



MONDAY 26 MAY

TUESDAY 27 MAY

2025

ICC SYDNEY, DARLING HARBOUR

Sponsorship Prospectus

Organised By

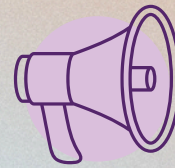
diversified
COMMUNICATIONS ■ AUSTRALIA





Naturally Good can help your brand with

The Natural Place to Grow



Brand Awareness



Thought Leadership

Naturally Good is Australia's leading business event for natural products. In just two days, it connects retailers with the latest conscious products and helps build meaningful business relationships.

Naturally Good connects you with retail buyers and decision-makers. Sponsoring the event will increase your brand visibility and help you stay competitive. Choose from different sponsorship options to improve your profile and get the most value before, during, and after the event!



Our Audience

Naturally Good brings together thousands of retailers—buyers, manufacturers, distributors, and wholesalers.

It's where the retail community connects with new natural product brands and builds genuine, valuable business relationships.

Why retailers visit Naturally Good



To see new products and innovations



To keep up to date with market trends



To network among the industry

Online Audience

37,000+
EMAIL
SUBSCRIBERS

10,000+
SOCIAL MEDIA
AUDIENCE

300,000+
ANNUAL
WEBSITE
VIEWS

Top Job Functions



Owner & Proprietor



Buyer & Procurement



C-level Management



Health Practitioner
(Dietitian, Nutritionist, Naturopath, Homeopath)

Top Industry Sectors

- Retail
- Distribution/Import
- Export/Wholesale
- Foodservice
- Beauty
- Media
- Manufacturer
- Health Care

Top Visiting Companies

- ALDI
- Amazon
- Coles
- Costco
- Ezymart
- Foodworks
- Go Vita
- Harris Farm
- Healthylife
- IGA
- Pharmacy 4 Less
- Terry White Pharmacy
- TJX / TK MAXX
- Woolworths
- Wholefoods
- Wild Things Food
- Flannerys
- WholeLife Pharmacy



Sponsorship Opportunities

There are countless opportunities to increase your brand awareness at Naturally Good.

Whether you're exhibiting or not, a sponsorship will put your company in the spotlight and get you noticed by key retailers across Australia.



OPPORTUNITY	AVAILABILITY	PRICE	
Central Hub Sponsor	Exclusive	\$15,500	
Registration Sponsor	Exclusive	\$15,000	SOLD
Buyers Lounge Sponsor	Exclusive	\$15,000	
Entrance Sponsor	Exclusive	\$11,500	SOLD
Lanyard Sponsor*	Exclusive	\$7,500	
NEW Start Up Sponsor	Exclusive	\$6,500	
Pitch Fest Sponsor	Exclusive	\$6,500	

*Lanyard Sponsor to provide lanyards at cost by the sponsor. Final art work approval to be agreed with organiser.

Sponsorship Opportunities

There are countless opportunities to increase your brand awareness at Naturally Good.

Whether you're exhibiting or not, a sponsorship will put your company in the spotlight and get you noticed by key retailers across Australia.



OPPORTUNITY	AVAILABILITY	PRICE
Hydration Sponsor	Exclusive	\$6,500
Theatre Sponsor	Exclusive	\$4,500
NEW Pillar Wrap	4 Available	\$4,500
Bathroom Sponsor	Exclusive	\$3,500
Be Seen First Package	3 Available	\$2,500
NEW Wash Area Sponsor	Exclusive	\$2,000
NEW Buyer & PR Product Inclusion	5 Available	\$495

Awards Sponsorship Opportunities

The Naturally Good Awards celebrate the community's dedication to natural, conscious products. This event honours the brands and products that are making a real impact.

With 10 categories to choose from, you can take exclusive ownership of a category that aligns with your values.

OPPORTUNITY	AVAILABILITY	PRICE
Awards Gold Sponsor	Exclusive	\$12,500
Awards Category Sponsor	See Below	
Best Food Product	Exclusive	\$5,000
Best Beverage Product	Exclusive	\$5,000
Best Home & Living Product	Exclusive	\$5,000
Best Beauty & Personal Care Product	Exclusive	\$5,000
Best Complementary Medicine Product	Exclusive	\$5,000
Best Certified Organic Product	Exclusive	\$5,000
Best New Brand	Exclusive	\$5,000
Trailblazer	Exclusive	\$5,000
Retailer's Choice	Exclusive	\$5,000
People's Choice	Exclusive	\$5,000



Naturally GOOD

MONDAY 26 MAY

TUESDAY 27 MAY 2025

ICC SYDNEY
DARLING HARBOUR

Contact Us

1300 DIVCOM (1300 348 266)

naturallygood@divcom.net.au

naturallygood.com.au

Organised By

diversified
COMMUNICATIONS ■ AUSTRALIA



TAILOR A PACKAGE

Can't quite find what you are looking for? Or would like to combine activity to give your brand maximum exposure? Our team is available to walk you through the options that best fit your business objectives.