

Naturally
GOOD

MONDAY 3 JUNE

TUESDAY 4 JUNE

2024

ICC SYDNEY, DARLING HARBOUR

Branding Opportunities

Stand out from competitors, increase your brand profile and reach your target market with dedicated sponsorship and branding opportunities.

Organised by

diversified
COMMUNICATIONS AUSTRALIA



Why be a Sponsor?

Whether you exhibit in-person or stay connected from afar, our sponsorship opportunities will ensure your brand is at the forefront of buyer's minds pre, during and post event.



**BE SEEN AS A
MARKET LEADER**
IN THE NATURAL, ORGANIC
AND HEALTHY INDUSTRY



GAIN ACCESS TO THE
CAREFULLY CURATED AUDIENCE
OF RETAIL BUYERS, DISTRIBUTORS,
AND INDUSTRY LEADERS



INCREASE CREDIBILITY BY
ASSOCIATING WITH THE ONLY
DEDICATED RETAIL TRADE EVENT FOR
THE HEALTH AND ORGANIC SECTOR



GENERATE NEW BUSINESS
AND STRENGTHEN EXISTING
RELATIONSHIPS



ACTIVATE IN MARKET
BY SHOWCASING YOUR
NEW OR BEST-SELLING
PRODUCTS



IMPROVE BRAND AWARENESS
BY TAPPING INTO THE
ESTABLISHED NATURALLY
GOOD NETWORK

Sponsorship Opportunities

Beyond the exhibition floor, there are additional branding opportunities available. Exhibitors who have added sponsorship or digital packages gain greater exposure to our entire Naturally Good community.

Contact the team for more information.

	Rate	Brand Awareness	Lead Generation	Thought Leadership	Exclusive
SPONSORSHIP					
Registration Sponsor SOLD	\$15,250 +GST	●	●		●
Entrance Sponsor	\$10,350 +GST	●			●
Central Hub Sponsor	\$15,250 +GST	●			●
Industry Networking Sponsor	\$6,500 +GST	●	●	●	●
Buyers Lounge Sponsor NEW	\$7,500 +GST	●		●	●
Business Pods Sponsor NEW	\$6,500 +GST	●	●	●	●
Lanyard Sponsor SOLD	\$10,500 +GST	●		●	●
Pitch Fest Sponsor	\$6,500 +GST	●	●		●
Event App Sponsor	\$6,500 +GST	●			●
Water Station Sponsor	\$8,560 +GST	●			●
Bathroom Sponsor	\$3,675 +GST	●			
Be Seen First	\$2,250 +GST	●			
Product Launch Pack	\$1,395 +GST	●	●		
Exhibition Speaking Opportunity	\$1,050 +GST	●	●	●	
Product Launch Upgrade Package	\$2,445 +GST	●	●	●	
Charging Station Sponsor	\$2,750 +GST	●			●
Speaking Session	\$1,050 +GST	●	●	●	
Seminar Theatre Sponsor	\$8,500 +GST	●	●	●	●
Digital Signage Advert	\$1,350 +GST	●			
Award Category Sponsor	\$6,000 +GST	●			●
Summit Gold Sponsor	\$10,000 +GST	●	●	●	●

	Rate	Brand Awareness	Lead Generation	Thought Leadership	Exclusive
DIGITAL OPPORTUNITIES					
Exhibition Leaderboard Banner	\$1,650 +GST	●			
News & Directory Leaderboard Banner	\$1,650 +GST	●			
The Harvest eDM Advertising Spot	\$1,100 +GST	●		●	
Event Campaign eDM Advertising Spot	\$2,500 +GST	●		●	
Product Highlight Inclusion	\$550 +GST	●			
Solus eDM	\$3,000 +GST	●		●	●
Sponsored Article Spot	\$2,200 +GST	●		●	
Bespoke Company Spotlight Article	\$3,300 +GST	●			
DIGITAL PACKAGES					
Let's Get Social • 1 x social media post on all channels	\$495 +GST	●			
Digital Shaker • 3-month website leaderboard • Product highlight in newsletter	\$1,950 +GST	●		●	
Content Leader • Brand story or editorial housed on the official news site • Article share on social media	\$4,300 +GST	●		●	

Registration Sponsor

\$15,250 +GST

SOLD

EXCLUSIVE OPPORTUNITY

Your brand will be visible from the moment a visitor registers online, right up to when they collect their badge onsite.

What's included?

- Company logo on the online registration form and confirmation email
- Company logo on registration desk signage
- Co-branded t-shirts with Naturally Good and sponsor logo to be worn by staff
- Co-branded floor tiles at registration
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance
- 1 x social media post promoting sponsorship
- Recognition of sponsorship in post show report
- Company logo and branding on pillar wrap



Entrance Sponsor

\$10,350 +GST

EXCLUSIVE OPPORTUNITY

First impressions count. Make your brand the first attendees see before they even arrive at Naturally Good. With prominent branding visible at the entrance doors to Naturally Good, your branding will be the centre of attention away from the noise of the show floor.

What's included?

- Large signage and artwork placed throughout the venue as visitors approach the Naturally Good entrance
- Option for sponsor to provide an activation at the Naturally Good entrance (to be approved by Naturally Good)
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance
- 1 x social media post promoting sponsorship



Central Hub Sponsor

Positioned in the heart of the show, the Central Hub is a highly trafficked location where attendees gather to connect with colleagues, grab a coffee or a bite to eat. Your prominent branding will be at the forefront of thousands of visitors.

\$15,350 +GST

EXCLUSIVE OPPORTUNITY

What's included?

- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on various signage at the show
- Company logo included on sponsors' board at show entrance
- Opportunity to run an activation in the Central Hub during the Naturally Good exhibition (to be approved by Naturally Good)
- 1 x social media post promoting sponsorship



Industry Networking Sponsor

Designed exclusively for industry professionals to network and forge connections in a relaxed setting, the Industry Networking Sponsor will have exclusive branding coverage for the event as attendees enjoy some light refreshments.

\$6,500 +GST

EXCLUSIVE OPPORTUNITY

What's included?

- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on various signage at the event
- Company logo included on sponsors' board at show entrance
- 20 VIP tickets
- 1 x social media post promoting sponsorship
- Opportunity to provide 2 minute welcome address to attendee's
- Opportunity to run activation or competition during the networking function
- Opportunity for you team to gather attendee's information using your Show lead scanner app



Buyers' Lounge

NEW

\$7,500 +GST

EXCLUSIVE OPPORTUNITY

Exclusive Sponsorship of our Buyers Lounge where you can network and mingle with our key buyers and attendee's.

What's included?

- Company logo included on Naturally Good website and event app on Sponsors page
- Company logo included onsite at Naturally Good event signage
- 1x Promotion on Naturally Good social's during the show days'
- 10 passes for the Buyers Lounge
- Opportunity to include a sample or gift for the VIP Bags (100 samples required)
- Co-Branding of the Lounge space with company logo
- Opportunity to have a staff member run the Concierge desk during the show days



Business Pods

NEW

\$6,500 +GST

EXCLUSIVE OPPORTUNITY

After a very successful launch in 23' our Business Pods are coming back for 2024. With over 100 appointments with attendee's booked this is an amazing opportunity to promote your company as the leader in your space and meet people face to face.

What's included?

- Company logo included on Naturally Good website and event app on Sponsors page
- Company logo included onsite at Naturally Good event signage
- 1x Promotion on Naturally Good social's during the show days'
- Opportunity to provide an Expert for our Business Pods session on both show days- min 12 appointments.
- Opportunity to run waitlist of bookings if sessions book out
- Opportunity to provide a promotional product for the VIP bags (100 sample item's required)
- Exclusivity of your business service in the Business Pods



Lanyard Sponsor

\$10,500 +GST

SOLD

Have your brand worn by all visitors and exhibitors across the two-days as the official lanyard sponsor. With thousands of people attending Naturally Good annually, this opportunity provides strong brand awareness.

What's included?

- Your company logo placed on all lanyards for visitors and exhibitors to wear
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and official event app
- Company logo included on the sponsors' board at show entrance
- 1 x social media post promoting sponsorship



Pitch Fest Sponsor

\$6,500 +GST

Be at the forefront of the industry, supporting new and emerging businesses making their way into the market with exciting and innovative products as the Pitch Fest Sponsor. Have your branding exposed to not only entrants and the judging panel, but also to trade buyers and media that attend the Pitch Fest as part of the Naturally Good Speaker Series.

What's included?

- Exclusive naming rights of the Pitch Fest
- Opportunity to be on the judging panel
- Opportunity for a speaking introduction to Pitch Fest
- Logo displayed on digital screens during the Pitch Fest session
- Promotional material on theatre seating (provided by sponsor – to be approved)
- Company logo included on all Pitch Fest call for application materials
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance
- eDM inclusion of special offer or product (40 words, image & link)
- 1 x social media post promoting sponsorship



Official Event App Sponsor

\$6,500 +GST
EXCLUSIVE OPPORTUNITY

As we embrace a paperless show guide, the official event app is the one-stop-location for all important information. The app will house the exhibitor list, floorplan, seminar agenda, what's on, key features and more! Your brand will be visible the entire time an attendee uses the app.

What's included?

- Exclusive naming rights of the Naturally Good app
- Company logo on the app welcome page
- Company logo displayed in the app footer
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance
- Recognition of sponsorship in Naturally Good campaign emails where applicable
- 1 x social media post promoting sponsorship



Water Station Sponsor

\$8,560 +GST
EXCLUSIVE OPPORTUNITY

Let visitors see you supporting sustainable practices and have your logo on all water stations throughout the show floor.

What's included?

- Your artwork printed on the water stations
- Water station location included on the floor plan with recognition of sponsorship
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance



Bathroom Sponsor

This unique opportunity puts your product directly into the hands of the buyers that attend Naturally Good to source the latest innovations. An opportunity hard to miss!

\$3,675 +GST
TWO AVAILABLE

Be Seen First Package

Stand out from the crowd and direct traffic straight to your stand by highlighting your logo on the official floorplan.

\$2,250 +GST
TEN AVAILABLE

What's included?

- Product placed in the bathrooms at Naturally Good
- Company logo and stand number included in co-branded signage in the bathrooms
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board at show entrance
- 1 x social media post promoting sponsorship
- Opportunity to provide samples for Bathrooms (in 30ml or less)



What's included?

- Stand highlighted on the floor plan on entrance feature
- Stand highlighted on floor plan on the official event app
- Company logo included on sponsors' board at show entrance



Product Launch Pack

NEW IN 2024

Launching a new product in 2024?
We have a tailored package design just for you.

\$1,395 +GST
PRODUCT LAUNCH PACK

What's included?

New Product Launch eDM – The Harvest

Generate a buzz in the lead up to the show around your new product launch. Includes 30-word description and product image.

Floor Sticker

Stand out on the show floor with a branded floor sticker promoting your New Product Launch.

Let's Get Social

1 x social media post on all channels promoting your new product launch to a captive visitor audience.

Opportunity to upgrade and include:

Exhibition Speaking Opportunity

A premium opportunity if you are launching a new product, a range that requires some education or simply want to stand out from your competitors.

\$1,050 + GST

Product Launch Upgrade Package

\$2,445 + GST



Charging Station Sponsor

With hours spent onsite, the Charging Station is a highly visited area on the show floor where visitors can recharge their devices. Your prominent branding will be front and centre while visitors take time out to charge their devices.

\$2,750 +GST

What's included?

- Company logo branded on the charge bar (sponsor to provide artwork)
- Charge bar location included on the floor plan with recognition of sponsorship
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on sponsors' board



Exhibition Speaking Opportunities

Promote your brand and range through a dedicated speaking slot at the Naturally Good seminar theatre. A premium opportunity if you are launching a new product, a range that requires some education or simply want to stand out from your competitors.

\$1,050 +GST

SIX AVAILABLE

What's included?

- 1 x 20 minute speaking session in the Seminar Theatre
- Pre-event promotion on the Speaker Agenda on Naturally Good website
- Pre-event promotion on the Speaker Agenda in the official event app
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- 1 x social media post promoting sponsorship
- Opportunity to scan attendees to your session

** Topics to be selected in consultation with Naturally Good Content Manager*



Digital Signage

Increase your onsite profile by taking advantage of additional digital promotion strategically placed throughout the show floor. Ideal for driving extra traffic to your stand or promoting a new product range, your branding will be on constant repeat to visitors – you won't be missed!

\$1,350 +GST

THREE AVAILABLE

What's included?

- Static image or a 30 second video (sponsor to provide artwork)
- Branding on strategically located BIP's throughout the show floor



Awards Category Sponsor

Naturally Good Awards will be a celebration of all things natural, organic and healthy and will recognise the products and brands that are changing the industry. With 10 award categories up for grabs, choose the category you most align with and have exclusive ownership over that category.

\$6,000 +GST PER CATEGORY

TEN AVAILABLE
(1 SPONSOR PER CATEGORY)



What's included?

- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Company logo included on signage at the event
- Company logo included on the official winners announcement
- Opportunity to present the award to the winner at the official cocktail function
- 4 tickets to attend Naturally Good Awards
- 2 tickets to the official Shortlist Announcement Breakfast



Award Categories

Best Food Product

Best Beverage Product

Best Home + Living Product

Best Beauty & Cosmetic Product

Best 'Free From' Product

Best Complementary Medicine Brand

Best Socially Conscious Brand

Best New Brand **SOLD**

People's Choice

Trailblazer

Naturally Good Summit Sponsor

The Naturally Good Summit is designed to help brands, retailers and distributors transform their business.

The Summit is where delegates can gain insider intel, industry knowledge, strategic thinking and customer insights and so much more to take their business to the next level.



Gold Sponsor

Being a gold sponsor of the Naturally Good Summit not only gives you the opportunity to network with delegates, but also the opportunity to speak directly to the crowd. This is the perfect chance to present as a leader in the industry to engaged professionals from the natural and organic product market.

What's included?

- 1 x Speaking Opportunity as part of the Naturally Good Summit Program *
- Acknowledgement of sponsorship by MC opening & closing remarks as well as prior to session
- Company Name and Logo on holding slides between sessions
- Opportunity to put promotional material on the tables before the sessions start
- 4x Social media posts (pre-show and onsite) promoting you as the Event Gold Sponsor
- eDM inclusion of special offer on product post Summit (40 words & link)
- Company logo included in eDM's promoting the Naturally Good Summit
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Opportunity to display product and/or material during the Summit
- 4 x complimentary passes to the Naturally Good Summit

\$10,000 +GST PER CATEGORY

EXCLUSIVE OPPORTUNITY

Silver Sponsor

Engage and network with summit attendees, provide a speaker for the panel sessions and display product or material in the breakout area of the Naturally Good Summit. This is a limited opportunity so that your brand stands out in the crowd.

What's included?

- Opportunity to provide a speaker for a Panel Speaking Opportunity as part of the Naturally Good Summit Program (for you or a relevant client) *
- 2x Social media posts (pre-show and onsite) promoting you as the Event Silver Sponsor
- Company Name and Logo on holding slides between sessions
- Company logo included in eDM's promoting the Naturally Good Summit
- Company logo featured on the Sponsors & Partners page on the Naturally Good website and app
- Opportunity to display product and/or material during the Summit
- 2 x complimentary passes to the Naturally Good Summit

\$7,000 +GST PER CATEGORY

2 AVAILABLE

**All speaking opportunities must be relevant to industry and approved by the Naturally Good content team*





Digital Opportunities

DIGITAL OPPORTUNITIES

Website Opportunities

Banner Advertising

The Naturally Good website receives over 300,000 website views per year, offering year-round engagement and exposure to brands. Take advantage of this premium exposure to your target market, spark interest and create new conversations.

YEAR-ROUND OPPORTUNITIES!

Leaderboard Banner

For premium exposure, this leaderboard offers branding on the top visited pages of the 'Exhibition' section of the Naturally Good website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages throughout the exhibition section of the Naturally Good website.

\$1,650 + GST PER 3 MONTHS



News Leaderboard Banner

Feature your brand in a leaderboard advertising spot over the home page and several inner pages across the news section of the website.

Maximum 3 advertisers, run of site.

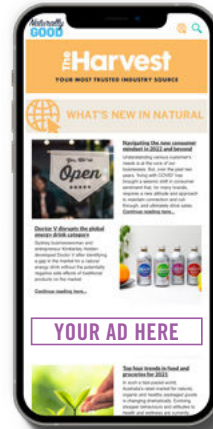
\$1,650 + GST PER 3 MONTHS



eDM Opportunities

With over 39,000 contacts, Naturally Good is a proven quality source of news and updates to food professionals. eDMs are a great option to expand your marketing reach outside your own contact list and connect with our highly qualified and engaged food industry audience.

Maximise your impact with digital advertising through our email campaigns to our targeted and extensive database of buyers that matter.



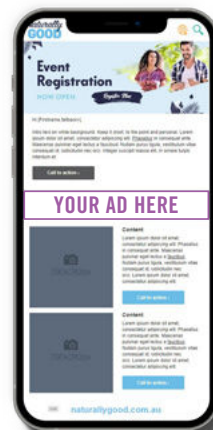
The Harvest eDM Advertising Spot

In addition to our event specific campaign emails, our bi-monthly e-newsletter, The Harvest, features industry news, product highlights, brand profiles and more.

Feature your brand in a banner advertisement, linking back to your website or preferred page in an edition of The Harvest.

Maximum 2 advertisers per issue. 6 issues available per year.

\$1,100 + GST PER ADVERTISEMENT



Event Campaign eDM Advertising Spot

Event Campaign Emails provide visitors and retail buyers with event updates, exhibitor shout outs, top reasons to attend, conference program overviews and so much more. These are key emails in the Naturally Good marketing calendar.

Feature your brand in a banner advertisement, linking back to your website or preferred page in a selected event campaign email.

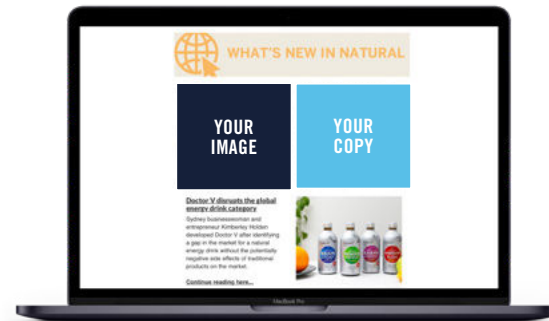
4 opportunities available, contact the team for more information.

\$2,500 +GST PER ADVERTISEMENT

eDM Opportunities

With over 39,000 contacts, Naturally Good is a proven quality source of news and updates to food professionals. eDMs are a great option to expand your marketing reach outside your own contact list and connect with our highly qualified and engaged food industry audience.

Maxmise your impact with digital advertising through our email campaigns to our targeted and extensive database of buyers that matter.



Product Highlight Inclusion

Feature your product in an issue of the Naturally Good e-newsletter, The Harvest, with your chosen imagery accompanied by a 30-word description targeted at retailers and distributors, driving traffic and enquiries.

3 available per edition of *The Harvest*

\$550 +GST PER PRODUCT.

Solus eDM

Send your message without interruption to our Naturally Good database via a dedicated eDM blast.

BESPOKE AUDIENCE: This opportunity includes the option to create a bespoke audience to send the eDM to through segmenting based on your brand's needs.

Maximum of 4 available per year

(not available between March - June 2023).

\$3,000 + GST PER EMAIL.



Editorial Opportunities

Over the years, Naturally Good have been publishing articles whilst growing a loyal and regular readership.

This opportunity will reach our audience through bespoke content opportunities and sponsorship, giving you the chance to shine a spotlight on your brand and products.

YEAR-ROUND OPPORTUNITIES!

Sponsored Article Spot

Supply an editorial article highlighting your business and/or product. Your article will be hosted on various Naturally Good channels including;

- The Naturally Good News Site
- Featured in an edition of The Harvest
- Shared in 1x social media

Article to be supplied by client and subject to Naturally Good's editorial checks.

\$2,200 + GST PER SPOTLIGHT



Bespoke Company Spotlight Article

Sit down with our dedicated journalist who will interview you and curate an article highlighting your brand. The article will be hosted on various Naturally Good channels including;

- The Naturally Good News Site
- Featured in an edition of The Harvest
- Shared in 1x social media

\$3,300 + GST PER SPOTLIGHT

Maximise your investment with this upgrade:

Trending Article Spot

Be the first thing website viewers see when they head to the News section on our website.

Have your article pinned to the top of the News home page for maximum exposure.

Maximum of 4 articles per month.
Limited to those who book Bespoke Company Spotlight or Sponsored Article Spot.

\$500 + GST PER MONTH

All content to be provided by client

Digital Packages

Not sure where to start? We have put together a range of digital packages that will give you the best exposure based on your branding needs, no matter the budget.

Let's Get Social

Promote your brand story or product in a short post across our three social media channels. Engage with our audience of over 10,000 followers.

- 1 x social media post across LinkedIn, Facebook and Instagram (client to provide copy and image, to be approved by Naturally Good)

\$450 + GST PER POST

\$550 + GST PER POST DURING PEAK PERIOD (March – July)

Limit to 1 social media post per month.

Digital Shaker

Increase your digital footprint by displaying your digital leaderboard banner on the Naturally Good website for 3 months, AND have a Product Highlight featured in an edition of our bi-monthly e-newsletter, The Harvest.

- 1 x Website Exhibition Leaderboard Banner
- Displayed for 3 months
- 1 x The Harvest Product Highlight Inclusion
- 3 advertisers per edition, 6 editions available per year

\$1,900 + GST

Subject to availability

Content Leader

Got something to share? We have the platform for you. Share your brand story, product journey or editorial on our official news site and reap the benefits. Our website receives over 300,000 views per year, which includes direct traffic to our dedicated news site. Your article will be housed on the Naturally Good News Site, featured in an edition of our newsletter, The Harvest, shared as a post on social media and supported with a leaderboard banner displayed on the News Site.

- Sponsored Article on Naturally Good News Site
(content written by client, to be approved by Naturally Good)
- Article featured in an edition of The Harvest
- Article shared across Naturally Good social media channels
- Article featured as a Trending Article Spot
- News & Directory Website Leaderboard Banner

\$4,300 + GST

4 packages available per year

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ICC SYDNEY, DARLING HARBOUR

Contact Us

1300 DIVCOM (1300 348 266)

naturallygood@divcom.net.au >

naturallygood.com.au >

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.

Organised by

diversified
COMMUNICATIONS AUSTRALIA



#naturallygood

