



Santa Gertrudis

WORLD CONGRESS

20
27 BRISBANE
Australia

Honouring our History, Advancing our Future



**PARTNERSHIP
PROSPECTUS**

Welcome to Santa Gertrudis World Congress

2027, BRISBANE, AUSTRALIA

In August 2027, Queensland will host the **Santa Gertrudis World Congress**, coinciding with **75 years of Santa Gertrudis cattle in Australia**.

This milestone event in our 75th Diamond Jubilee, will celebrate one of Australia's most successful and influential beef breeds while showcasing its contribution to global leadership in **beef genetics, production systems, research, and regional economic development**.

Expected to attract **international and domestic delegates**, the Congress will bring together producers, investors, researchers and agribusiness leaders from **Australia and New Zealand, the United States, South American and African nations**.

The Congress aligns strongly with the beef industry's strategic priorities to:

- Position Australian beef as a **global production powerhouse**
- Expand **premium livestock and protein export opportunities**
- Strengthen **commercial, investment and innovation partnerships**

At its centre, the Congress tells a compelling story of history, partnership and future-focused production — one that offers outstanding value for sponsors and stakeholders seeking meaningful engagement with a significant breed of the Australian beef supply chain.



▲ Brisbane the river city, and capital of Queensland, Australia's beef state.



▲ The first Santa Gertrudis bull sale in Australia: 14 November 1952 at Risdon, Warwick, Qld.

THE SANTA GERTRUDIS *Story*



The story of Santa Gertrudis cattle is deeply interwoven with the evolution of Australia's beef industry.

Since the arrival of the first Santa Gertrudis bulls from **King Ranch, Texas USA in 1952**, the breed has become a foundation of Australian beef production. Its adaptability, efficiency and performance across diverse environments have underpinned productivity and profitability for generations of Australian producers.

Celebrating **75 years in Australia in 2027**, the World Congress provides a powerful platform to reflect on this history while highlighting how innovation, genetics, sustainability and data-driven production are shaping the future of the beef industry.

A Global Event, Delivered in Queensland

The Santa Gertrudis World Congress 2027 from 3-12 August, will be a multi-site, multi-day program designed to maximise industry engagement and regional impact.

Key Program Elements

- Feature Breed at the Royal Queensland Show (Ekka), placing Santa Gertrudis in the centre of Australia's most iconic agricultural showcase
- On-property presentations, featuring local producers and renowned experts discussing:
 - Global genetics and production insights
 - Research and innovation showcases
 - Trade, investment and market access opportunities and challenges
- Industry networking events and official functions, including a gala dinner in the heart of the Ekka precinct
- Property tours in northern NSW, through the Darling Downs and Maranoa, showcasing leading Santa Gertrudis enterprises
- A massive Santa Gertrudis store sale at the southern hemisphere's largest livestock selling complex



Program Planning Status

Planning for the 2027 World Congress is well advanced.

The Organising Committee is now focused on securing strategic partners to elevate the program and maximise its industry, economic and promotional impact.

Why partner with the World Congress?

Sponsorship Opportunities

A range of high-value sponsorship opportunities are available, offering strong brand exposure, direct industry engagement and legacy value.

Major Opportunities

- Presenting Partner – Santa Gertrudis World Congress 2027
- Santa Origins Tour – Naming Rights Sponsor
- Santa Horizons Tour – Naming Rights Sponsor
- Gala Dinner Presenting Partner
- Welcome Reception Presenting Partner

Event and Program Sponsorship

- 5x Property Tour Sponsor - align your brand with an iconic Santa Gertrudis operation
- Elite Santa Gertrudis bull and female sale Presenting Partner
- Roma Feature Store Sale Presenting Partner
- Champion and class sponsors for cattle events at Royal Queensland Show and Roma store sale

Supporting Partnership Opportunities

- Delegates Lounge Naming Rights
- Santa Young Bloods - support our programs for young people
- Brisbane River Cruise Naming Rights
- Brisbane Sundowner Cocktails Naming Rights
- Satchel Sponsors



Custom partnership packages can be developed to align sponsor objectives with specific audiences, regions or outcomes.

Sponsors and stakeholders will benefit from:

- Direct access to leading beef producers, investors and decision-makers
- Association with a globally recognised beef brand
- Alignment with industry priorities around growth, innovation and export development
- Strong regional and metropolitan activation opportunities
- Lasting brand association with a landmark international event

Next Steps

We welcome discussions with industry partners, government agencies and sponsors interested in being part of this landmark event.

Together, we can deliver a World Congress that celebrates our past, showcases our present, and confidently positions our breed for the future.

Contact

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This document is an initial draft prospectus prepared to support early engagement and sponsorship conversations. A full commercial prospectus with detailed packages, pricing and deliverables will be released as planning and conversations progress.