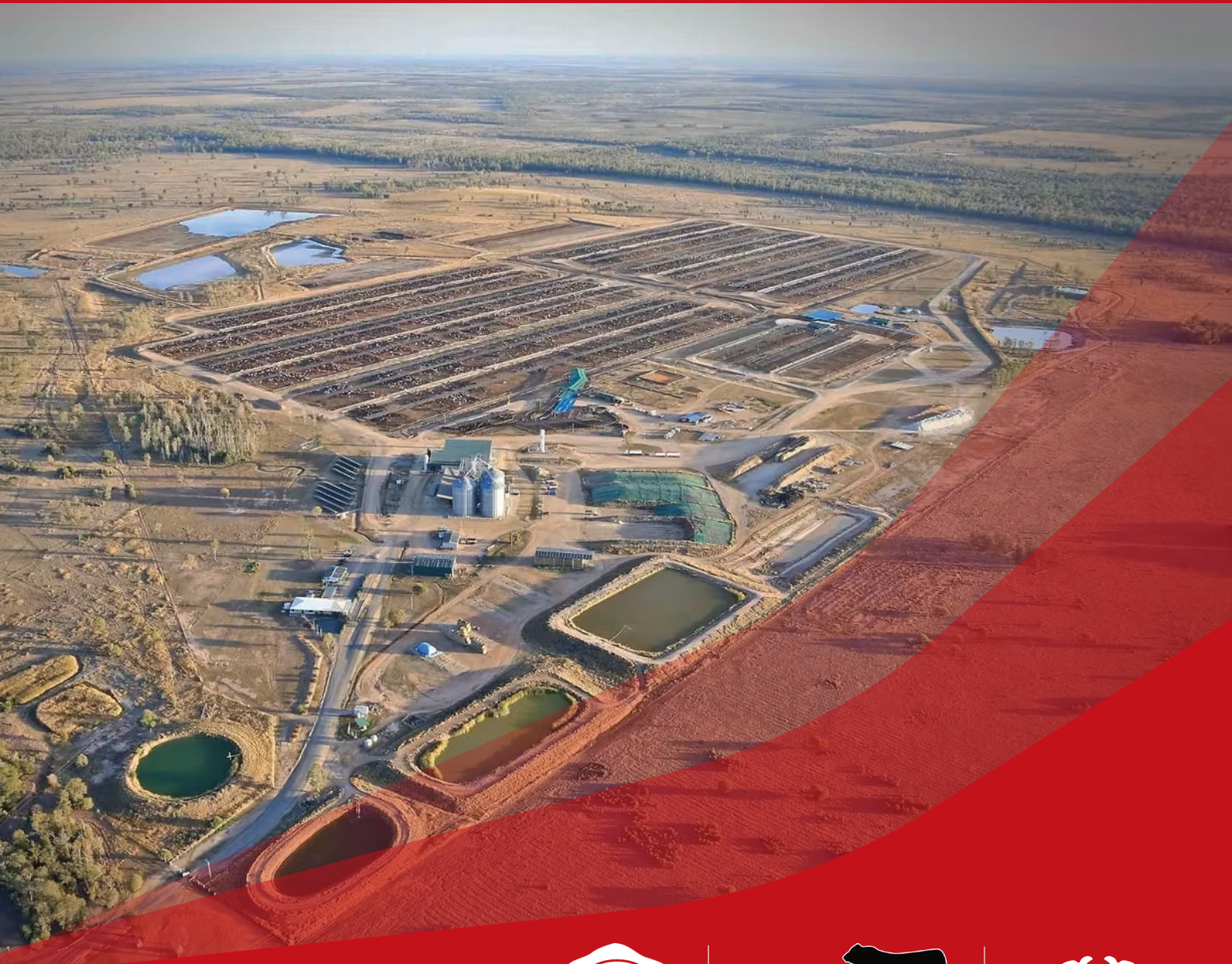


ANGUS FOR EVERY SYSTEM

FEEDLOT & CARCASS TRIAL

Proudly hosted by Teys Australia | Powered by OPTIWEIGH

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 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

120+ 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 Queensland State Committee
- **Agent of Origin**
- **Teys Premium Black Angus Classes I & II**
Sponsored by Teys
- **Teys Black Classes III & IV**
Sponsored by Teys

**ANGUS FOR
EVERY SYSTEM**
FEEDLOT & CARCASE TRIAL

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: 20 April 2026
- Induction: 21 – 22 April 2026
- Processing: End of 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 Coordinator, 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

