

Letter Seeking Sponsorship for AARES Conference

The following example is of the template letter that was used to seek sponsorship for the 2007 Annual Conference.



Dear David

The Australian Agriculture and Resource Economics Society (AARES) 51st annual conference will be held in Queenstown, New Zealand, 14-16 February 2007. AARES has a federal structure with branches in major States, New Zealand and North America. In 2007 it is the turn of the New Zealand Branch to host the Annual Conference. Recent conferences have attracted between 220 and 250 delegates and we are confident that the 2007 conference will attract a similar number of delegates.

The President - Elect of AARES is Professor Allan Rae of Massey University. Allan is leading the programme organisation for the 2007 conference. A Local Organising Committee comprising economists from Lincoln University, Massey University, University of Waikato, NZ Ministry of Agriculture and Forestry, The Agribusiness Group is planning the event.

The conference presents a great opportunity for all those involved in research, extension, teaching, policy making and managing agriculture and natural resources to catch up with and contribute to the latest research into those issues and to hear broader perspectives about where the issues fit in the Australian, New Zealand and world economies from some of the world's leading agriculture and resource economists.

We are seeking sponsorship from your organisation for this event.

The conference theme: **Australasia's Resource-Based Industries in a Future World**

The broad aims of our conference are noted above. The programme for the Queenstown 2007 Conference is not yet finalised, however some of the keynote speakers and sessions have been identified including: Dr Will Martin or Professor Kym Anderson, both at World Bank and leading international trade economists; Rögnvaldur Hannesson, Professor of Fisheries Economics at the Norwegian School of Economics and Business Administration, Bergen, Norway. The Distinguished Fellow address will be given by a leading New Zealand economist.

Possible Sub-themes for Plenary Sessions

Future Australasian Relationships: already is cooperation in a number of resource-based areas, obviously CER and the Food Authority. Also cross-Tasman investment and R&D collaboration. How might things develop? More co-operation or competition?

Trade Policy Reforms: Could include Doha updates, various FTAs completed or under negotiation, and CAP / US reforms. Idea is to focus on possible future impacts on Australasian resource-based sectors.

Fisheries Management in Australia and New Zealand: This will have speakers from Australian and New Zealand agencies, and leading fisheries researchers and is likely to explore ways to improve upon current management of these resources.

Implications of Changes in Land and Water Use: These changes could be past or future: could be driven by resource-based sectors (e.g. farm intensification) or from elsewhere (e.g. urban growth). Implications include those for the resource-based sector, or for the environment, or for other sectors of economy/society, or for policy.

Biosecurity and Food Safety: Strategic Implications of Food Sector Globalisation: must be many issues here for Aussie and Kiwis to address! Other issues such as traceability, health issues, risk assessments.

Tourism, Conservation and Recreation: Implications for Resource-Based Sectors: this suggests several issues affecting interactions and conflicts between such activities and the business of farming, forestry and fishing. Private and public sector responses?

As usual around 150 papers contributed by economists and others from Australia, New Zealand, USA and internationally will be presented. More than half of these papers will be of relevance to natural resource management going by recent conferences. The list of contributed papers at last year's conference is attached.

Conference attendees are drawn from many areas as shown in the box below and include: agriculture, environment and resource management, Government/ Policy makers, research providers, research investors, technical providers, education, media

Government / Policy Makers	Ministers, government and state agencies, regional and local government.
Research Investors	R&D Corporations, ACIAR, private companies.
Researcher Providers	Particular research programmes / projects / researchers in Departments, CRI, CSIRO, Universities, private companies, international agencies
RM Managers	Catchment managers, farmers and pastoralists, industry bodies, community groups.
Technical Advisers	Extension officers, private consultants, cooperatives, farmer-group leaders, non-government organisations, Landcare Groups, etc.
Education	Secondary, tertiary sector, polytechnics, TAFE, teachers
Media	Rural print and electronic, regional media, trade and specialised, metropolitan / political / financial, R&D policy journals, environmental writers.

Pre-conference publicity and dissemination of conference outputs

The conference is promoted on the AARES website, <http://www.aares.info/> the NZARES website

<http://www.nzares.org.nz/> through Blackwell publisher of the *Australian Journal of Agricultural and Resource Economics* and through the activities of the state and overseas branches of AARES. It is a well known event with a large and growing attendance.

The keynote papers presented at the Conference are regularly featured in the press, radio and TV particularly by the Rural Press and the ABC. Some papers are published in the *Australian Journal of Agricultural and Resource Economics*

All papers are available electronically from a website

BUDGET

The budget below is based upon experience from the AARES Conference held at Sydney in February 2006.

Income:	
	\$ 100,550
Registration	
Sponsorship	65,000
Social Functions	22,550
Total Income	189,930
Expenses:	
Conference Management	28,320
Audiovisuals	16,000
Speakers	18,450
Meals	82,660
Promotion and miscellaneous	35,960
Total Expenses	181,300
Surplus	8,630

In most general terms sponsorship from Dairy Manufacturers Ltd would assist conference organisers in meeting the overall expenses of running a conference which focuses heavily on economics issues related to the management of agriculture and natural resources in Australia and New Zealand. Some of the funds may be used to support travel and accommodation for invited speakers.

However sponsorship of \$5,000 would make Dairy Manufacturers Ltd a —Principal Sponsor|| of the Conference with the following privileges:

- Opportunity to Chair and naming rights of a Contributed Paper session. Corporate logo displayed at Contributed Paper Session
- OR: corporate logo displayed at a Plenary Session 1 complimentary ticket to the conference
- 1 complimentary ticket to the conference dinner Acknowledgement in all conference promotional material Inclusion of corporate

advertising material in delegates satchel Hyperlinks and
acknowledgement on AARES Conference website Copies of all
conference material

As Programme Organiser Allan Rae would be anxious to discuss with Dairy Manufacturers Ltd opportunities to organise a Contributed paper session tailored to give the best outcome for Dairy Manufacturers Ltd

An appendix which sets out sponsorship options for the 2007 conference is attached.

We hope that this event will be of value to Dairy Manufacturers Ltd and you are able to provide financial support for the 2007 conference.

Sincerely

Professor Ross Cullen
Chair Local Organising Committee

