insert (branded merchandise to be provided by sponsor and approved by CANEGROWERS)

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One (1) full page editorial/advertisement included in two (2) issues of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)



SPEAKING OPPORTUNITY

- ▶ Speaking opportunity to address delegates (5 minutes) before lunch break



ACKNOWLEDGEMENT AT THE EVENT

- ▶ One (1) 60 second pre-recorded video to be played during sessions
- ▶ Clearly identified as a Bronze Sponsor on your name badge
- ▶ One (1) pull up banner located within the function room during sessions (sponsor to provide)
- ▶ Acknowledgement as a Bronze Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ Two (2) complimentary registrations (excluding field trips)
- ▶ Two (2) complimentary tickets to the Welcome Drinks
- ▶ Two (2) complimentary tickets to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

FIELD TRIP SPONSOR

\$5,000.00 (PLUS GST) TWO OPPORTUNITIES

This is your opportunity to sponsor one of two pre-selected field trips for Sugar Cubed 2025. Sugar Cubed is your opportunity to meet and network with delegates who are CANEGROWERS leaders and sugarcane growers from all Queensland districts.



MARKETING AND PROMOTION

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ One quarter page editorial/advertisement included in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

SUGAR CUBED BAG

- ▶ One **(1)** bag insert (branded merchandise to be provided by sponsor and approved by CANEGROWERS)

FIELD TRIP PACK

- ▶ One **(1)** bag insert (branded merchandise to be provided by sponsor and approved by CANEGROWERS)

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One **(1)** full page editorial/advertisement included in one **(1)** issue of Australian Canegrower magazine (subject to approval by CANEGROWERS)



SPEAKING OPPORTUNITY

- ▶ Speaking opportunity to address delegates (5 minutes) at beginning of field trip



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Clearly identified as a Field trip Sponsor on your name badge
- ▶ Acknowledgement as a Field trip Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ One **(1)** complimentary registration
- ▶ Two **(2)** complimentary registrations for field trips
- ▶ One **(1)** complimentary ticket to the Welcome Drinks
- ▶ One **(1)** complimentary ticket to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

LANYARD SPONSOR

\$2,000.00 (PLUS GST)

This is your opportunity to have your logo prominent on the Sugar Cubed 2025 Lanyard beside the CANEGROWERS logo.



MARKETING AND PROMOTION

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ Mention in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One **(1)** half page editorial/advertisement included in one **(1)** issue of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Clearly identified as a Lanyard Sponsor on your name badge
- ▶ Acknowledgement as a Lanyard Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ One **(1)** complimentary registration (excludes field trip)
- ▶ One **(1)** complimentary ticket to the Welcome Drinks
- ▶ One **(1)** complimentary ticket to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

WELCOME DRINKS SPONSOR

\$1,500.00 (PLUS GST)

This is your opportunity to sponsor the Welcome Drinks at the start of Sugar Cubed 2025.



MARKETING AND PROMOTION

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ Mention in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One **(1)** half page editorial/advertisement included in one **(1)** issue of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Clearly identified as the Welcome Drinks Sponsor on your name badge
- ▶ Acknowledgement as the Welcome Drinks Sponsor during the opening session



SPONSORSHIP ENTITLEMENTS

- ▶ Two **(2)** complimentary ticket to the Welcome Drinks
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS
- ▶ Access to visual: two **(2)** screens (no audio)

OFFICIAL DINNER SPONSOR

\$3,000.00 (PLUS GST)

This is your opportunity to sponsor the official Sugar Cubed 2025 dinner.



MARKETING AND PROMOTION

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ Mention in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)

AUSTRALIAN CANEGROWER MAGAZINE

- ▶ One **(1)** half page editorial/advertisement included in one **(1)** issue of *Australian Canegrower* magazine (subject to approval by CANEGROWERS)



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Clearly identified as the Official Dinner Sponsor on your name badge
- ▶ Acknowledgement as a the Official Dinner Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPONSORSHIP ENTITLEMENTS

- ▶ One **(1)** complimentary registration (excludes field trip)
- ▶ One **(1)** complimentary ticket to the Welcome Drinks
- ▶ Two **(2)** complimentary ticket to the Formal Dinner
- ▶ The option to purchase discounted accommodation at select hotels through CANEGROWERS

COFFEE CART SPONSOR

\$1,500.00 (PLUS GST)

This is your opportunity to sponsor the very important Sugar Cubed 2025 coffee cart.



MARKETING AND PROMOTION

EVENT WEBSITE

- ▶ Logo with link to your website on the event webpage

PROMOTIONAL EMAILS

- ▶ Acknowledgement on Sugar Cubed material pre, during and post event newsletters

SUGAR CUBED PROGRAM AND MAGAZINE

- ▶ Mention in the exclusive Sugar Cubed program/magazine (subject to approval by CANEGROWERS)
- ▶ Corporate signage displayed on the cart



ACKNOWLEDGEMENT AT THE EVENT

- ▶ Clearly identified as the Coffee Cart Sponsor on your name badge
- ▶ Acknowledgement as the Coffee Cart Sponsor during the opening session
- ▶ Logo included on a sponsor scroll played during meal breaks



SPEAKING OPPORTUNITY

- ▶ Speaking opportunity to address delegates at the cart during meal breaks

HOW TO GET INVOLVED:

Take advantage of this incredible opportunity to engage with the leaders and innovators shaping the sugarcane industry's future. To reserve your sponsorship package or discuss customized options, please contact:

EVENT COORDINATOR:

NAME: Robyn Devine

PHONE: 07 3864 6431 | 0408 535 413

EMAIL: robyn_devine@canegrowers.com.au

We look forward to partnering with you to make Sugar Cubed 2025 a remarkable success for both the industry and your business!

