

# AGRI**T**OURISM SUMMIT | Where Tourism and Farming Connect

Orange NSW, August 12 – 13, 2025



EMPOWERING AGRITOURISM, ENRICHING COMMUNITIES



# WHY ORANGE, NSW?

## Strategic Location Benefits:

- Renowned agritourism destination, home to premium produce, wineries, and tourism-friendly farms
- Central access for a large regional and metropolitan audience
- A community that supports and celebrates agritourism development







## OUR VENUE



Banksia Orange is the premium destination for crafting unforgettable events tailored to discerning food enthusiasts who demand exceptional service and unwavering quality. Nestled amongst the picturesque landscapes of the region's renowned vineyards, it hosts a wide spectrum of events, including intimate dinners, corporate conferences, breakfast gatherings, cocktail soirées, and wedding banquets.

Banksia Orange is a great example of AgriTourism and a destination venue. Banksia Orange will serve local NSW beverages at the 'Welcome to Orange' networking cocktail reception (outside of existing pourage rights agreements).

**BANKSIA**  
O R A N G E

**AGRI**TOURISM  
SUMMIT | Where Tourism and  
Farming Connect







## EVENT STRUCTURE & ENGAGEMENT OPPORTUNITIES

### Event Format Highlights:

- Day 1: Keynote presentations, breakout sessions, round tables, workshops and exhibitor area.
- Welcome to Orange Networking Cocktail Reception.
- Day 2: Boot camp motivational and inspirational breakfast followed by familiarisation tours to local agritourism operations.







## TARGET AUDIENCE

### Expected Attendees by Segment:

- Farmers and rural business owners in agritourism or wishing to start
- National and regional tourism operators
- Federal, state and local government tourism authorities
- Investors and agritourism innovators
- Agri/tourism media







## EVENT PROMOTION

### Pre-Event Promotions:

- Multi-channel marketing campaign across digital, print, and local media
- Event partners to amplify sponsor exposure

### During the Event:

- High-visibility branding across all event materials, banners, and digital screens

### Post-Event Content:

- Event Recap – Featuring participant testimonials and industry publications

### Examples from previous event

All the best in Agriculture in the Southern Highlands & Tablelands, on display in one place

**AUGUST 30 – 31, 2024**

Moss Vale Showground  
Southern Highlands NSW

Scan the QR code or go to [www.agrishow.com.au](http://www.agrishow.com.au) to get your tickets

**AGRI TOURISM**  
SUMMIT | Where Tourism and Farming Connect

Thursday August 29, 2024 | [agritourismsummit.org](http://agritourismsummit.org)

Agritourism Summit is on August 29, Manor House, Highlands of NSW, and farming connect in practical day-long event. programme will offer a unique inspiring and established agritourism gain valuable knowledge and network.

If farmer himself Gary Fitzroy says "I created the bit to help farmers understand how to connect their ledge with visitors, while also adding a new revenue ming operations. Whether it be a farm stay, farm tour produce experience, agritourism allows visitors to get a re produce and lifestyle of farming."

feature expert speakers who will share their journeys on riding an agritourism business. Attendees will learn from studies, gain practical advice on how to start their own m experience, and discover the latest trends shaping the try. They will leave equipped with actionable ideas to take to the next level.

**AUGUST 29, 2024**

Peppers Manor House, Kater Road, Sutton Forest NSW 2577

The Summit will take place at Peppers Manor House, Bowral which offers an idyllic setting for this event, combining modern amenities with the charm of the Southern Highlands. With strictly limited seats available, early registration is highly recommended to secure a spot and benefit from early bird rates of **\$195 plus gst**.

**Inspiring Topics & Speakers...**

**Agritourism Unlocked**

From Little Things Big Things Grow

**NSW Agritourism Spotlight**

Deep Dive into Agritourism Excellence & Learnings

**Regeneration and why this is important**

**Agritourism in Australia**

**Wellness and Agritourism**

Kate Shilling  
Tourism Australia

Charlie Hutchinson  
Adelaide Hills

Katherine Orpin - MCC

Brian Scatella  
Buena Vista Farm

Susan Woodward  
Wingcarribee Council

Agritourism Summit Strategic Sponsors

AGRI SHOW FARM FIELD DAY

Scan the QR code to book your tickets or go to [www.agritourismsummit.org](http://www.agritourismsummit.org)

Agritourism Summit runs in conjunction with the AgriShow Field Farm Day Conference registrations include FREE access to the AgriShow. Find the full program and tickets at [www.agritourismsummit.org](http://www.agritourismsummit.org)

"I really enjoyed the day and found it **very informative**"

- Attendee, 2024





## PLATINUM SPONSORSHIP

### Platinum Sponsor Inclusions

- \$9,500 + gst, limited to one sponsor
- Prominently identified as Platinum Sponsor and key logo placement on all relevant online and printed materials and website for and at the AgriTourism Summit 2025 including (not limited to on the screen between sessions)
- Welcome delegates to a particular AgriTourism Summit session or wrap up a session
- Your company branding on the event lanyard
- The package includes an exhibition stand
- Four full delegate registrations
- 150-word profile shared on AgriTourism Summit e-news and adapted to social post thanking for sponsorship
- A clickable logo on the public facing AgriTourism Summit website with 150 words of copy
- The opportunity to provide a case study to share on the AgriTourism Summit website
- The opportunity to provide a Trade Offer to the AgriTourism Summit database
- Acknowledged and thanked from stage at the Agritourism Summit





## GOLD SPONSORSHIP

### Gold Sponsor Inclusions

- \$6,000 + gst, two packages available
- Prominently identified as Gold Sponsor with key logo placement on all relevant online and printed materials for the AgriTourism Summit 2025
- Logo placement in relation to other supporters will be  $\frac{3}{4}$  of Platinum Sponsor Logo Size
- The package includes an exhibition stand
- Three delegate packages for the AgriTourism Summit
- 150-word profile shared on AgriTourism Summit e-news and adapted to social post thanking for sponsorship
- A clickable logo on the public facing AgriTourism Summit website with 100 words of copy
- The opportunity to provide a case study to share on the AgriTourism Summit website
- Acknowledged and thanked from the stage at the AgriTourism Summit
- The opportunity to provide a Trade Offer to the AgriTourism Summit database





## SILVER SPONSORSHIP

### Silver Sponsor Inclusions

- \$3,000 + gst, two packages available
- Prominently identified as Silver Sponsor with key logo placement on all relevant online and printed materials for and at the AgriTourism Summit 2025
- Logo placement in relation to other supporters will be ½ of Platinum Sponsor Logo Size
- The package includes an exhibition stand
- Two delegate packages for the AgriTourism Summit
- Acknowledged and thanked from the stage at the AgriTourism Summit
- 150-word profile shared on AgriTourism Summit e-news and adapted to social posts thanking for sponsorship with link of your choice
- A clickable logo on the public facing AgriTourism Summit website with 100 words of copy
- The opportunity to provide a case study to share on the AgriTourism Summit website
- The opportunity to provide a Trade Offer to the AgriTourism Summit database



# EXHIBITION STAND PACKAGES

## Exhibition Stand Inclusions

- \$865+ gst, capacity for 12 exhibitors
- 2 day-delegate tickets for the AgriTourism Summit (does not include Welcome Reception)
- A covered trestle table and 2 chairs to create a display showcasing your business
- The opportunity to provide a Trade Offer to the AgriTourism Summit database valid for one month before and one month after the AgriTourism Summit
- Your offer will feature on a dedicated webpage, showcasing Summit Offers
- An email to the AgriTourism Summit mailing list, showcasing all Summit Offers including business name, logo and a link to each offer
- Include single item in delegate bag







**I SEE** the new opportunities  
**I HEAR** from like-minded people  
**I SMELL** fresh perspectives  
**I TASTE** what can be  
**I FEEL** inspired and connected



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[agritourismsummit.org](https://agritourismsummit.org)

Strategic Sponsors



Destination  
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ORANGE

