



AGRICULTURAL EXCELLENCE CONFERENCE

PROSPERITY WITH PURPOSE

**NOVEMBER 24-26, 2020
ALBERTA**

SPONSORSHIP OPPORTUNITIES

Organized by:



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

Farm Management Canada (FMC) is a national umbrella for farm business management activity, and the only not-for-profit organization devoted exclusively to the development and delivery of advanced business management information, tools and resources to position Canada's farmers for success.

AGRICULTURAL EXCELLENCE CONFERENCE



THEME: PROSPERITY WITH PURPOSE | DATE: NOVEMBER 24-26 2020 | LOCATION: ALBERTA

In an increasingly complex and global marketplace, farm managers must be able to access the information, resources and tools to continue to develop their farm business management skills and gain the confidence to compete and succeed.

The Agricultural Excellence Conference is different from other agricultural events in that it:

- ✓ focuses specifically on addressing key farm business management principles using a systematic approach to business management
- ✓ welcomes farmers across demographics, regions and production sectors to exchange insights and gain knowledge of beneficial management practices
- ✓ welcomes diverse stakeholders, providing learning to those who are positioned to provide services to farmers (government, advisors, academia, organizations, etc.)

The Conference includes keynote presentations, concurrent workshops, facilitated discussion and a national farm business resource showcase. *See Appendix 1 for the draft agenda.*

Delegates include farmers, agricultural businesses, government, industry associations, academia, students, and private industry (i.e. bankers, suppliers, etc.). *See Appendix 2 for FMC's demographic reach.*

Having a physical meeting place helps farmers and industry stakeholders build their business network with other like-minded industry professionals for ongoing business development and adoption of beneficial practices. AgEx provides an opportunity for delegates to share insights, transfer knowledge and network.

SPONSORSHIP OPTIONS

As a valued contributor to Canada's agricultural success, we are offering a number of ways to participate and offer your support. Our delegates are your business. We hope you'll see the value in putting your message front and centre during the event, showing your clients and/or potential business partners just how dedicated you are to helping them achieve success.

SPONSOR PACKAGES

All Conference sponsors will receive the following **basic** benefits:

- ✓ Receive at minimum, 1 complimentary registration, for company personnel or clients
- ✓ Opportunity to set-up company display in a high traffic area of the event space¹
- ✓ Your company logo will appear on FMC's online presence for the promotion of AgEx (including FMC's official website www.fmc-gac.com and social media channels)
- ✓ Inclusion of your company branding/logo in the Conference promotional materials including a looped sponsor presentation (front facing to audience) periodically throughout the Conference
- ✓ Opportunity to place a company promotional item in the Conference delegate package

¹ Company displays in reception area are limited and are available on a first come, first serve basis. Please confirm as soon as possible your interest in a company display to ensure your spot is saved. Displays include pop-up banners, table-top displays, etc.

\$25,000



TITLE SPONSOR

ADDITIONAL VISIBILITY

\$25,000 1 Opportunity OPEN	In addition to the basic sponsor benefits: <ul style="list-style-type: none">• Formally address the delegates at the opening and closing of the conference (5 minutes).• Opportunity to present a concurrent workshop. *• Have a company banner within the main conference meeting room.• Receive an additional four (4) complimentary registrations for a total of five (5), use for company personnel or clients.• Receive eight (8) complimentary tickets to the Taste of the Alberta dinner.• Opportunity to present during the Farm Management Initiatives Showcase²
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*Topic must focus on business management and be approved by Farm Management Canada

\$15,000

TASTE OF ALBERTA DINNER SPONSOR

ADDITIONAL VISIBILITY

\$15,000 1 Opportunity OPEN	In addition to the basic sponsor benefits: <ul style="list-style-type: none">• Have a company banner within the dining room, during the Taste of Alberta dinner.• Receive an additional one (1) complimentary registration for a total of two (2), for company personnel or clients.• Opportunity to present during the Farm Management Initiatives Showcase²
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\$10,000

WORKSHOP SPONSOR

ADDITIONAL VISIBILITY

\$10,000 3 Opportunities OPEN	In addition to the basic sponsor benefits: <ul style="list-style-type: none">• Opportunity to present a concurrent workshop. *• Receive an additional three (3) complimentary registrations for a total of four (4), for company personnel or clients.• Opportunity to present during the Farm Management Initiatives Showcase²
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*Topic must focus on business management and be approved by Farm Management Canada

PANEL SPONSOR

ADDITIONAL VISIBILITY

\$10,000 2 Opportunities OPEN	In addition to the basic sponsor benefits: <ul style="list-style-type: none">• Formally address the delegates at the opening of the panel discussion.• Receive an additional three (3) complimentary registrations for a total of four (4), for company personnel or clients.• Opportunity to present during the Farm Management Initiatives Showcase²
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² Showcase spots are limited to 20 and are available on a first come, first serve basis. Please confirm as soon as possible your interest in the Showcase to ensure your spot is saved. After September 30th, Showcase spots will be offered to not-for-profit associations and organizations.

\$7,500



SPEAKER SPONSOR

ADDITIONAL VISIBILITY

\$7,500

4 Opportunities

OPEN

In addition to the basic sponsor benefits:

- Introduce the plenary session/speaker(s) (2 minutes).
- Receive an additional two (2) complimentary registrations for a total of three (3), for company personnel or clients.
- Opportunity to present during the Farm Management Initiatives Showcase²

BREAKFAST OR LUNCH SPONSOR

ADDITIONAL VISIBILITY

\$7,500

4 Opportunities

*Full Breakfast
Or
Full Lunch*

OPEN

In addition to the basic sponsor benefits:

- Formally address the delegates at breakfast or lunch (5 minutes).
- Receive an additional two (2) complimentary registrations for a total of three (3), for company personnel or clients.
- Opportunity to present during the Farm Management Initiatives Showcase²

\$5,000

WELCOME RECEPTION SPONSOR

ADDITIONAL VISIBILITY

\$5,000

1 Opportunity

*Welcome
Reception*

OPEN

In addition to the basic sponsor benefits:

- Formally welcome the delegates at the opening of the Reception.
- Receive an additional one (1) complimentary registration for a total of two (2), for company personnel or clients.
- Opportunity to present during the Farm Management Initiatives Showcase²

BREAK SPONSOR

ADDITIONAL VISIBILITY

\$5,000

3 Opportunities

*Health Breaks
2/3*

In addition to the basic sponsor benefits:

- Announcement before and after health break thanking sponsors.
- Receive an additional one (1) complimentary registration for a total of two (2), for company personnel or clients.
- Opportunity to present during the Farm Management Initiatives Showcase²



\$2,500

KICK START SPONSOR

VISIBILITY

\$2,500

**Unlimited
Opportunities**

Receive the basic sponsor benefits.

ADDITIONAL EXPERIENCE OPPORTUNITIES

ADDITIONAL VISIBILITY

In addition to the basic sponsor benefits:

- Receive an additional one (1) complimentary registration for a total of two (2), for company personnel or clients.
- Opportunity to present during the Farm Management Initiatives Showcase²

\$6,000

VIDEO COMPETITION SPONSOR

\$6,000

1 Opportunity

OPEN

Contestants make a one-minute video on a chosen theme, competing for a chance to win their way to AgEx 2020. Three winners will be selected. Winners could sport sponsor swag. Videos are posted to FMC's YouTube channel and on social media. Sponsors may also post videos on their own website and social media channels.

PHOTO COMPETITION SPONSOR

\$6,000

Multiple Opportunities

OPEN

Contestants submit photos of their farm business on a chosen theme, competing for a chance to win their way to AgEx 2020. Three winners will be selected. Winners could sport sponsor swag. Photos are posted to FMC's social media channels. Sponsors may also post photos on their own website and social media channels.

\$4,000

PHOTO BOOTH SPONSOR

\$4,000

1 Opportunity

OPEN

A professional photographer will capture photos of delegates with your branding at the photo booth and on each photo available from FMC's website.

DOOR PRIZE SPONSOR

\$4,000 + door prize

1 Opportunity

OPEN

Be the single door prize sponsor. Prize suggestion: A trip to the 23rd International Farm Management Congress – Scandinavia.

FARM TOUR SPONSOR

\$4000

1 Opportunity

OPEN

An optional farm tour could run the day before the conference. Your logo will appear on signage for the bus and all materials for farm tour participants.

HOSPITALITY SUITE SPONSOR

\$4,000

1 Opportunity

OPEN

Take charge of AgEx hospitality! This is your opportunity to put a memorable theme to our rockin' hospitality suite, sure to be a memorable experience.

DECAL SPONSOR

\$4,000

1 Opportunity

OPEN

Have your company logo decals in the hotel elevators, conference lobby, airport to hotel shuttle and bathrooms.

LOOKING FOR OTHER OPTIONS? WE'RE HAPPY TO DISCUSS!

SUPPORTING PARTNERS

If none of the above sponsorship options work for you, please consider becoming a Supporting Partner of the AgEx Conference.

Supporting Partners:

- ✓ Send delegates to attend the conference. Send clients, staff or students. A discounted registration rate is available for 5 or more registrants.
- ✓ Promote the conference through your network. Send emails and/or include information in your member newsletter/updates/social media.

THANK YOU

Thank you for partnering with us to make the 2020 Agricultural Excellence Conference a success!

Once your selections are made or if you have any questions, please contact me at:

Nick Oakley

Business Development, Farm Management Canada
250 City Centre Avenue, Ottawa, Ontario, K1R 6K7

Cell: 519-217-4601

sponsorship@fmc-gac.com

Enclosed:


Appendix 1- Draft Agenda

Appendix 2- Demographic Profile

Appendix 3- Promotional Reach

APPENDIX 1- DRAFT AGENDA*

At a Glance

	Monday Nov. 23	Tuesday Nov. 24	Wednesday Nov.25	Thursday Nov.26	Friday Nov.27
AM	Host a Meeting!	Host a Meeting!			Host a Meeting!
PM	Host a Meeting!	Host a Meeting!			Host a Meeting!
Evening	Host an Evening!			Host an Evening!	Host an Evening!

Detailed

Tuesday November 24 - Welcome Reception

7 - 9:00pm | Welcome Cocktail Reception / Conference Check-In

Wednesday November 25 - Day One Learning Program

7:00am	Conference Check-In / Full Breakfast
8:00am	Welcome and Opening Remarks – Farm Management Canada and Special Guests
9:00am	Keynote Speaker
10:00am	Health Break & Exhibits
10:15am	Farm Management Initiatives Showcase
11:30am	Keynote Speaker
12:00pm	Lunch
1:00pm	Discussion Panel: Farming and Family
2:45pm	Concurrent Sessions/Workshops – Period 1
3:45pm	Health Break & Exhibits
4:00pm	Keynote Speaker
5:30pm	Free Time
6:30pm	Eats and Greets: A Taste of Alberta Banquet & Celebrations (<i>Business Formal</i>)
9-11:59pm	Hospitality Suite

Thursday November 26 - Day Two Learning Program

7:00am	Full Breakfast
8:00am	Welcome and Opening Remarks
8:10am	Keynote Speaker
8:40am	National Roundtable Discussion: Preparing for the Next Agricultural Policy Framework
10:30am	Health Break & Exhibits
10:50am	Concurrent Sessions/Workshops – Period 2
12:00pm	Lunch
1:00pm	Discussion Panel: Canada's Agricultural Outlook
2:30pm	Concluding Remarks
3:00pm	Conference Close

*Agenda is subject to change

CONCURRENT SESSIONS

Workshop 1 – Open to Title Sponsor

Workshop 3 – Open to Workshop Sponsor

Workshop 2 – Open to Workshop Sponsor

Workshop 4 – Open to Workshop Sponsor

**THE SHOWCASE

The Farm Management Showcase provides an opportunity for industry stakeholders and especially farmers to learn about farm business management projects, programs, resources and tools available to them. Tables are hosted by industry groups including non-profits, private companies, government and academia, rotating every 15 minutes so that participants are exposed to a maximum number of offerings.

ASSOCIATED EVENTS:

1. Nuffield Canada Annual Conference

2. Provincial/Territorial Ministry of Agriculture Annual Meeting

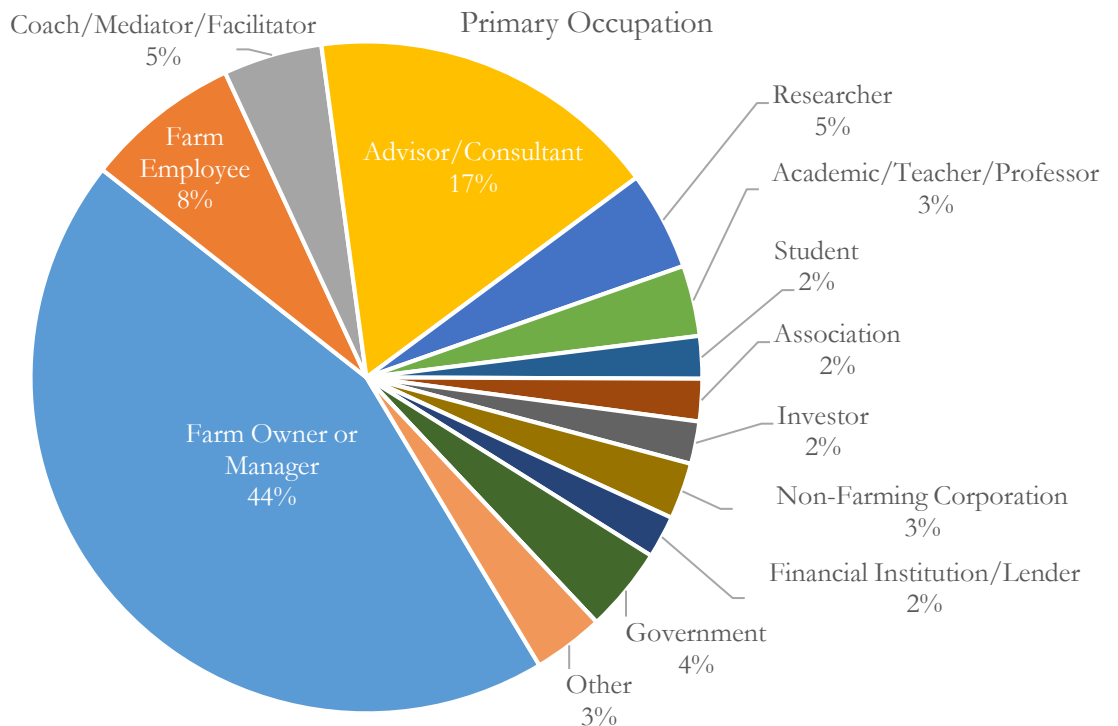
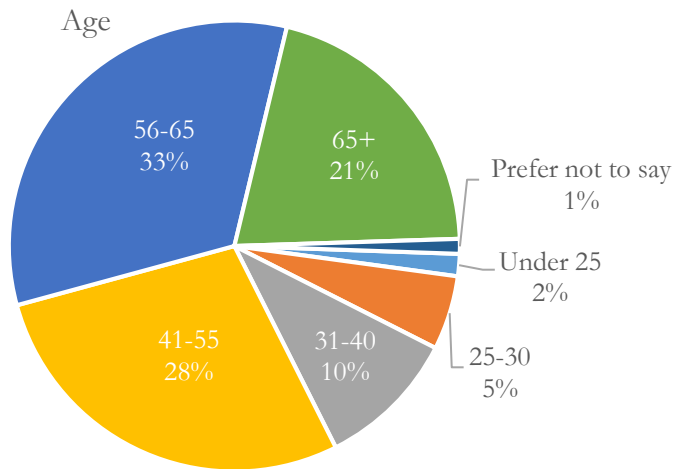
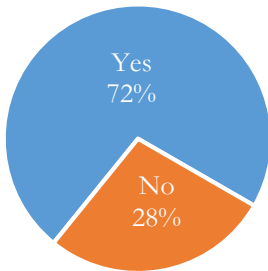
APPENDIX 2- DEMOGRAPHIC PROFILE

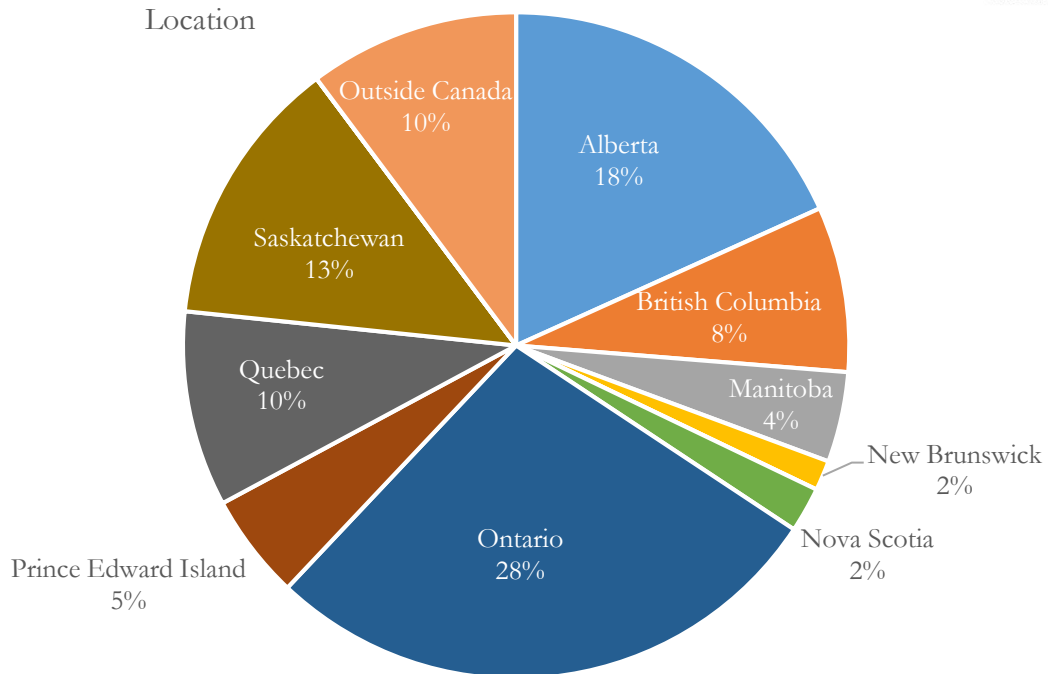
While Farm Management Canada’s ultimate target is Canada’s farmers, we also work with service providers including the Ministries of agriculture, advisors, academia, corporations and fellow organizations to positively influence business success for Canada’s farmers.

We use a multi-medium approach to meet the learning preferences and practices of industry stakeholders, thereby increasing participation in our programming.

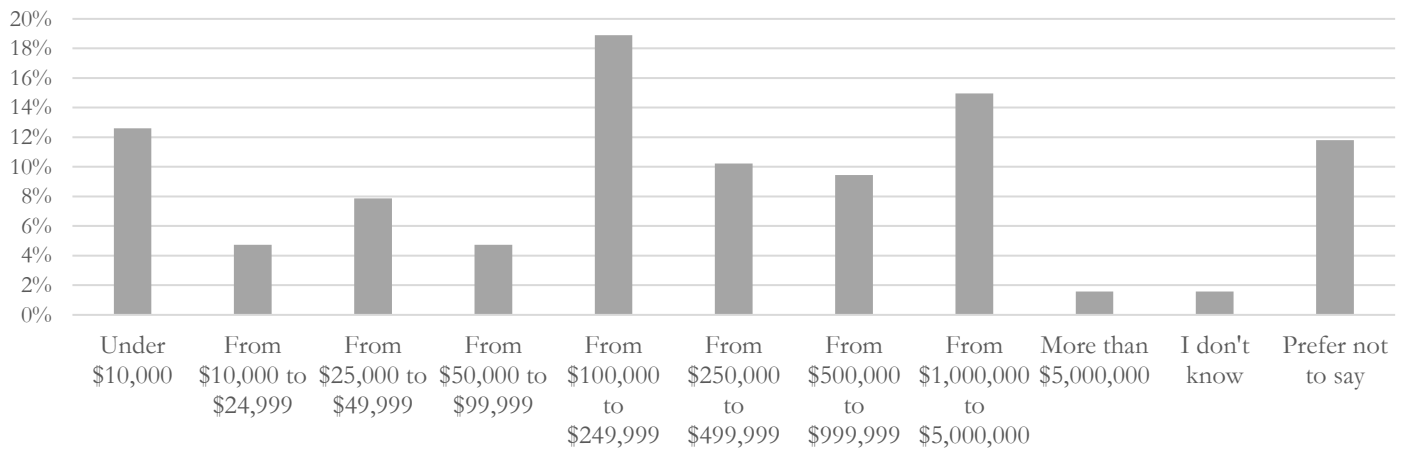
Our Audience: Demographic Breakdown

Do you farm?

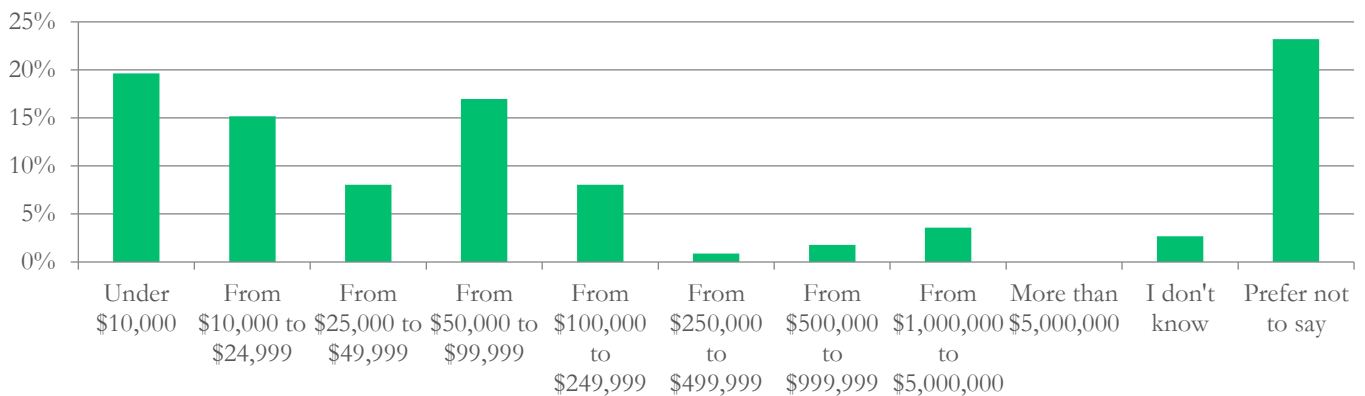




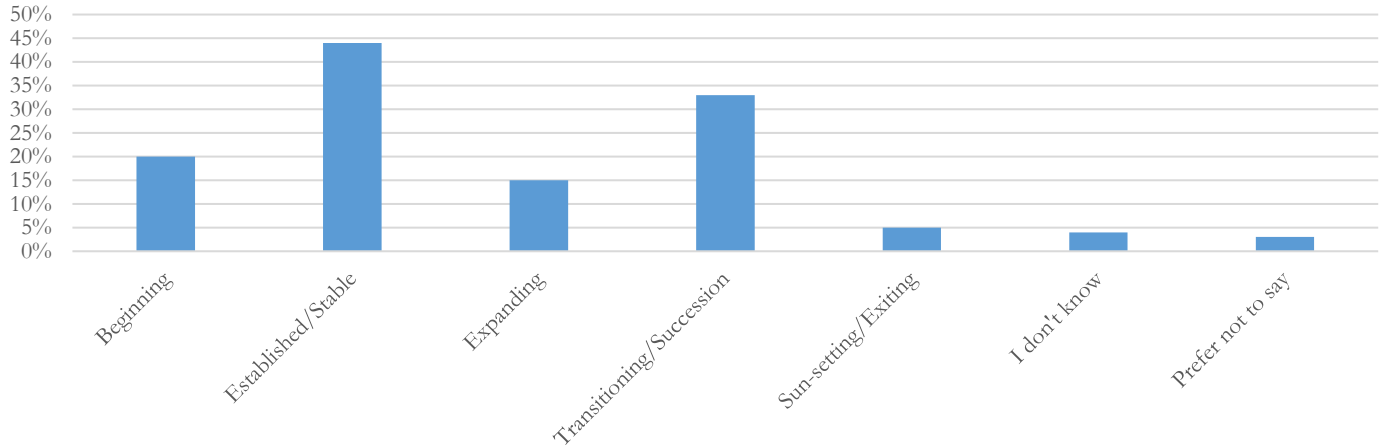
Gross Farm Sales



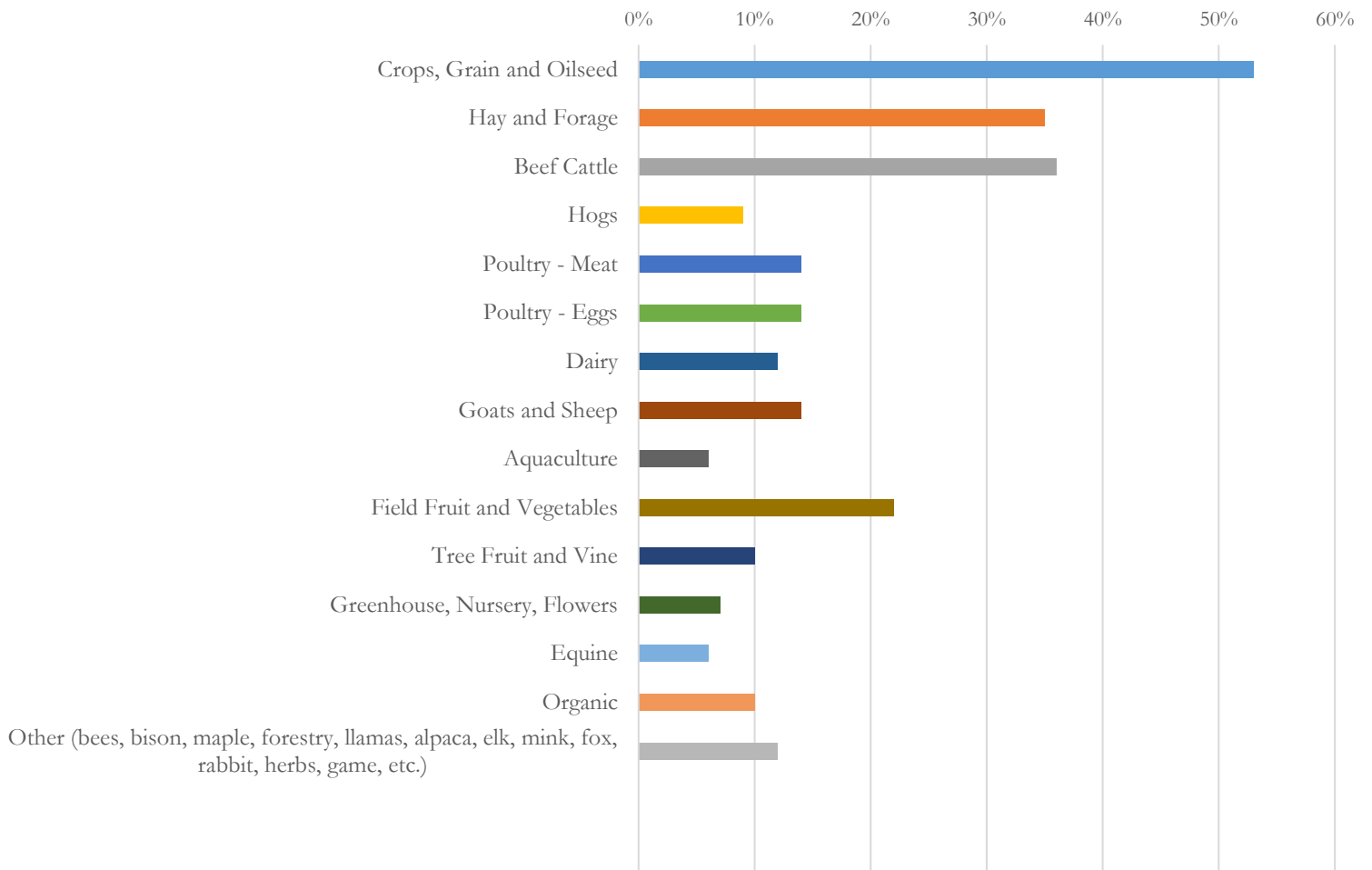
Net Farm Income



Stage of Farming



Commodity/Production Sector



APPENDIX 3- PROMOTIONAL REACH



In 2019, Farm Management Canada distributed over 4,200 information products resulting in over 500,000 touch points through electronic means such as Agriwebinars and the website and over 5,500 individuals through in-person events including the annual Agricultural Excellence Conference, Bridging the Gap workshop and speaking at industry events.

FMC's maintains an ever-growing list of subscribers, currently at 24,700 individuals.

AgEx2020 Promotional Reach:

Date	Activity	Description	Expected Results
January through to December	News Releases and eBlasts	News Releases and eBlasts will be used to announce: <ul style="list-style-type: none"> - Conference date and location - Registration Open - Registration Early Bird Deadline and Discounts - Confirmed Speakers - Confirmed Sponsors - Contests Social Media announcements will follow.	24,700+ direct recipients 5,500 direct social media recipients
January through to December	Website Recognition	FMC will promote and advertise the Conference on our award-winning website, fmc-gac.com. Regularly, the Conference will be featured on our homepage. After the Conference, a final wrap-up feature will be available on the website. Sponsors and Supporters will be encouraged to share information via their own website and online platforms.	60,000+ views annually
January through to December	Industry Meetings/ Events	FMC takes part in a number of industry meetings and events, making countless presentations to key stakeholder groups. This is a fantastic way to promote the Conference directly to potential participants and their representative organizations.	5,500 participants
November	Agricultural Excellence Conference	Sponsors will have the chance to interact with delegates throughout the Conference during the multiple networking opportunities, including health breaks and roundtable discussions.	300 Attendees
November	Wrap Up	After FMC's Ag Excellence Conference, there will be wrap-up messaging to conference delegates via direct email. These messages will also be sent to all of FMC's contact lists.	24,700+ direct recipients 5,500 direct social media recipients

Total Touch Points: 350,000+

*Depending on when sponsor confirms involvement in campaign, they will be recognized in all campaign activities either through print, online or in-person recognition.