

SUMMER MEETING 2022

SPONSORSHIP OPPORTUNITIES & BENEFITS

Saskatoon, Sask. – Delta Bessborough Hotel

APAS hosting AG Tour & Dinner – July 18th

CFA Board Meetings – July 19th & July 20th (A.M.)

CFA FPT Roundtable Presentation
& Gov't Reception (TBC) – July 20th

CFA SUMMER MEETING 2022

The Canadian Federation of Agriculture is the national voice for over 200,000 Canadian farmers and farm families and we represent producers of all commodities, who operate farms of all sizes.

As a potential Canadian Federation of Agriculture AGM Sponsor, your organization would be featured prominently to the leading national voices within Canadian Agriculture & Agri-Food at CFA's second largest annual event this July 2022.

Each year, the CFA hosts our Board of Directors Meeting and allows our registered partners to attend as observers. Additionally, on July 20th afternoon, the CFA Executive Officers present to the Federal, Provincial & Territorial Ministers of Agriculture the key priorities for Canadian Agriculture via the FPT Roundtable, in which sponsors can attend as observers. This year, the meetings will be held in Saskatoon, Sask. from July 18th to July 20th with a very robust agenda that includes many networking touchpoints and business events/receptions.

CFA'S SUMMER MEETING 2022

July 18th to 20th, 2022 - Delta Bessborough Hotel
Saskatoon, Saskatchewan - In-Person Event

HIGH LEVEL CFA JULY AGENDA:

- * July 18th - CFA's host provincial partner - APAS will be hosting an AG tour for our delegates followed by dinner - full sponsorship exposure & sponsor attendance
- * July 19th - All day CFA Board meeting, where sponsors can attend as observers
- * July 19th - Spirits Canada Evening Reception (TBA)
- * July 20th - July 20th – Saskatchewan Government Evening FPT Reception – CFA will secure invites/tickets for our respective delegates (tentative & TBD)
- * July 20th - Host Government Evening Reception - CFA will secure invites/tickets (tentative)

We anticipate approximately 130 of the most influential Canadian Agriculture and food stakeholders at this much anticipated event.

Your contribution, support and participation to this prestigious event is a valuable investment in the long-term growth of the agriculture sector.

See Sponsorship Opportunities/Benefits in Chart below.



SUMMER MEETING SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$3,500
<p>(2) Complimentary Summer Meeting Registrations (valued at \$400.00 per person)</p> <p>(1) Complimentary Registration to the CFA Annual General Mtg – Feb/March 2023 in Ottawa, ON (valued at over \$575.00 per person)</p> <p>Speaking Opportunity: Ability to present to CFA Board of Directors for 5 min. either on July 19th or morning of July 20th.</p> <p>Acknowledgement of Sponsorship by CFA President at CFA Board Meetings</p> <p>(1) Free article (no word limit) in our weekly CFA in ACTION member e-newsletter (article topic to be discussed). You can also include video links re: about your organization/initiatives</p> <p>Documentation on your organization/initiative to be circulated to all Board members as part of their board packages</p> <p>CFA website will feature your company logo, links, video msg on Summer Meeting microsite</p> <p>Social Media Recognition – Pre and Post Summer meeting recognition on all CFA social media platforms.</p> <p>Promotional Items – should you wish to provide all of our delegates with a company promotional item, the CFA will distribute with recognition.</p> <p>Permitted to bring your company banner to event to be prominently displayed</p> <p>Ability for your company spokesperson to say a few words to all delegates at July 18th dinner i.e. thank you, etc.</p> <p>Networking: If you require introduction to a CFA member organization, the CFA will organize meet & greet or arrange a one on one networking mtg (at discretion of member organization representatives availability)</p> <p>Company logo on CFA Board Agenda and Summer Meeting signage at all events</p>	<p>(1) Complimentary Summer Meeting Registrations (valued at \$400.00 per person)</p> <p>(1) 50% discount off Registration to the CFA Annual General Mtg – Feb/March 2023 in Ottawa, ON (valued at over \$575.00 per person)</p> <p>Company logo on CFA Board Agenda and Summer Meeting signage at all events</p> <p>Acknowledgement of Sponsorship by CFA President at CFA Board Meetings</p> <p>(1) Free article (no word limit) in our weekly CFA in ACTION member e-newsletter (article topic to be discussed). You can also include video links re: about your organization/initiatives</p> <p>CFA website will feature your company logo, links, video msg on Summer Meeting microsite</p> <p>Social Media Recognition – Pre and Post Summer meeting recognition on all CFA social media platforms</p> <p>Networking: If you require introduction to a CFA member organization, the CFA will organize meet & greet or arrange a one-on-one networking mtg (at discretion of member organization representatives' availability)</p>



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

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CORPORATE PARTNER/LEADERS 2022



CFA PROVINCIAL MEMBERS 2022



CFA COMMODITY MEMBERS 2022

