



food
frontier

Sponsorship Opportunities

10 October 2024
Sofitel Melbourne

Showcase your commitment
to innovation, sustainability,
and the future of food.

altproteinsconference.com.au



**Alt
Proteins**
24 CONFERENCE
AUS • NZ

Elevate your brand

Shape the future of alternative proteins in Australia & New Zealand!

Embark on a journey with Food Frontier at AltProteins 24, Australia and New Zealand's premier alternative proteins conference, now in its third year!

As we convene 500+ industry pioneers, agri-food and policy experts, and researchers, AltProteins 24 will delve into the transformative ideas, insights, and developments shaping the trajectory of alternative proteins in the Southern Hemisphere.

Why join us?

Alternative proteins are essential to overcoming some of the greatest ecological, health and humanitarian challenges, here and around the globe. The world's population is tipped to reach 10 billion by 2050—protein production will need to increase by 70%. The evidence tells us that addressing the climate crisis, antibiotic-resistance disease, biodiversity collapse and future food insecurity simply isn't possible without transforming protein supply.

AltProteins 24 provides an exclusive platform to showcase your commitment to innovation, sustainability, and the future of food for generations to come.

AltProteins 24 is not just a conference; it's an opportunity to be a catalyst for positive change in the food industry.

Join us in shaping the future!

Catalyse Australia & New Zealand's alternative proteins sector

Australia and New Zealand strategically positioned as the gateway to Asia, are uniquely poised to lead the charge into the estimated US \$1.7 billion APAC alternative proteins market.

The imperative question is: How can both startups and established players seize these unprecedented growth prospects?



Cultivate success

Engage with the dynamic community and strategic allies of alternative proteins in Australia & New Zealand!

AltProteins 24 will unite a diverse and influential audience across the plant-based meat, cultivated meat and precision fermentation industries.

One-day jam packed program

Meet 500 attendees from the public and private sector from Australia, New Zealand and across the world.



Agri-food and policy experts



Investors



Retailers



Foodservice



Government



Health & nutrition



Researchers & academics



Plant-based manufacturers



Cellular agriculture companies



Start ups



Market research



Manufacturing & equipment



Regulators

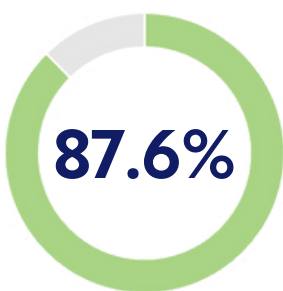
Food Frontier's mission is to advance dialogue and decision-making to accelerate the market development of alternative proteins, unlocking economic, environmental and health benefits.



Ignite innovation in alternative proteins

Programming will once again deliver a diversity of speakers from across the ecosystem, exploring ideas and issues pertinent to the future of alternative proteins, at all levels of the supply chain. We'll bring new insights and identify signals that drive the future direction of the alt-protein industry through curated experts from Australia, New Zealand, and around the world.

See the impactful conversations that unfolded in our **2023 event program.**



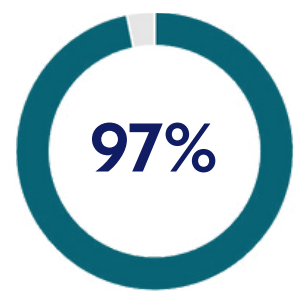
SAID THEY MADE
ONE TO SIX PLUS
NEW USEFUL
CONNECTIONS

100%

SAID THEY **WOULD**
ATTEND ANOTHER
ALTPROTEINS
CONFERENCE

97%

SAID THEY **TRIED**
THE **PLANT-BASED**
DISHES ON OFFER



SAID THE
CONFERENCE **MET OR**
EXCEEDED THEIR
EXPECTATIONS



90.7% RATED THE CONFERENCE
VERY GOOD OR EXCELLENT

"One of the best
conferences to help
industry grow profitably
through actionable
insights."

"AltProteins 23 was huge,
absolutely buzzing, it was just
fabulous. I very much enjoyed
the lunch, everything was
super tasty."

"The networking was extremely valuable, I
got to chat to people who it would have been
extraordinarily difficult to meet through other
channels. I have returned to my day job invigorated
and empowered because of AltProteins 23!"

*Don't miss this
opportunity
to be part of
shaping the
future of
alt-proteins.*

Tier One Sponsorship

\$21,500
+ GST

Elevate your brand as a Tier One sponsor at AltProteins 24 with Food Frontier.

Position your organisation as a dynamic leader in the alternative proteins sector, reaching key players at this exclusive conference in Australia and New Zealand.

Benefit from unparalleled brand exposure, partner with Food Frontier to craft an engaging experience for attendees that showcases your thought leadership in the alternative proteins sector.

Inclusions

- Representative on a panel, or workshop – planned in conjunction with Food Frontier
- Five tickets to AltProteins 24
- Two seats at the intimate invite-only VIP dinner event
- Prominent branding across promotional resources, through entirety of promotional campaign, and onsite during event - including MC acknowledgments
- Company profile feature in one event promotional EDM from Food Frontier
- Social media post promoting sponsor involvement
- Logo and bio on the conference website, with a link to sponsor website
- Inclusion in Food Frontier's event promotion media engagement
- Provision of delegates contact list, post event





\$10,000
+ GST

Tier Two Sponsorship

Unlock unique opportunities as a Tier Two sponsor at AltProteins 24!

Gain access to exclusive VIP engagements, connect with delegates, secure an on-stage presence aligned with shared strategic content objectives, and enjoy prominent visibility in Food Frontier's event marketing.

Elevate your brand, network with industry leaders, and showcase your commitment to shaping the future of alternative proteins.

Inclusions

- Three tickets to AltProteins 24
- One seat at the intimate invite-only VIP dinner event
- Representative on panel – planned in conjunction with Food Frontier
- Branding across promotional resources from event announcement, through entirety of promotional campaign, and onsite during event - including MC acknowledgments
- Social media post promoting sponsor involvement
- Brief profile in one event promotional EDM from Food Frontier
- Provision of delegates contact list, post event

Tier Three Sponsorship

\$7,500
+ GST

Secure a Tier Three sponsorship at AltProteins 24 for prominent inclusion in event programming, aligned with shared content goals.

Amplify your brand through strategic integration into the conference narrative and featured presence in Food Frontier's marketing efforts.

Join us in shaping the industry's future and showcase your commitment to alternative proteins with impactful visibility.

Inclusions

- Two tickets to AltProteins 24
- Representative on panel – planned in conjunction with Food Frontier
- Mention in one event promotional EDM from Food Frontier
- Social media post promoting sponsor involvement
- Branding across promotional resources from event announcement, through entirety of promotional campaign, and onsite during event - including MC acknowledgments



Featured Product Sponsorship

Capture the spotlight and showcase your excellent alternative protein products on the menu at AltProteins 24!

Put your products at the center of the conversation and the plate at AltProteins 24. Collaborate with our team and venue chefs to craft a delectable menu that showcases the versatility of plant based meat. We're seeking sponsors for prime exposure across three catering opportunities: the coffee bar (highlighting plant-based milk), lunch, and cocktail hour (both featuring your innovative plant-based meats). Elevate your brand, tantalise taste buds, and be a standout presence at this premier event in the alternative proteins landscape.

Coffee Bar

\$7,900 + GST

(plus product, in-kind)

One partnership opportunity available



- Coffee cart on-arrival and during morning tea with baristas serving coffees made with your alternative milk product (1-2 milk types), provided by you in-kind
- Two tickets to AltProteins 24
- Branding across promotional resources from event announcement, through entirety of promotional campaign, and onsite (at coffee cart and in MC announcements) during event.

Lunch Sponsor

\$10,000 + GST

(plus product, in-kind)

Three partnership opportunities available



- Two dishes on lunch menu featuring your plant-based meat product, provided by you in-kind
- Five tickets to AltProteins 24
- One seat at the intimate invite-only VIP dinner
- Social media posts promoting your brand and the menu
- Branding across promotional resources from event announcement, through entirety of promotional campaign, and onsite during event - including MC acknowledgments.

Cocktail Hour Sponsor

\$10,000 + GST

(plus product, in-kind)

Two partnership opportunities available



- Two canapés on cocktail hour menu featuring your plant-based meat product, provided by you in-kind
- Five tickets to AltProteins 24
- One seat at the intimate invite-only VIP dinner
- Social media posts promoting your brand and the menu
- Branding across promotional resources from event announcement, through entirety of promotional campaign, and onsite during event - including MC acknowledgments.

Next steps: Get in touch

We welcome your questions and ideas on how we can tailor a sponsorship to your organisation's objectives, and look forward to discussing these opportunities further.

Reach out to our team to start the conversation:

Liz Shaw

Event Manager

altproteinsconference@foodfrontier.org

Susie O'Neill

Head of Industry Engagement

susie@foodfrontier.org

food
frontier



Subscribe for updates

