

15th June 2011



LAUNCHING THE CCA CORPORATE PARTNERSHIP PACKAGE

Bundling multiple benefits into a twelve-monthly package

The CCA Partnership Package provides an opportunity for your company to collaborate with Australia's leading network of practicing agronomists and consultants spanning Queensland, New South Wales and Victoria.

Crop Consultants Australia Incorporated (CCA) is actively expanding a portfolio of projects and activities to meet the needs of members. The organisation is currently experiencing a period of rapid membership growth with an average of eight new members joining every month. The majority of members work across both cotton and broad acre crops.

CCA is looking to offer new and improved opportunities for our corporate supporters to engage with our members. We believe that our new Corporate Partnership Package will offer you the opportunity to develop your relationship with CCA and its members and give us the opportunity to provide appropriate recognition to our premium partners.


There are many opportunities provided throughout the year for corporations and businesses to sponsor or connect with CCA that provide mutual benefits to both parties. Become a CCA Partner to take advantage of the cost savings that a bundled package offers whilst reducing administration associated with registering for individual activities.

Recognition as a CCA Corporate Partner is the premium level of collaboration offered.

Take advantage of all the advertising, networking and other relationship benefits offered to a CCA Corporate Partner for the period 1 July 2011 to 30 June 2012.

Contact the CCA Office immediately to register as a CCA Partner.

CCA CORPORATE PARTNERSHIP PACKAGE

CCA CORPORATE PARTNERSHIP INCLUSIONS: For the period 1 July 2011 – 30 June 2012	Purchase Price (as standalone product) + GST
<p>1. Two CCA Cropping Solution Seminars</p> <ul style="list-style-type: none"> • 2 & 3 August 2011, Goondiwindi • May 2012, Moree <p>Top level 'Partner' recognition at <u>both</u> events including:</p> <ul style="list-style-type: none"> - Company logo on event documentation - Full page, colour A4 advert in seminar booklet - 2 x two day seminar & evening function registrations. <p>There have been 100 delegates registered for recent events. Event material is distributed in electronic and hardcopy form and also provided on-line.</p>	<p>\$1742 (\$871 per event for this top level sponsorship)</p>
<p>2. Membership Directory publication</p> <ul style="list-style-type: none"> - Full page colour DL size advert - Priority advert positioning* <p>Print run of 200 booklets distributed to members and key industry contacts. *A 'Partner' would receive preference for premium cover advert positioning.</p>	<p>\$600</p>
<p>3. Website & E-Newsletter Marketing</p> <ul style="list-style-type: none"> - Company logo displayed on CCA website with links to company website - Include product marketing material or company information in six CCA member newsletter publications - Company logo placed at footer of each fortnightly edition of Consultants Catchup E-Newsletter. <p>E-newsletter distributed to 156 members. Data on click through rates available.</p>	<p>\$2000 (\$300 per edition)</p>
<p>4. Survey</p> <ul style="list-style-type: none"> - Opportunity to include up to one confidential question in Cotton Consultants Survey (qualitative) for the 2011/12 season. <p>Data from 2011 achieved 71% coverage of Australia's cotton producing area.</p>	<p>\$1500</p>
<p>5. Partner logo recognition</p> <ul style="list-style-type: none"> - Authorised to use CCA Partner logo for company communications and promotional activities during the twelve month period. 	
TOTAL PACKAGE VALUE	\$5842
CCA CORPORATE PARTNERSHIP PRICE	\$4000
Savings	\$1842