

RURAL YOUTH

SPONSORSHIP PROSPECTUS 2026/27

Connect • Develop • Celebrate

Building the Future of Rural Tasmania

Partner with one of Tasmania's most recognised and respected youth organisations and help shape the next generation of agricultural and regional leaders.

Rural Youth Tasmania creates opportunities for young people aged 15–30 to connect, grow, lead and thrive through events, competitions, training, travel and community engagement.

Through iconic programs and events including Agfest, the Tasmanian Young Farmer of the Year Competition and International Study Tours, we provide practical experiences that build confidence, leadership and lifelong connections.

By partnering with Rural Youth Tasmania, your organisation becomes part of a powerful network supporting regional communities, future industry leaders and the sustainability of Tasmania's agricultural sector.

Who We Are

For generations, Rural Youth Tasmania has empowered young Tasmanians to step outside their comfort zones, develop leadership skills and build meaningful connections.

We are a youth-led organisation built on the values of **Mateship, Respect, Opportunity, Leadership** and **Community**.

With more than 10,000 young people impacted through our programs and events, Rural Youth Tasmania continues to play a significant role in developing future leaders across agriculture, business and regional Tasmania.

Our members come from both rural and urban backgrounds, united by a shared passion for community, agriculture and personal growth.



Why Partner with Us?

Align Your Brand With Impact

Partnering with Rural Youth Tasmania provides more than sponsorship visibility – it creates meaningful community impact and authentic engagement opportunities.

COMMUNITY IMPACT

Support programs that directly invest in Tasmania's youth, rural communities and agricultural future.

BRAND EXPOSURE

Showcase your organisation to thousands of event attendees, agricultural professionals, families and regional communities.

INDUSTRY CONNECTIONS

Build relationships with emerging leaders, key stakeholders, government representatives and industry decision-makers.

CORPORATE SOCIAL RESPONSIBILITY

Demonstrate your commitment to youth development, regional Tasmania and sustainable agriculture.

YEAR-ROUND ENGAGEMENT

Access opportunities across multiple events, programs and initiatives throughout the year.



Sponsorship Opportunities

AGFEST FIELD DAYS

6-8 MAY 2027 | QUERCUS PARK, CARRICK

Agfest is Tasmania's premier agricultural field days event and one of the largest in Australia.

Attracting more than 50,000 attendees annually, Agfest showcases innovation, agriculture, technology, lifestyle and regional business while generating significant economic benefit for Tasmania.

Delivered by Rural Youth Tasmania volunteers, Agfest demonstrates the extraordinary capability and commitment of young Tasmanians.

Sponsorship Benefits

- Premium site positioning opportunities
- Brand signage across event precincts
- Digital exposure through Agfest and Rural Youth Tasmania platforms
- Event passes and sponsor invitation opportunities
- Networking opportunities with industry leaders
- Product demonstrations and activation opportunities
- Recognition in promotional and media materials



Tasmanian Young Farmer of the Year

The Tasmanian Young Farmer of the Year Competition showcases the skills, knowledge and leadership of Tasmania's next generation of agricultural professionals.

Competitors participate in practical and theoretical modules designed to test problem-solving, innovation, technical knowledge and communication skills.

The competition culminates in a highly anticipated final and presentation event celebrating excellence within the agricultural sector.

Sponsorship Benefits

- Branding at competition modules and finals
- Media and promotional recognition
- Presentation opportunities at awards events
- Networking with emerging agricultural leaders
- Opportunity to develop or sponsor competition modules
- Direct engagement with competitors and attendees



International & National Study Tours

Rural Youth Tasmania provides members with opportunities to participate in international and national study tours designed to broaden perspectives, encourage innovation and strengthen global agricultural connections.

These exchanges foster leadership, collaboration and personal development while showcasing Tasmania's agricultural excellence.

Sponsorship Benefits

- Branding on tour materials and presentations
- Exposure through media and social channels
- Opportunities to host delegates and site visits
- Association with leadership and innovation initiatives
- Direct engagement with future industry leaders



Quercus Park Partnerships

Quercus Park is one of Tasmania's premier event venues and home to:

- Agfest
- Magic Millions
- Party in the Paddock
- Community and industry events
- Corporate functions and exhibitions

With year-round activity and strong visitor engagement, Quercus Park offers unique branding and partnership opportunities.

Opportunities Include

- Naming rights partnerships
- Permanent signage opportunities
- Infrastructure sponsorship
- Event-specific branding
- Venue activation opportunities
- Collaborative community initiatives



Tailored Partnerships

We understand every organisation has unique objectives.

Rural Youth Tasmania can develop customised partnership packages aligned with your:

- Marketing goals
- Community investment priorities
- Brand positioning
- Industry engagement objectives
- Regional development initiatives

Whether your focus is visibility, engagement, workforce development or community impact, we can create a partnership that delivers meaningful value.



Agfest Sponsorship Packages 2027

TIER	INVESTMENT*	SITE SIZE	EVENT PASSES
Silver	\$5,500	10m x 10m	2 Exhibitor / 2 General Admission
Gold	\$11,000	20m x 20m	6 Exhibitor / 4 General Admission
Platinum	\$16,500	20m x 30m	10 Exhibitor / 6 General Admission
Diamond	\$21,500	20m x 40m	14 Exhibitor / 8 General Admission

*All pricing excludes GST.

All Packages Include

- Guaranteed exhibitor acceptance
- Preferred site allocation
- Brand exposure across digital and event platforms
- Sponsor recognition opportunities
- Invitation to sponsor networking opportunities
- Opportunity to tailor a specific sponsorship agreement to meet mutual needs



Our Partners Make a Difference

Your support helps Rural Youth Tasmania:

- Develop future leaders
- Strengthen rural and regional communities
- Deliver educational opportunities
- Create pathways into agriculture and industry
- Maintain and grow Tasmania's leading field days event

Together, we can continue creating opportunities for young Tasmanians while supporting the future of agriculture and regional Tasmania.

Let's Work Together

We welcome the opportunity to discuss how your organisation can partner with Rural Youth Tasmania.



— GROWING RURAL TASMANIA —

CONTACT US

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Our Partners

We are proud to be in partnership with the following businesses for the 2026/27 year.
Would you like to join them?

DIAMOND



PLATINUM



GOLD



SILVER



SUPPORTER



Where should
we put your
logo