



CFA CORPORATE LEADERS 2024 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 190,000 Canadian farmers and 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:

As a CFA Corporate Leader, you will receive many robust 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.

POLICY BENEFITS

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



ACTIVITY	BENEFIT
<p>CFA Board Meetings – February, April, July and October</p>	<p>*Two representatives from your company are invited to attend all CFA Board meetings in an observer capacity.</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>
<p>Special Issues Committees</p>	<p>*CFA secures representation from all Corporate Leaders on special issues committees as appropriate</p>
<p>Corporate Leaders Policy Summary Report – Updated every October & February</p>	<p>*CFA Policy Team updates a tailored Corporate Leaders Policy Summary report every October/February. This provides a summary on CFA's key priorities and the specific policy representative.</p> <p><i>*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.</i></p>
<p>CFA Summer Meeting/FPT Roundtable</p> <p>*In 2024, the CFA Summer Mtg/FPT Roundtable will take place in late July 2024 in Whitehorse, Yukon.</p> <p>*The Federal/Provincial/Territorial Roundtable is a meeting whereby CFA presents our industry sector's key priorities to all the FPT Agricultural Minister's.</p> <p>*The event also includes: Farm tour/dinner, CFA Board meeting, industry networking reception & post FPT reception (invite only - CFA invites our delegates including a Corporate Leader representative).</p> <p>*Approx. 200 delegates attend.</p>	<p>Corporate Leaders provided (1) free registration valued at over \$450.00.</p> <p>*First right of refusal to sponsor event and have a representative present to delegates during CFA Board meeting (topic of presentation to be approved by CFA E.D.).</p>
<p>Activity: CFA Executive Committee/ Corporate Leaders Virtual Roundtable Meeting</p>	<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>
<p>CFA Member Introductions & Communications</p>	<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 ensure all key member communications from CFA are also sent to our Corporate Leaders to ensure your organization is informed in a timely manner on key CFA updates/initiatives/press releases, etc.</p>
<p>Policy/Issue updates provided upon request</p>	<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>
<p>CFA Members Lunch & Learn Webinar Opportunity</p>	<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 and membership promotion if required.</i></p>

NETWORKING BENEFITS

ACTIVITY	BENEFIT
<p>CFA Annual General Meeting – Held in Ottawa in February. For 2024, AGM is being held February 27-28 at the Delta Hotel in Ottawa, ON. We have over 230 delegates in attendance, which include all national member organizations, key industry stakeholder, government officials from all parties, media, etc.</p>	<ul style="list-style-type: none"> *Receive two complimentary AGM registrations (valued at approx. \$650.00 per registration) *Invitation to provide a video (5 min. or less) on your organization, a current initiative, etc. If you choose to create an AGM video, this will be featured in our CFA virtual AGM Workbook and on our CFA Members only microsite. We require both languages for the video i.e. subtitles in French (CFA can assist with translation). *Receive two complimentary AGM President's Reception invitation *Invitation for two representatives from your organization to the Corporate Leaders VIP Breakfast with CFA Executive Committee and professional photo taken 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>CFA Summer Meeting/FPT Roundtable *In 2024, the CFA Summer Mtg/FPT Roundtable will take place in late July 2024 in Whitehorse, Yukon</p> <p>*The Federal/Provincial/Territorial Roundtable is a meeting whereby CFA presents our industry sector's key priorities to all the FPT Agricultural Minister's.</p> <p>*The event also includes: Farm tour/dinner, CFA Board meeting, industry networking reception & post FPT reception (invite only - CFA invites our delegates including a Corporate Leader representative).</p> <p>*Approx. 200 delegates attend.</p>	<ul style="list-style-type: none"> *Invited to attend farm tour/dinner and all receptions. *Invited to attend the FPT Roundtable meeting in observer capacity.
<p>Various AG Events</p>	<p>*Corporate Leaders receive two complimentary tickets to any additional events hosted by CFA throughout the year</p>
<p>CFA Political Leaders Debate – Televised or via YouTube</p>	<p>*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</p>

BRANDING BENEFITS

ACTIVITY	BENEFIT
Lobby Evening Reception	*Corporate Logo of all Corporate Leaders displayed on-site in prominent location at respective events
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.
<p>CFA Summer Meeting/FPT Roundtable</p> <p>*In 2024, the CFA Summer Mtg/FPT Roundtable will take place in late July 2024 in Whitehorse, Yukon</p> <p>*The Federal/Provincial/Territorial Roundtable is a meeting whereby CFA presents our industry sector's key priorities to all the FPT Agricultural Minister's.</p> <p>*The event also includes: Farm tour/dinner, CFA Board meeting, industry networking reception & post FPT reception (invite only - CFA invites our delegates including a Corporate Leader representative).</p> <p>*Approx. 200 delegates attend.</p>	All CFA Corporate Leaders are featured via signage
CFA Annual General Meeting Held in February each year	<p>*One promotional item in delegate kit</p> <p>*One free full-page ad in the Delegate Workbook</p> <p>*8x10 exhibit in registration area (optional)</p> <p>*Logo on promotional material and on-site signage</p> <p>*Acknowledged by CFA President during Opening Remarks of convention</p>
CFA Website Presence	<p>*Logo on CFA homepage</p> <p>*Logo, Corporate bio and Link on Leadership page on main CFA public website</p> <p>*Logo, corporate bio and link on Partnership site of CFA website</p> <p>*Videos of official presentations at CFA events where appropriate</p>



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

Laurie D. Karson

Director of Communications & Stakeholder Relations

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613-868-6369

CORPORATE PARTNER/LEADERS

*2023 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.

