



CFA CORPORATE LEADERS 2022 BENEFITS/SPONSORSHIP PACKAGE



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Annual Cost: \$10K

WHO WE ARE

The Canadian Federation of Agriculture (CFA) was formed in 1935 as a unified voice to speak on behalf of Canadian farmers. Our work continues today as a farmer-funded, national umbrella organization comprised of provincial general farm organizations and national and interprovincial commodity groups. We represent producers of all commodities, who operate farms of all sizes. Through our members we represent approximately 200,000 Canadian farm families from coast to coast.

Our Board of Directors consists of representatives from provincial farming organizations and agricultural commodity organizations, ensuring input is received from every region and major commodity in Canada. For a full listing of CFA's Board membership, please note that this is listed at the end of this document.

OPPORTUNITIES & BENEFITS FOR CORPORATE LEADERS:

Given the last several years, we know everyone has been impacted both personally and professionally dealing with COVID-19. In 2021, CFA, like many industries, adjusted many of our benefits to be virtual in nature, and have now reverted back to in-person benefits where applicable. Of course, the safety of our members and stakeholders is a top priority and we will ensure we communicate any health changes that impact your benefits in a timely manner such as attending our Annual General Meeting.

As a CFA Corporate Leader, you will receive many benefits that include branding, policy information, networking and exposure to Canada's top farm leaders. We welcome our relationships with each and every Corporate Leader as we know you have a vested interest in the positive growth of Canadian Agriculture.

- As a CFA Corporate Leader, you gain the unique opportunity to update the industry on your new developments, products and initiatives. CFA believes that working in concert with key leaders in a collaborative and strategic manner will only assist in achieving our goals to promote economic growth, environmental stewardship and food security that will ultimately benefit all Canadians.
- You will also be invited to share your policy and government relations efforts with representatives from Canada's provincial, regional and commodity organizations. Your partnership agreement with CFA also gives you access to top level meetings and exclusive marketing channels.
- Sponsors are offered opportunities through a combination of formal and informal activities, events and services that collectively provide them with year-round prominence within Canada's farming community in a productive and cost-effective manner.
- We aspire to ensure that any of your needs are met and tailored through the CFA's Communications and Stakeholder Relations team. If there is an issue(s) or a contact/organization that is important to your business, and we have the platform and knowledge to assist your organization through this partnership. We believe this relationship will be a long term successful one.



WHAT WE DO

Our mission is to promote the interests of Canadian agriculture producers, through leadership at the national level, and to ensure the continued development of a trusted, sustainable, and vibrant agriculture sector in Canada.

Our vision is to be the national voice of Canadian producers — committed to enabling their success, which will benefit Canada and the world.

CFA has close and productive relationships with key government departments and officials in the Federal Government such as the Minister of Agriculture and Agri-Food, Minister of Labour, Environment and Climate Change Canada, Global Affairs Canada as well as many other departments that agriculture is involved with.

HOW WE'RE WORKING FOR FARMERS

CFA aims to achieve a thriving and sustainable agriculture sector in Canada, which delivers real social and economic benefits across the country. We develop policies and programs through a grassroots, democratic process that engages farmers in comprehensive discussions, considering policy issues from various points of view. Earning and maintaining public trust in the agriculture sector, through our words and actions, is vital to the CFA and its members.

OUR OBJECTIVES ARE TO:

- Coordinate the efforts of agricultural producer organizations throughout Canada for the purpose of promoting their common interest.
- Assist members and where necessary, government, in forming and promoting national agricultural policies to meet changing domestic and international economic conditions.
- Promote and advance acceptance of positive social, economic and environmental conditions for those engaged in agricultural pursuits.
- Collaborate and cooperate with organized groups of producers outside Canada to further our objectives.



HAY WEST 2021



POLICY BENEFITS

*All CFA policies are developed by the CFA Board and are not influenced by any outside organization.

ACTIVITY	BENEFIT
CFA Board Meetings – February, April, July and October	<p>*Two representatives from your company are invited to attend all CFA Board meetings</p> <p>*Each Corporate Leader has the opportunity to address the CFA Board of Directors once annually, at discretion of CFA.</p> <p>*For new Corporate Leaders (in the year they sign on), they will be asked to present to the CFA Board of Directors re: who you are, objectives working with CFA, etc.</p>
Special Issues Committees	<p>*CFA secures representation from all Corporate Leaders on special issues committees as appropriate</p>
Corporate Leaders Policy Summary Report – Updated every February & September	<p>*CFA Policy Team updates a tailored Corporate Leaders Policy Summary report every Feb/September. This provides a summary on CFA's key priorities and the specific policy representative.</p> <p>*We invite our Corporate Leaders to meet with our respective Policy Directors throughout the year on key issues for further information/insight on priorities that include: BRM, rural infrastructure, environmental initiatives, etc.</p>
Activity: CFA Executive Committee/ Corporate Leaders Virtual Roundtable Meeting	<p>*In February (approx. two weeks leading up to CFA's AGM), the CFA invites all Corporate Leader representatives to attend a virtual two hour roundtable mtg with CFA's Executive Committee. Each representative will be asked to provide an overview of current objectives/challenges.</p>
CFA Member Introductions & Communications	<p>*CFA's Executive Director & Director of Communications/ Stakeholder Relations are available to make formal introductions between members and our Corporate Leaders where appropriate.</p> <p>*CFA copies our Corporate Leaders on all significant updates & communications alongside our membership</p>
Policy/Issue updates provided upon request	<p>*CFA's Executive Director will provide issues updates unique to individual Corporate Leaders' requirements and will make relevant policy staff available for updates as required</p>
CFA Members Lunch & Learn Webinar Opportunity	<p>Based on CFA discretion, each Corporate Leader is invited to develop (1) annual virtual lunch & learn webinar (i.e. one hour) to all CFA members. CFA will work with Corp. Leader to promote event.</p> <p><i>*simultaneous translation will be paid for by Corp. Leader and CFA will assist in overseeing logistics if required.</i></p>

NETWORKING BENEFITS

ACTIVITY	BENEFIT
<p>CFA Annual General Meeting – Held in Ottawa in February. For 2021, AGM is being held Feb. 24th & 25th (virtually)</p>	<ul style="list-style-type: none"> *Receive two complimentary AGM registrations (valued at \$580.00 per registration) *Invitation to provide a video (5 min. or less) on your organization, a current initiative, etc. This is displayed on our CFA Members only microsite and shown at CFA AGM for all members. *Receive two complimentary AGM President's Reception invitation *Invitation for two representatives from your organization to the Corporate Leader VIP Breakfast with CFA Executive and professional group photo with CFA Executive
<p>NEW: CFA's new Food for Thought Urban Consumer newsletter (approx. 5,000 database)</p>	<p>Corporate Leaders are invited to submit (1) article per year on key subject to our urban newsletter.</p> <p>Database consists of urban consumers who have signed up to CFA's newsletter for more information on Canadian Agriculture. CFA has final approval on subject/content.</p>
<p>Lobby Day/Lobby Evening Reception (this is usually held in Ottawa in October or in March)</p>	<ul style="list-style-type: none"> *Two tickets to attend the Lobby Day Reception on Parliament Hill with Ministers, Officials, all CFA Members, Industry Stakeholders and CFA representatives/staff *Corporate Leaders will receive opportunity of first right of refusal to potentially co-partner lobby reception event (cost separate – even costs split amongst CFA and Partner with additional benefits)
<p>Various AG Events</p>	<ul style="list-style-type: none"> *Corporate Leaders receive two complimentary tickets to any additional events hosted by CFA throughout the year
<p>CFA Political Leaders Debate – Televised or via YouTube</p>	<ul style="list-style-type: none"> *Historically, the CFA has held a live or virtual Political Debate with the Minister of AG, and all party AG Critics (debate, moderator, etc.). Corporate Leaders are offered first right of refusal to be exclusive sponsor of this event – separate cost and benefits i.e. exclusive sponsor has (1) specific question allotted from their organization to the leaders

BRANDING BENEFITS

ACTIVITY	BENEFIT
Lobby Evening Reception	*Corporate Logo of all Corporate Leaders displayed on-site in prominent location at event
CFA Board Meetings February, April, July and October	*Corporate Leader Logos on all Board meeting agendas
Social Media Recognition	*Via CFA's Twitter, Instagram, Facebook & LinkedIn accounts, the CFA promotes our Corporate Leaders messages (based on discretion). For new Corporate Leaders, a full social media introduction on CFA social media i.e. welcome message)
CFA in ACTION – CFA's member only e-newsletter – weekly updates on CFA activities, meetings and policy developments	*Opportunity to submit feature articles (content and timing to be approved by Editor) – up to 3 times a year. For new Corporate Leaders – an introductory article i.e. who you are, etc.
CFA Annual General Meeting Held in February each year	*One promotional item in delegate kit *One free full-page ad in the Delegate Workbook *8x10 exhibit in registration area (optional) *Logo on promotional material and on-site signage *Acknowledged by CFA President during Opening Remarks of convention
CFA Website Presence	*Logo on CFA homepage *Logo, Corporate bio and Link on Leadership page on main CFA public website *Logo, corporate bio and link on Partnership site of CFA website *Videos of official presentations at CFA events where appropriate



FOR MORE INFORMATION ON CFA'S SPONSORSHIP, EVENT AND PARTNERSHIP OPPORTUNITIES PLEASE CONTACT:

LAURIE D. KARSON

Director of Communications & Stakeholder Relations

Canadian Federation of Agriculture/ Fédération canadienne de l'agriculture

21 Florence Street – Ottawa, ON K2P 0W6

613-868-6369

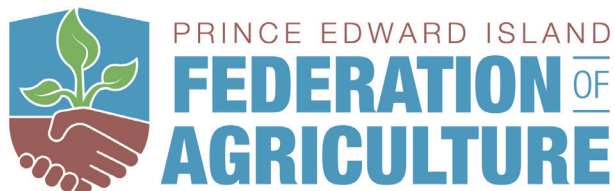
CORPORATE PARTNER/LEADERS

*2022 Corporate Leaders/Partner Photo – CFA AGM



CFA PROVINCIAL MEMBERS

Provincial General Farm Organizations: representing the interests of that province's agriculture sector whose membership is open to all farmers in that province, either directly or through other organizations.



CFA COMMODITY MEMBERS

National or Interprovincial Commodity Organizations: representing a major proportion of that commodity in a region or across Canada.

