



# ANNUAL GENERAL MEETING

Seizing Opportunities: Canada's Growing Role on the World Stage

Sponsorship Opportunities:  
Benefits and Pricing Package

February 27<sup>TH</sup> & 28<sup>TH</sup>, 2024  
Delta Ottawa City Centre Hotel



## 2024 - CFA BUNDLED & INDIVIDUAL SPONSORSHIP PRICING PACKAGE

### 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 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.

### 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.

### 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 interests.
- 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.

# CFA ANNUAL GENERAL MEETING 2024

FEBRUARY 27<sup>TH</sup> & 28<sup>TH</sup>, 2024 AT THE DELTA HOTEL OTTAWA, ON - IN-PERSON EVENT

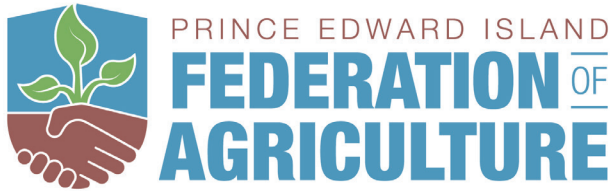
As a potential Canadian Federation of Agriculture AGM Sponsor, your organization would be featured prominently to the leading national voices within the Canadian Agriculture & Agri-Food Industry Sector. Help us tell the good news story of Canadian Agriculture to Canada's foremost elected officials, national farm leader decision makers, industry stakeholders and policy advisors. Our AGM continues to grow in numbers, and we are anticipating over 200 delegates for 2024 with the addition of our newly created professional & policy development workshops for delegates, a live radio industry panel broadcast (REAL AG Radio), engagement with high-level political officials, networking receptions and much more. Your contribution and participation to this prestigious event is a valuable investment in the long-term growth of the agriculture sector.

## AGM SPONSORSHIP OPPORTUNITIES 2024

GOLD PACKAGE \$5,000	SILVER PACKAGE \$3,000	BRONZE PACKAGE \$1,500
<ul style="list-style-type: none"> <li>*Two tickets to the President's Reception</li> <li>*Two FREE AGM registrations</li> <li>*All registered delegates permitted to attend NEW Professional Development workshop series on morning of March 6th.</li> <li>*Company logo in AGM virtual program/agenda and on ALL event signage</li> <li>*Your company logo featured in AGM Opening "Year in Review Video"</li> <li>*Acknowledged in the President's Opening Remarks</li> <li>*Logo with link and brief bio on CFA Partnership Microsite</li> <li>*Full-page ad in AGM meeting workbook *Promotional item in delegate kit</li> <li>*(1) complimentary article of your choice in CFA in ACTION member newsletter (-via approval by CFA)</li> <li>*CFA Social Media Recognition via Twitter/ Instagram/Facebook *Permitted to bring your company banner to be featured at reception</li> </ul>	<ul style="list-style-type: none"> <li>*One ticket to the President's Reception</li> <li>*One FREE AGM registration</li> <li>*All Company employees permitted to attend NEW Professional Development workshop series on morning of March 6th.</li> <li>*Company logo in AGM program and on event signage</li> <li>*Your company logo featured in AGM Opening "Year in Review Video"</li> <li>*Acknowledged in the President's Opening Remarks</li> <li>*Logo with link and brief bio on CFA Partnership Microsite</li> <li>*Half-page ad in AGM meeting workbook</li> <li>*(1) complimentary article of your choice in CFA in ACTION member newsletter (-via approval by CFA)</li> <li>*Promotional item placed on tables each day for lunch</li> </ul>	<ul style="list-style-type: none"> <li>*One ticket to the President's Reception</li> <li>*All Company employees permitted to attend NEW Professional Development workshop series on morning of March 6th.</li> <li>*Your company logo featured in AGM Opening "Year in Review Video"</li> <li>*Acknowledged in the President's Opening Remarks</li> <li>*Logo on CFA Partnership Microsite</li> <li>*Recognized as lunch food sponsor with signage at AGM food station</li> <li>*Promotional item in delegate kit</li> <li>*1/4 page ad in AGM Workbook</li> <li>*25% discount on AGM registration</li> </ul>

# 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.



# CORPORATE PARTNER/LEADERS

\*2023 Corporate Leaders/Partner Photo – CFA AGM



**EXCLUSIVE SPONSORSHIP OPPORTUNITIES:** If you would like to learn more about exclusive sponsorship AGM opportunities, such as our professional & policy workshops or President's Reception, please contact: Laurie Karson at [laurie@canadian-farmers.ca](mailto:laurie@canadian-farmers.ca) for more information.

