

2025 Australian Soil Judging Competition

SPONSORSHIP PROSPECTUS

25 - 28 NOVEMBER 2025
UNIVERSITY OF NEW ENGLAND
ARMIDALE NSW



SOIL SCIENCE
AUSTRALIA





We invite you to support and celebrate soils

INVITATION

Soil Science Australia is pleased to announce the 2025 Australian Soil Judging Competition, taking place from November 25-28, and extends a warm invitation to you and your organisation to join us as a partner.



This competition demonstrates our commitment to fostering the next generation of soil professionals.

The 2025 Soil Judging Competition Organising Committee is now seeking partners from a diverse range of industry sectors to support this competition.

We have developed a comprehensive sponsorship prospectus, outlining a range of tailored opportunities and benefits. We are dedicated to providing our partners with optimal promotional opportunities and maximising brand visibility.

The competition's strong collaborations with government departments, research institutions, professional societies, and industry leaders have enabled the growth of its reputation as a leading soil science event.

We look forward to discussing how your organisation can contribute to and benefit from the 2025 Australian Soil Judging Competition

Kind regards,

Dr Ivanah Oliver
Convenor, 2025 Soil Judging Competition
Federal Vice President, Soil Science Australia

ABOUT THE COMPETITION

Each year the Australian Soil Judging Competition brings aspiring and experienced soil professionals together for this professional development event hosted by Soil Science Australia.

The 2025 Australian Soil Judging competition will see teams of participants from all over Australia, New Zealand and the South Pacific learn the science of describing soil profiles and making management decisions.

Soil judging competitions involve participants competing to correctly identify soil features, classify soil profiles, and interpret soil capability. They are one of the best possible training and networking grounds for aspiring soil professionals.

These participants have an interest in soils. They are the next generation agronomists, environmental consultants, researchers and extension specialists. Investing in their education is an investment in the future of agriculture and the environment.

 **AUSTRALIAN
SOIL JUDGING
COMPETITION**
DEVELOPING THE FUTURE



Competition information

WHY HOLD THE COMPETITION?

Over the practice days and competition day, participants are equipped with the soil description and classification skills that are vital for interpreting the best management and land use for any given soils.

These skills are urgently needed in Australia and the Pacific region to address soil protection, climate, environmental, and land-use challenges. Soil Judging Competitions offer a fun and engaging way to foster those skills.

PROGRAM AT A GLANCE

Tuesday 25 November

Welcome function

Wednesday 26 November

Soil Judging Competition
Practice/training day

Thursday 27 November

Soil Judging Competition
Practice/training day

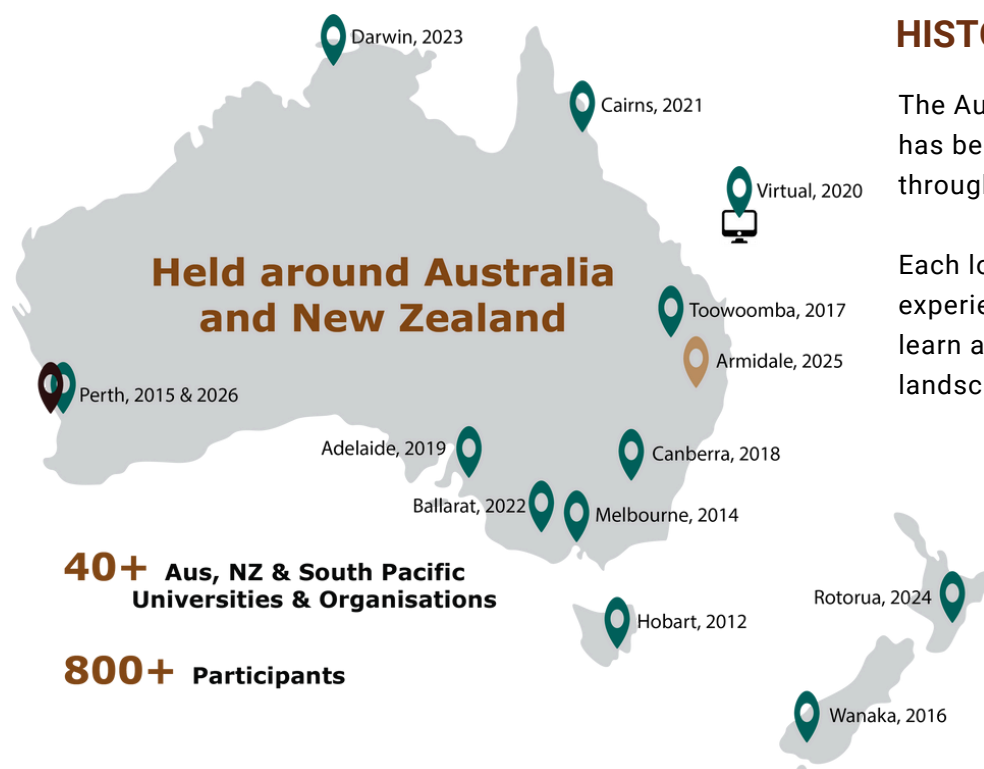
Friday 28 November

Soil Judging Competition
Competition day and Awards dinner

HISTORY AND LOCATIONS

The Australian Soil Judging Competition has been held for more than a decade throughout Australia and New Zealand.

Each location provides a unique experience. This enables participants to learn about a diverse range of soils, landscapes and land uses.





Partnership Opportunities

Package Benefits	Platinum \$10,000	Gold \$5000	Silver \$2000	Bronze \$1000	Community \$500
Logo on competition website home page (including hyperlink)	✓	✓	✓	✓	✓
Logo on the pre-competition communications and advertising	✓	✓	✓	✓	-
Logo on social media and email promotions	✓	-	-	-	-
Logo on the competitors registration form	✓	✓	✓	✓	-
Logo on award certificates	✓	-	-	-	-
Logo on the sponsorship page of the event handbook	✓	✓	✓	✓	✓
Logo on the sponsors slide, displayed during awards presentation	✓	✓	✓	✓	-
Logo on the banners used throughout the event	✓	✓	-	-	-
Acknowledgement at the start of each day and at lunch	✓	✓	-	-	-
The competitors name tags	✓	-	-	-	-
Main logo on the front competition shirt	✓	-	-	-	-
Day and Lunch sponsor	✓	-	-	-	-
Tea break sponsor	-	✓	-	-	-
Short speech at opening welcome function	✓	✓	-	-	-
Short speech at lunch	✓	✓	-	-	-
Short speech at award presentation / dinner	✓	-	-	-	-
Opportunity to offer promotional item at event (at own expense)	✓	✓	✓	✓	-
Opportunity to offer promotional item in SJC entry pack (at own expense)	✓	✓	✓	✓	-



Partners are invited to contribute both financially and through in-kind support.



Platinum Partner
\$10,000 +GST

As a Platinum partner your organisation will benefit from excellent exposure in both the lead up to and during the competition. Your organisation will be aligned with the Soil Judging Competition and Soil Science Australia throughout the marketing and promotion of the event. There will also be key opportunities extended during the event, available only to the Platinum partner.

Benefits of being a Platinum sponsor

- Status associated with being a Platinum partner of the Soil Judging Competition.
- Opportunity for an organisation representative to make a short speech (or one-minute pre-recorded video).
- Opportunity to give a short speech at a lunch talk.
- Attendance for up to 4 representatives at the welcome function, soil pits, lunch talks and Awards dinner to interact with participants and experts.
- Signage (pull up banner or similar) displayed at awards dinner (supplied by partner).
- Your logo on the front cover of the Soil Judging Competition handbook.
- Acknowledgement by the organiser at the start of each day.
- Sponsor signage (pull up banner or similar) displayed at pit sites (supplied by partner).
- Opportunity to offer promotional item in SJC Participants pack (at own expense).

Additional exposure

- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Your logo on the Soil Science Australia website.
- Your logo on the competition e-newsletter.
- Your logo on the inside cover of the soil judging handbook.
- Social media and email marketing promotion across our channels.
- Dedicated article in 'Soil Crumbs', and mention in media releases.
- Your logo on signage at the event.





Gold Partner
\$5,000 +GST

As a Gold partner your organisation will benefit from excellent exposure in both the lead up to and during the competition. Your organisation will be aligned with the Soil Judging Competition and Soil Science Australia throughout the marketing and promotion of the event. There will also be key opportunities extended during the event.

Benefits of being a Gold sponsor

- Status associated with being a Gold partner of the Soil Judging Competition.
- Opportunity for an organisation representative to make a short speech (or one-minute pre-recorded video).
- Opportunity to give a short speech at a lunch talk.
- Attendance for up to 2 representatives at the welcome function, soil pits, lunch talks and Awards dinner to interact with students and experts.
- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Signage (pull up banner or similar) displayed at pit sites (supplied by partner).
- Opportunity to offer promotional item in SJC Participants pack (at own expense).

Additional exposure

- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Your logo on the Soil Science Australia website.
- Your logo on the competition e-newsletter.
- Your logo on the inside cover of the soil judging handbook.
- Social media and email marketing promotion across our channels.
- Opportunity to supply event attendees with branded merchandise.
- Your logo on partner signage at the event.





As a Silver partner your organisation will benefit from excellent exposure in both the lead up to and during the competition. Your organisation will be aligned with the Soil Judging Competition and Soil Science Australia throughout the marketing and promotion of the event. There will also be key opportunities extended during the event.

Benefits of being a Silver sponsor

- Status associated with being a Silver partner of the Soil Judging Competition.
- Opportunity for an organisation representative to make a short speech at the welcome function.
- Attendance for a representative at the welcome function, soil pits, lunch talks and awards dinner to interact with participants and experts.
- Opportunity to offer promotional item in SJC Participants pack (at own expense).

Additional exposure

- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Your logo on the Soil Science Australia website.
- Your logo on the competition e-newsletter.
- Your logo on the inside cover of the soil judging handbook.
- Social media and email marketing promotion across our channels.
- Opportunity to supply event attendees with branded merchandise.





Bronze Partner
\$1,000 +GST

As a Bronze partner your organisation will benefit from excellent exposure in both the lead up to and during the competition. Your organisation will be aligned with the Soil Judging Competition and Soil Science Australia throughout the marketing and promotion of the event. There will also be key opportunities extended during the event.

Benefits of being a Bronze sponsor

- Status associated with being a Bronze partner of the Soil Judging Competition.
- Attendance for a representative at the welcome function, soil pits, lunch talks and awards dinner to interact with participants and experts.
- Opportunity to offer promotional item in SJC Participants pack (at own expense).

Additional exposure

- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Your logo on the Soil Science Australia website.
- Your logo on the competition e-newsletter.
- Your logo on the inside cover of the soil judging handbook.
- Social media and email marketing promotion across our channels.
- Opportunity to supply event attendees with branded merchandise.





Community Partner
\$500 +GST

As a community partner, your organisation will have the opportunity to be seen as a supporter of the Soil Judging Competition through marketing and promotion of the event, and during the event itself.

Core exposure

- Logo placed on the PowerPoint slides during the Soil Judging Competition awards.
- Your logo on the Soil Science Australia, Soil Judging page of the website.
- Your logo on the competition e-newsletter.
- Your logo included in the soil judging handbook.
- Social media promotion as part of the Soil Judging Competition.
- Opportunity to supply event attendees with branded merchandise.

IN KIND SUPPORT

There are several ways organisations can provide in-kind support.

Examples of in-kind opportunities include:

- People to assist with logistical support throughout the event.
- Vehicles for transport of equipment
- Field equipment, at soil pits incl. gazebos, tables, chairs, first-aid kits, portable toilets, eskies, drink stations, etc
- Heavy machinery and digging of soil pits
- Prizes for award winners
- Catering
- Suitable locations for soil pits
- Giveaways for prizes throughout the event



About Soil Science Australia

Soil Science Australia is a not-for-profit, professional association for soil scientists and people interested in the responsible management of Australia's soil resources.

Soil Science Australia supports soil scientists and promotes the importance of soil as a finite resource.

Some members are students, some are at the start of their careers while others are highly regarded experts in Australia and internationally.

We have seven branches and are governed by an elected Federal Council. Each branch has its own committee responsible for organising local educational, professional development and networking events. Branches also provide support for students and early career professionals to attend soil judging competitions.

Soil Science Australia is a member of the International Union of Soil Sciences (IUSS) and contributes to the National Committee on Soil and Terrain (NCST).

Our branches:

- New South Wales
- Riverina
- South Australia
- Tasmania
- Victoria
- Western Australia
- Queensland





7 Branches


800+ Members




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