



## Sponsorship Package

It is now widely accepted that the global food demand is expected to increase by 50% to feed an estimated 9 billion people by 2050, with an increase in energy demand of about 50% also being expected. As a result there is increasing concern about food security, i.e. the ability of the world to provide healthy and environmentally sustainable food for all people. In January of this year the UK government published its "Food 2030" Strategy, in which it highlighted 6 key themes of concern:

- Having a resilient and economically sustainable food system
- Increasing food production sustainably
- Reducing the food system's greenhouse gas emissions
- Reducing, reusing and reprocessing waste
- Having the appropriate research, skills, knowledge and technology
- Encouraging and enabling people to eat a healthy, sustainable diet

It was recognised that engineering must play a fundamental role in the development and application of technologies required in these areas, and is highlighted in **Food 2030** as being an "underpinning skill" which must be used to deal with energy and GHG emissions issues. However, in a sister document "**UK Cross-Government Strategy for Food Research and Innovation**" it was recognised that the UK skill-base in agricultural/food engineering, along with mathematics and computer sciences, is shrinking and as a consequence it was suggested that mechanical innovations in agriculture currently have a lag of about 15 to 25 years. In the same document it was accepted that the UK has great strengths in the science base and industry, but innovation in a commercial sense takes place predominantly in industry, with translation of research into use often being cited as a systematic weakness. Consequently, the document calls for an up-skilling in the UK agricultural engineering force in research and industry, and recommends combining the strengths of the research base to industry in order to foster effective translation of research outputs to application.

The National Centre for Precision Farming (NCPF) has identified a role in which it bridges the gap between the political ideal for the relation to future food security, as articulated in the Foresight report ("Future of Food and Farming") and associated reports, and the natural and important profit motive of everyday farming activities. It points to a rationale for the NCPF that aligns to the global challenge, with its attendant demands on energy, land, soil, water, other resources, the environment and climate change, and presents a strategy for incremental, profit focused developments that can achieve resonance with farmers and the supporting industry in tackling the innovation and developments necessary to achieve the global goal. It is a role that complements other initiatives, such as the Global Food Security Programme, which have less focus upon the practical leverage of engineering and technology focused propositions, yet seeks to establish a synergistic relationship with these initiatives through appropriate alliances. The engineering will be seen in its widest context embraces conventional engineering disciplines along with those specifically focused upon agriculture, food and biology.

A programme set for the re-launch of the Centre in September, aligning with the opening of the Harper Adams University, Engineering Innovation Centre, comprises the following services:

1. **Rolling Profit-motivation Challenge Plan** – A plan, derived and maintained on a rolling basis by the Centre's core team and its internal and external steering groups.
2. **Alliance and Collaborative Thought Leadership** – A rolling initiative to gain alliances with organisations that are relevant to precision farming and food security, with a view to sharing information, establishing a broader view on developments impacting upon future food security and precision methods and expressing views on existing and future developments.

3. **Sponsored and Grant-supported Research, Innovation and Development** – A concerted action plan for engaging with sponsors and stakeholders to develop the research base for precision farming and food security, with follow-through innovation, enterprise and development, supported by training in applied research and business development.
4. **Enterprise and Business Incubation** – Providing a facility for initiating and promoting enterprise and business start-ups through incubation units, exploiting outcomes from student, Masters and Doctoral projects and as a consequence of brokerage events.
5. **Interest Groups** – Subscription-based specific interest groups, set-up and pursued on a rolling basis, to bring together and focus stakeholders upon new developments, in an introductory, practical and cost effective way. ISOBUS, robotics and unmanned aerial systems have been requested in this respect.
6. **Demonstrator Developments** – Subscription-based consortia for developing specific demonstrators as a cost-effective way of producing and gaining first-hand experience of new technology, prospectively as a follow-on outcome of interest group activities (eg wireless sensor network for precision data acquisition).
7. **Education, Short Courses and Training** – A programme of precision-related education, training and short courses, ranging from a Masters' degree course in Precision Agriculture to one-day training courses on specific topics, such as ISOBUS configuration management, with costs determined by level and duration of the course.
8. **Events** – A programme of precision-related events ranging from conferences to one-day networking events supporting the promotion and take-up of precision methods and dealing with important developments in precision farming. Costs will be determined by level and duration of event.
9. **Challenge Plan Reports** – Saleable reports based upon the challenge planning deliverables, dealing with profit-motivated review and prospects identification relating to specific, incremental technological and product developments.
10. **E-Newsletter and Website dissemination services** – Quarterly e-newsletter providing news, commentary and articles on precision farming and food security issues, together with progress reports on the challenge plan. The website will provide a range of news, information, commentary and educational support materials relating to precision farming and food security.

While cost-defined activities will serve as a layer of financial support for the Centre's support, sponsorship is seen as an essential initial financial model for providing these services. The sponsorship is sought on the basis of corporate interest and prospective benefit, with the following categories of sponsorship defined:

1. Principal sponsor (£20k pa) covers :
  - Recognised in promotional materials for the NCPF as a principal sponsor through corporate logo.
  - Representation on the NCPF stakeholder steering group, organised to meet twice a year to determine ongoing objectives and the Challenge Plan.
  - Participation in determining the research strategy for the NCPF and two Masters' projects for collaborative engagement.
  - Corporate membership of five interest groups.
  - Corporate membership of five demonstrator developments
  - 20% discounted courses and events
  - Challenge Plan reports
  - E-newsletter
2. Gold Corporate Sponsor (£10k) covers:
  - Recognised in promotional materials for the NCPF as a Corporate sponsor through corporate logo.
  - Eligibility for representation on the NCPF stakeholder steering group, organised to meet twice a year to determine ongoing objectives and the Challenge Plan.

- Participation in determining the research strategy for the NCPF and one Masters' project for collaborative engagement.
  - Corporate membership of two interest groups.
  - Corporate membership of two demonstrator developments
  - 10% discounted courses and events
  - Challenge Plan reports
  - E-newsletter
3. Silver Corporate Sponsor (£5k) covers:
- Recognised in promotional listings for the NCPF as a recognised sponsor
  - Eligibility for representation on the NCPF stakeholder steering group, organised to meet twice a year to determine ongoing objectives and the Challenge Plan.
  - Participation in determining the research strategy for the NCPF
  - Corporate membership of one interest groups.
  - Corporate membership of one demonstrator developments
  - 5% discounted courses and events
  - Challenge Plan reports
  - E-newsletter
4. Bronze Corporate Sponsor (£1k) covers:
- Recognised in promotional listings for the NCPF as a recognised sponsor
  - Eligibility for representation on the NCPF stakeholder steering group, organised to meet twice a year to determine ongoing objectives and the Challenge Plan.
  - Challenge Plan reports
  - 10% discounted courses and events
  - E-newsletter
5. Individual Membership (£100) covers:
- 5% discounted courses and events
  - E-newsletter

## Benefit Matrix

Centre Activities	Principal Sponsor	Gold Corporate Sponsor	Silver Corporate Sponsor	Bronze Corporate Sponsor	Individual Membership
	£20k	£10k	£5k	£1k	£100
Sponsorship Recognition	Logo & List	Logo & List	List	List	
Steering Group	Member	Eligible	Eligible	Eligible	
Research Agenda	Participant	Participant	Participant		
Interest Groups	5	2	1	At Cost	At Cost
Demonstrator Groups	5	2	1	At Cost	At Cost
Course & Event Discounts	20%	10%	5%	10%	5%
Challenge Report Discounts	Provided	Provided	50%	20%	10%
E-Newsletter	Provided	Provided	Provided	Provided	Provided

If you are interested in subscriber membership please go to subscriber membership tab, if interested in sponsorship please contact NCPF Manager, [ncpf@harper-adams.ac.uk](mailto:ncpf@harper-adams.ac.uk).