

**ANGUS**  
FOR EVERY SYSTEM

# ANGUS FOR EVERY SYSTEM

## FEEDLOT & CARCASE TRIAL

Proudly hosted by Teys Australia | Powered by OPTIWEICH

### SPONSORSHIP PROSPECTUS



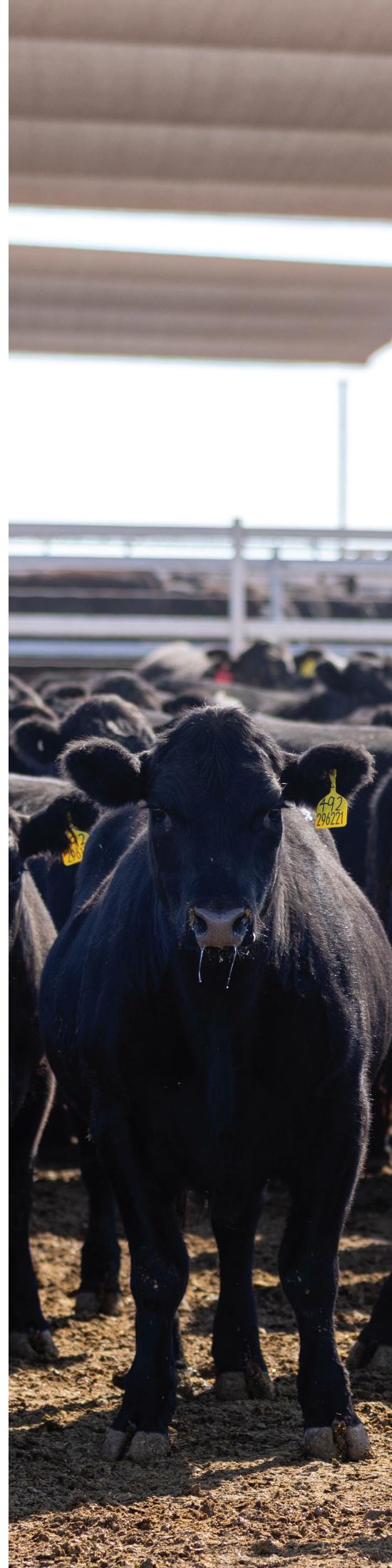
## About the Trial

The Angus for Every System Feedlot & Carcase Trial is a premier Australian beef industry initiative showcasing Angus cattle performance across diverse production systems.

### THE 140-DAY FEEDLOT AND CARCASE TRIAL DELIVERS:

- Real-time feedlot performance data via Optiweigh units
- Detailed carcase and MSA eating quality feedback
- Genomic insights through SteerSELECT
- Independent benchmarking across 50 percent, 75 percent and 100 percent Angus classes

The program culminates in a high-profile Angus for Every System Awards Dinner at BeefEx 2026, celebrating excellence in Angus genetics, feeding systems and carcase outcomes.



## Why Sponsor

Sponsorship of the Angus for Every System Trial provides meaningful alignment with:

- Genetic improvement and data-driven decision making
- Feed efficiency, eating quality and market performance
- Trusted, industry-led research and benchmarking

## Sponsors gain

- Direct exposure to progressive Angus producers and supply chain decision makers
- Strong brand association with performance, innovation and integrity
- High-impact recognition at BeefEx 2026 at future events

## Event Highlights & Reach

### • ANGUS FOR EVERY SYSTEM AWARDS DINNER

Alongside BeefEx 2026, Gold Coast Convention Centre (24 September 2026)

### • FIELD DAY

Teys Condamine Feedlot (date to be confirmed)

### • TRIAL DURATION

140 days on feed

### • KEY COMMUNICATION PHASES

Entries, On-Feed Updates, Field Day, Results & Awards



# Sponsorship Packages

## PREMIER PARTNER | \$20,000 + GST

4 Available

### POSITIONING:

Highest visibility and content ownership (no naming rights)

### BENEFITS:

- Category exclusivity by agreed sector
- First right of renewal for the next trial cycle (2028)

### PREMIUM LOGO PLACEMENT ACROSS:

- Trial website and landing pages
- EDM campaigns
- Social media tiles
- Video slates
- Field Day

### STAGE ROLE AT BEEFEX 2026:

- Two-minute welcome address

### CONTENT PACKAGE:

- Co-branded Results & Insights Mini-Report (PDF)
- Two short-form videos (30–45s)

### SHARE OF VOICE:

- Four sponsored social posts
- Two EDM features
- Homepage or landing page feature

### THOUGHT LEADERSHIP:

- Podcast segment with Angus Australia

### HOSPITALITY:

- Two awards evening tickets

## CLASS PARTNER | \$5,000 + GST per class

Limited availability (can purchase more than 1)

### AWARD & CLASS SPONSORSHIP OPPORTUNITIES

Sponsors may also elect to support individual awards, subject to availability.

- Champion Pen Feedlot Performance
- Champion Pen Carcase
- Eating Quality Pen (MSA Index)

### 75 PERCENT ANGUS – CLASS II

- Champion Pen Feedlot Performance
- Champion Pen Carcase
- Eating Quality Pen (MSA Index)

### 50 PERCENT ANGUS – CLASS III (NON INDICUS)

- Champion Pen Feedlot Performance
- Champion Pen Carcase
- Eating Quality Pen (MSA Index)

### 50 PERCENT ANGUS – CLASS IV (INDICUS)

- Champion Pen Feedlot Performance
- Champion Pen Carcase
- Eating Quality Pen (MSA Index)

## MAJOR AWARDS | \$7,500 + GST EACH

### • OVERALL GRAND CHAMPION PEN

Sponsored by Optiweigh

### • RESERVE CHAMPION PEN

### • BREEDERS CUP

Sponsored by Angus Australia State Committee

### • AGENT OF ORIGIN

### • TEYS PREMIUM BLACK ANGUS CLASSES I & II

Sponsored by Teys

### • TEYS BLACK CLASSES III & IV

Sponsored by Teys

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# Delivery Phases & Exposure

## ENTRIES & ONBOARDING (FEB–MAR 2026)

- Sponsor logos in entries open and close communications
- Inclusion in competitor handbook and specifications

## INDUCTION & ON-FEED PERIOD (APR–AUG 2026)

- Tagged social performance updates
- Field Day signage and activations
- Optional content capture

## PROCESSING, RESULTS & AWARDS (AUG–SEPT 2026)

- Results and Insights outputs
- Winner announcements
- Awards stage recognition at BeefEx 2026

## GOVERNANCE & INTEGRITY

- Angus Australia retains editorial control of all content
- Animal welfare and data integrity standards apply across all activities
- All co-branded assets subject to approval prior to publication
- Category exclusivity honoured per agreement
- Compliance with ACCC advertising and endorsement guidelines

## KEY DATES

- Entries Open: 19 January 2026
- Entries Close: 1 March 2026
- Delivery to Teys Condamine: 14 April 2026
- Induction: 15 April 2026
- Processing: Friday 28 August 2026
- Results Announced: 24 September 2026 at the Angus for Every System Awards Dinner

## Contact

For sponsorship opportunities and discussions, please contact:

### **Mel Strasburg**

#### **Executive Assistant & Event Co-ordinator, Angus Australia**

Mobile: 0459 959 770

Email: mel.strasburg@angusaustralia.com.au

### **Jake Bourne**

#### **Business Development Executive, Angus Australia**

Mobile: 0456 792 504

Email: jake.bourne@angusaustralia.com.au

### **Brett Tindal**

#### **Signature Ag Marketing**

Mobile: 0408 626 955

Email: brett@signatureag.com.au

