



Grains & Legumes Nutrition Council

Cultivating Good Health

LINK YOUR BRAND TO THE POWER OF PULSES

2016 IS THE INTERNATIONAL YEAR OF PULSES

The United Nations has declared 2016 the International Year of Pulses (IYOP) meaning wherever you are in the supply chain, you will be part of a national and global network working together to drive the pulse industry forward. This is like no other food and agribusiness initiative seen in Australia before.

In Australia, a National Committee has been established, comprising of representatives from the whole pulse supply chain from producers, healthcare professionals, trade, academic and food industry.

Star of the ABC's "The Cook and The Chef" Simon Bryant has signed up as the first of our Pulse Advocates, adding some celebrity to an extensive local program of activities and getting behind the promotion of pulses.



We also have on board a professional social media and public relations firm, supporting the objectives of the Australian National Committee and wider program.

The global targets for IYOP are to:

 Increase pulse production by 10% by 2020 (2015 baseline)

 Increase pulse consumption by 10% by 2020 (2015 baseline)

 Improve market access to facilitate local, national and international trade

As one of the world's largest exporters of pulses, Australia will use IYOP as a springboard to increase both consumption and production of pulses in Australia and increase our overall global trade.

BECOME AN IYOP PULSE SUPPORTER*

In Australia, we aim to use 2016 IYOP to drive increases in local consumption, production, export and domestic trade which will carry on through the next decade – and beyond. This is the start of a long term industry investment.

We are inviting you to link your brand to the power of pulses by becoming an IYOP Pulse Supporter or taking up one of our high level IYOP Signature Support Opportunities.

The Australian National Committee is developing a one stop shop IYOP information website, an extensive program of events, and a comprehensive communication campaign to generate publicity which will drive consumer awareness and demand of pulses.

Australia will also influence the global program by participation in events such as the Scientific Symposium on Pulse Health & Nutrition in New York, and

by having members on the various international steering committees.

By becoming an *IYOP Pulse Supporter (bronze partner)*, you will join organisations and individuals across the country who are passionate about pulses, in being acknowledged for their support of efforts to grow the industry.

Activity	Bronze Benefits	Investment	
Supporter email signature	<ul style="list-style-type: none"> Licence to use “supporter of 2016 IYOP” on all company email signatures until 31 December 2016 	Not for Profit	\$1,000
Australian IYOP website	<ul style="list-style-type: none"> Logo on rolling list of partners on homepage Company name on supporter page, with link back to company website 	Companies under 30 employees	\$2,000
Priority access	<ul style="list-style-type: none"> Advance notice about key events Early bird ticket offers 	Companies ASX listed or over 30 employees	\$5,000

*All contributors to *IYOP Signature Support Opportunities* will automatically receive the benefits of being an *IYOP Pulse Supporter*.



IYOP SIGNATURE SUPPORT OPPORTUNITIES*

The IYOP Australian National Committee has initiated a diverse range of exciting events which provide unparalleled opportunities to build and promote your profile, services, products and brand.

By taking up a *Signature Support Opportunity* you will have a platform to actively engage the Australian pulse community and consumers, including growers, the food industry, nutritionists, chefs and media.

There are different levels of partnership opportunities available to suit your desired level of involvement and target audience. Additional opportunities are available by negotiation. Please contact us to discuss.

AUSTRALIAN IYOP LAUNCH

17 September 2015
This high profile dinner and fundraising auction will be the Australian launch, featuring celebrity chefs and politicians. It will generate extensive media coverage, offering prime exposure to your brand. The event will also be filmed for Pulses on TV (our YouTube channel) and shared on social media

Gold partner = \$20,000 (limit one)

Silver partner = \$10,000 each (limit three)

Supporting partner = \$5,000 each

Auction items also welcome

Gold partner

- Opportunity to make short 'welcome' speech
- Banner on stage area
- Logo on table numbers, menu, auction catalogue, media release
- Half-page ad in auction catalogue
- Brochure/product on each chair/table
- Two complimentary tables

Silver partner

- Banner in foyer/hall
- Logo on auction catalogue, name badges/place cards, media release
- Brochure/product on each chair/table
- One complimentary table

Auction donation

- Logo included with contribution listing in catalogue
- Company acknowledged during the auction

Supporting partner

- Banner in hall
- Logo in auction catalogue
- Two complimentary tickets



IYOP SIGNATURE SUPPORT OPPORTUNITIES* CONTINUED

ROLLING GLOBAL LAUNCH

6 January 2016

Australia will kick off a series of global events to mark the official start of 2016 IYOP with a high profile breakfast event featuring celebrity chefs and nutritionists. It will generate extensive media coverage, offering prime exposure to your brand. The event will also be filmed for Pulses on TV (our YouTube channel) and shared on social media

Gold partner = \$5,000 (limit one)

Silver partner = \$3,000 each (limit three)

Supporting partner = \$1,500 each

Gold partner

- Opportunity to make short 'welcome' speech
- Banner on stage area
- Logo on table numbers, menu, media release
- Brochure/ product on each chair/ table
- Five complimentary tickets

Silver partner

- Banner in foyer/hall
- Logo on name badges/place cards
- Brochure/ product on each chair/ table
- Two complimentary tickets

Supporting partner

- Banner in hall
- 20% discount on tickets

TASTING AUSTRALIA

IYOP will have a presence at Tasting Australia, 1-8 May 2016, a premier national biennial event in South Australia which attracts some 50,000 people. Australian Pulse Advocate Simon Bryant will promote the increased use of pulses through cooking demonstrations and participation will provide potential exposure to people interested in exploring new food experiences via IYOP display.

Supporting partner = \$5,000 each (limit five)

- Banner in IYOP display
- Company logo on IYOP promotional material
- Opportunity to supply branded products for display
- Additional inclusions can be negotiated



IYOP SIGNATURE SUPPORT OPPORTUNITIES* CONTINUED

AUSTRALIAN PULSE HEALTH, NUTRITION AND FOOD INNOVATION SYMPOSIUM

Timed to coincide with Tasting Australia, this full day symposium in Adelaide will showcase current Australian health, nutrition and food innovation research on pulses, identify future opportunities and plan for developing Australia as a centre of pulse innovation. There will be a half-day of presentations followed by workshops. This event will feature the who's who of the industry, providing excellent exposure to your company and brand. There will also be consumer media opportunities, with the key message of the benefits of at least two serves of legumes a week, which will extend your exposure.

Gold partner = \$7,000 (limit one) **Silver partner** = \$2,500 each **Meal partner** = \$2,000 each meal

Gold partner	Silver partner	Meal partner (morning tea/ lunch/afternoon tea)	Booklet partner	Lanyard partner
<ul style="list-style-type: none"> • Opportunity to make short 'welcome' speech • Opportunity to provide a session chair • Banner on stage area • Logo on agenda • Company representative quoted in media release • Five complimentary registrations 	<ul style="list-style-type: none"> • Banner in workshop area • One chair drop of company material • Two complimentary registrations 	<ul style="list-style-type: none"> • Banner in break-out area for one break • Logo on menu/food information cards 	<ul style="list-style-type: none"> • Company logo printed in proceedings booklet [Cost of booklet design and printing to be covered by partner] 	<ul style="list-style-type: none"> • Company logo on delegate lanyards [Cost of lanyards and name badges to be covered by sponsor]

AUSTRALIAN PULSE COOKBOOK

An online Australian focused pulse cookbook to capture the history of pulses in Australia and showcase providence, growers and pulse growing communities. As IYOP generates more and more awareness of pulses, consumers will be searching for information and recipes, and this provides a one-stop shop. There will be links to and from this and the IYOP Australia website to drive even more traffic.

Gold partner = \$20,000 (limit one)

Silver partner = \$5,000 each

Gold partner

- Logo on header/banner of website (visible on all pages)
- Opportunity to provide 'welcome' note on website
- Product identified in 20 recipes

Silver partner

- Logo on footer of website (visible on all pages)
- Product identified in five (5) recipes

CONSUMER EDUCATION PROGRAM

A video education program is being developed to inform urban consumers about what pulses are, where they are grown and where they can be bought. The series will highlight one beneficial aspect per YouTube video, and be promoted through social media as well as in conjunction with other activities throughout the IYOP.

Silver Partner = \$1,000 each

Silver partner

- Logo included on endframe of all videos
- Product(s) used and names (where relevant) in recipes/videos
- Logo on launch media release
- Licence to print DVDs for own dissemination



IYOP SIGNATURE SUPPORT OPPORTUNITIES* CONTINUED

STUDENT PULSE PRODUCT DEVELOPMENT COMPETITION

Hosted annually by the Australian Institute of Food Science and Technology, this provides the opportunity for food science and technology students to produce a new product and pitch the concept to industry leaders. Participation will put your brand in front of some of the up-and-coming decision makers in the food industry, and encourage the ongoing use of pulses.

Following the National Competition, the winning team will travel to the USA to compete in the 2016 IYOP Global Product Development Competition. The opportunity exists for your brand to partner in this global event through support for the competing team.

Silver Partner = \$5,000 each

International Competition Official Partner = \$10,000

Silver Partner

- Logo on all promotional materials, including flyers, media releases
- One representative on judging panel
- One complimentary day pass to the AIFST Convention [judging day]

International Partner

- Logo on uniforms of Australian team and representatives at international competition
- Quote in preview media release and outcomes media release
- Social media rights to team experiences while overseas, including vlogs/blogs, pictures for company social media accounts

PULSE AUSTRALIA WORKSHOP

A half-day workshop in September 2016 with all private/public plant breeders to determine current gaps, funding & R&D opportunities existing in the Australian pulse industry. This event will feature the who's who of the industry, providing excellent exposure to your company and brand. The workshop will be held in conjunction with the 2016 Australian Pulse Conference in Tamworth, NSW.

Gold partner = \$7,000
(limit one)

Silver partner = \$2,000 each

Meal partner = \$1,000 each

Gold partner

- Opportunity to make short 'welcome' speech
- Opportunity to provide a session chair
- Banner on stage area
- Logo on agenda, media release
- Five complimentary registrations
- Electronic copy of delegate list

Silver partner

- Banner in workshop area
- One chair drop of company material
- Two complimentary registrations

Meal partner (morning tea/lunch/ afternoon tea)

- Banner in break-out area for one break
- Logo on menu/food information cards

* All contributors to *IYOP Signature Support Opportunities* will automatically receive the benefits of being an *IYOP Pulse Supporter*.

Additional activities will be developed as the IYOP approaches and the promotional campaign gets underway. To be kept informed of these opportunities, please contact the Australian National Committee Secretariat.

Australian National Committee Secretariat: Rebecca Freeman | 0414 844 425 | iyop@glnc.org.au

