



AGRICULTURAL EXCELLENCE CONFERENCE

PROSPERITY WITH PURPOSE

**DECEMBER 8-10, 2020
VIRTUAL CONFERENCE EXPERIENCE**

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 | DATES: DECEMBER 8-10, 2020 | LOCATION: ONLINE CONFERENCE CENTRE

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 practices 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.)

WE'RE GOING VIRTUAL!

During this time of uncertainty, it is important to continue to provide farmers with access to farm business management experts and enthusiasts.

We are excited to move the Agricultural Excellence conference online using a state-of-the-art virtual platform. This platform allows for our delegates to experience a virtual conference, complete with a conference lobby with delegates moving around the space to interact, visit the auditorium and exhibitor booths for engaging, networking opportunities.

The main Conference will be offered free of charge to maximize attendance, while a premium registration at a cost of \$150 will provide exclusive follow-up sessions with Conference speakers.

The Conference will include keynote presentations, discussion panels, exhibitor hall and a national farm business resource showcase. Having a dedicated Conference and meeting place to exchange insights and knowledge will help farmers and industry stakeholders build their business network with other like-minded industry professionals for ongoing business development and adoption of beneficial practices.

See Appendix 1 for the Agenda.
See Appendix 2 for FMC's demographic reach.

SPONSORSHIP OPPORTUNITIES

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 virtual 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 premium registration, for company personnel or clients, with access to a library of all sessions
- ✓ Opportunity for a company booth in the virtual exhibit hall with post-conference analytics
- ✓ Your company logo on FMC’s online promotional presence (including FMC’s official website www.fmc-gac.com and social media channels)
- ✓ Your company branding/logo in the Conference promotional materials and within the online event platform
- ✓ Opportunity to have promotional materials available for delegates to add to their virtual “swag bag”

\$15,000

TITLE SPONSOR

ADDITIONAL VISIBILITY

<p>\$15,000 1 Opportunity OPEN</p>	<p>In addition to the basic sponsor benefits:</p> <ul style="list-style-type: none"> • Formally address the delegates at the opening of the conference (5 minutes). • Opportunity to present a plenary session.* • Company logo, images and branding across the virtual platform in prominent areas, including the main lobby/home page. • Receive an upgraded booth with live options to connect with delegates • Receive an additional four (4) premium registrations for a total of five (5) for company personnel or clients. • Opportunity to participate in the Farm Management Resource Showcase¹
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*Topic must focus on business management and be approved by Farm Management Canada

\$7,500

SPEAKER SESSION SPONSOR

ADDITIONAL VISIBILITY

<p>\$7,500 5 Opportunities OPEN</p>	<p>In addition to the basic sponsor benefits:</p> <ul style="list-style-type: none"> • Opportunity to present a plenary session.* • Receive an additional three (3) premium registrations for a total of four (4), for company personnel or clients. • Receive an upgraded booth with live options to connect with delegates • Opportunity to participate in the Farm Management Resource Showcase¹ • Opportunity to present a post-conference follow-up session to extend the learning experience.
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*Topic must focus on business management and be approved by Farm Management Canada

¹ Showcase spots are limited to 20 and are available on a first come, first serve basis. After September 30th, Showcase spots will be offered to not-for-profit associations and organizations.

PANEL SESSION SPONSOR

ADDITIONAL VISIBILITY

\$7,500

2 Opportunities

OPEN

In addition to the basic sponsor benefits:

- Formally address the delegates at the opening of the panel discussion.
- Receive an additional three (3) premium registrations for a total of four (4), for company personnel or clients.
- Receive an upgraded booth with live options to connect with delegates
- Opportunity to participate in the Farm Management Resource Showcase²
- Opportunity to present a post-conference follow-up session to extend learning experience.

\$6,000

KEYNOTE SPONSOR

ADDITIONAL VISIBILITY

\$6,000

2 Opportunities

OPEN

In addition to the basic sponsor benefits:

- Introduce the plenary session/speaker(s) (2 minutes).
- Receive an additional two (2) premium registrations for a total of three (3), for company personnel or clients.
- Receive an upgraded booth with live options to connect with delegates
- Opportunity to participate in the Farm Management Resource Showcase²
- Opportunity to participate in a post-conference follow-up session to extend learning experience.
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\$5,000

HOPPY HOUR SESSION SPONSOR

ADDITIONAL VISIBILITY

\$5,000

2 Opportunities

OPEN

In addition to the basic sponsor benefits:

- Formally welcome the delegates at the opening of the Session.
- Receive an additional one (1) premium registration for a total of two (2), for company personnel or clients.
- Receive an upgraded booth with live options to connect with delegates
- Opportunity to participate in the Farm Management Resource Showcase²

\$2,500

SHOWCASE OPPORTUNITY SPONSOR

ADDITIONAL VISIBILITY

\$2,500

Unlimited Opportunities

OPEN

In addition to the basic sponsor benefits:

- Receive an additional one (1) premium registration for a total of two (2), for company personnel or clients.
- Receive an upgraded booth with live options to connect with delegates
- Opportunity to participate in the Farm Management Resource Showcase²

\$1,500

KICK START SPONSOR

VISIBILITY

\$1,500 Unlimited Opportunities	Receive the basic sponsor benefits.
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ADDITIONAL EXPERIENCE OPPORTUNITIES

\$5,000

NETWORKING LOUNGE SPONSOR

\$5,000 1 Opportunity OPEN	Sponsor the networking lounge, where delegates come to meet, catch up and network. Delegates can also share a “virtual” beverage with each other that depicts your products. Greet delegates at the beginning of “Networking Event” times through an “all call” system where you can share you message.
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AUDITORIUM OR EXHIBIT HALL SPONSOR

\$5,000 2 Opportunities OPEN	Sponsor either the auditorium or the exhibit hall and receive naming rights to that virtual space. Name will appear on the platform and will be referred to in all material for the duration of the conference.
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\$3,000

COMPETITION & PRIZE SPONSOR

\$3,000 1 Opportunity OPEN	Delegates will earn points for things like: time spent on the platform, visiting booths, visiting the networking lounge, etc. These points will equal entries into a draw for a prize at the end of the conference. You can sponsor this competition, the leaderboard and provide the prize for the winner.
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PHOTO/VIDEO COMPETITION SPONSOR

\$3,000 Unlimited Opportunities	Contestants submit photos of their farm business on a chosen theme, competing for a chance to win a premium registration to AgEx 2020. Ten (10) winners will be selected. Photos are posted to FMC’s social media channels. Sponsors may also post photos on their own website and social media channels.
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LOOKING FOR OTHER OPTIONS? WE’RE HAPPY TO DISCUSS!



SEEDING EXCELLENCE STUDENT PROGRAM

- Support the next generation of young farmers by sponsoring the attendance of a College or University student to the Agricultural Excellence Conference through premium registration.
- Your company logo will appear on FMC's online promotion of AgEx (including FMC's official website www.fmc-gac.com, student program page and social media channels)
- Inclusion of your company branding/logo in the Conference promotional materials
- The student can report a "what I heard" report for the sponsor to use to promote business management and supporting young people in Agriculture

Cost of \$100 per student

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 or staff.
- ✓ 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 Lead, 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

Tuesday, December 8	
10:00am EST	Heather Watson, Farm Management Canada – Prosperity with Purpose: Navigating the Path
11:00am EST	Colleen Henderson, Perfect Pitch – Capturing Buy-In through your Farm Story*
12:30pm EST	Visit Resource Showcase Booths/Exhibit Hall
1:00pm EST	Discussion Panel: Filling the Management Gap through Mentorship → Tyler Fewings, Producer & Scott Dickson, MNP - Cattlemen’s Young Leaders* → Others TBD*
3:00pm EST	Hoppy Hour
Wednesday, December 9	
10:00am EST	TBD - Canada’s Ag Economic Outlook*
11:00am EST	TBD - New Benchmarks for Canadian Agriculture*
12:00pm EST	TBD - Farming in the Digital Age* TBD - New Technologies for Farm Management*
1:00pm EST	Kelly Dobson, LeaderShift – Fostering your Leadership Effectiveness*
2:00pm EST	Discussion Panel: Getting the Most Value out of your Farm → Sterling Hilton, Hilton Ventures & Origin Malting and Brewing* → Anne Wasko, Gateway Livestock Marketing Inc.* → OPEN SPOT*
4:00pm EST	Visit Resource Showcase Booths/Exhibit Hall
4:30pm EST	Hoppy Hour
Thursday, December 10	
10:00am EST	John Cote, Nuffield Scholar and Entrepreneur - Innovations for Business Start-Up and Expansion
10:40am EST	Mark Brock, Nuffield Scholar and Producer - Unique Business Structures for Sustainable Growth
11:20am EST	Ryan Boyd, Nuffield Scholar and Producer - Resilient Solutions to Profitability and Productivity
12:00pm EST	Nuffield Canada AGM

*Premium registrants will have access to exclusive follow-up sessions with speakers after the main Conference.

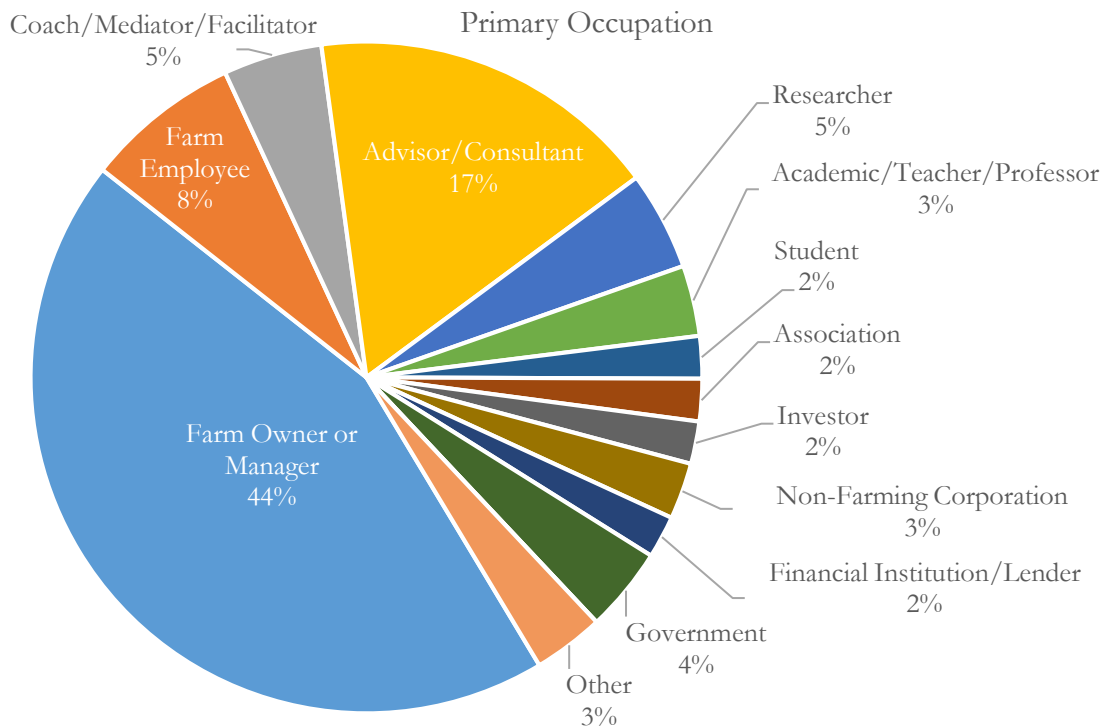
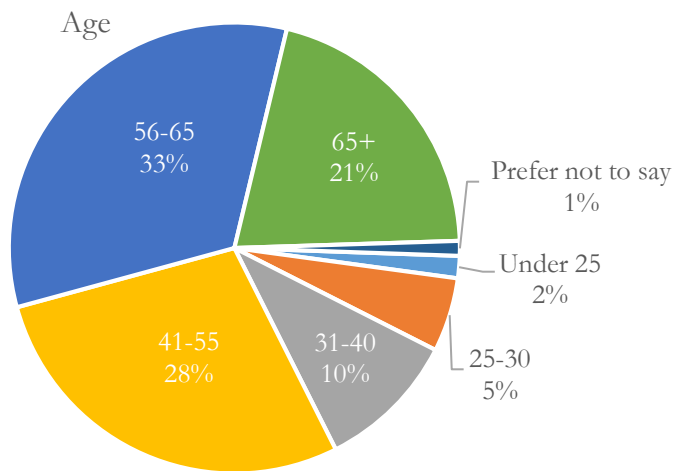
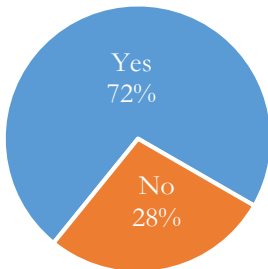
APPENDIX 2- DEMOGRAPHIC PROFILE

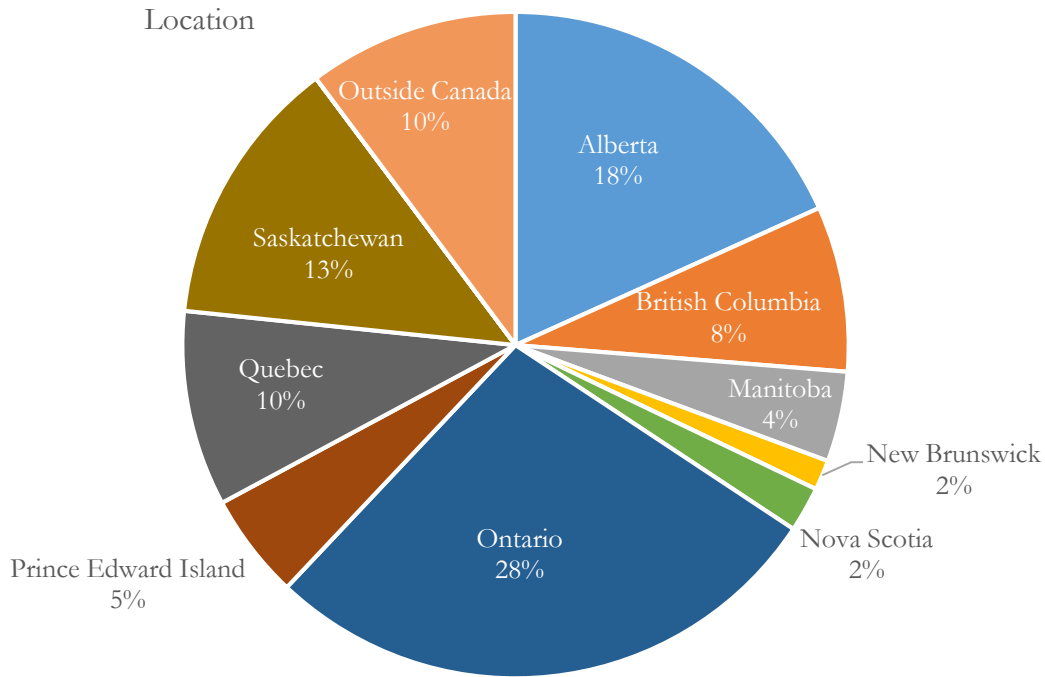
While Farm Management Canada’s ultimate target is Canada’s farmers, we also work with service providers including the Ministries of agriculture, advisors, academia, corporations and fellow organizations to positively influence business success for Canada’s farmers.

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

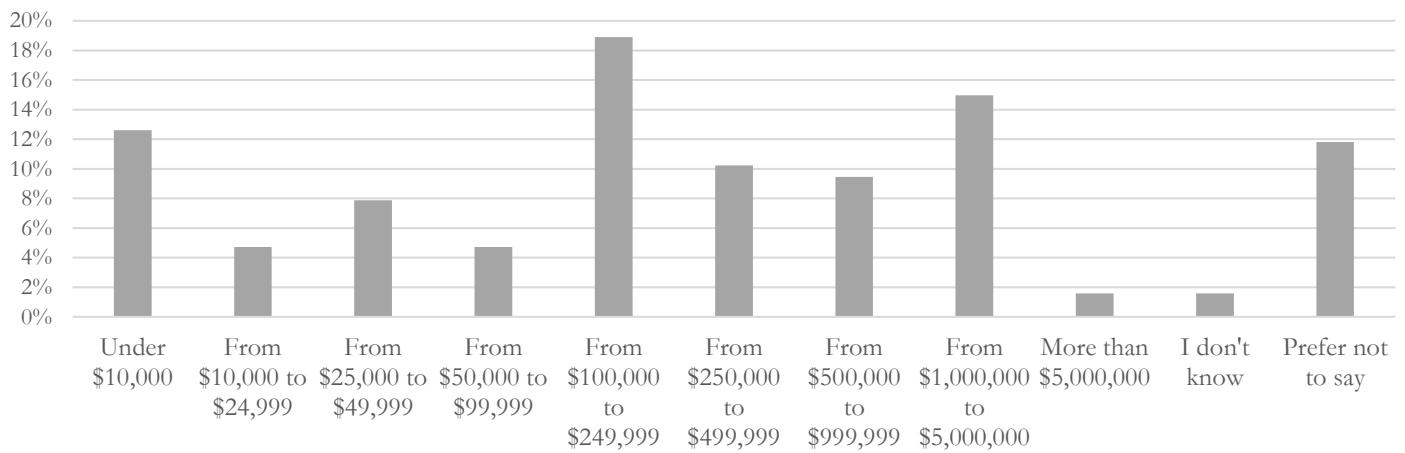
Our Audience: Demographic Breakdown

Do you farm?

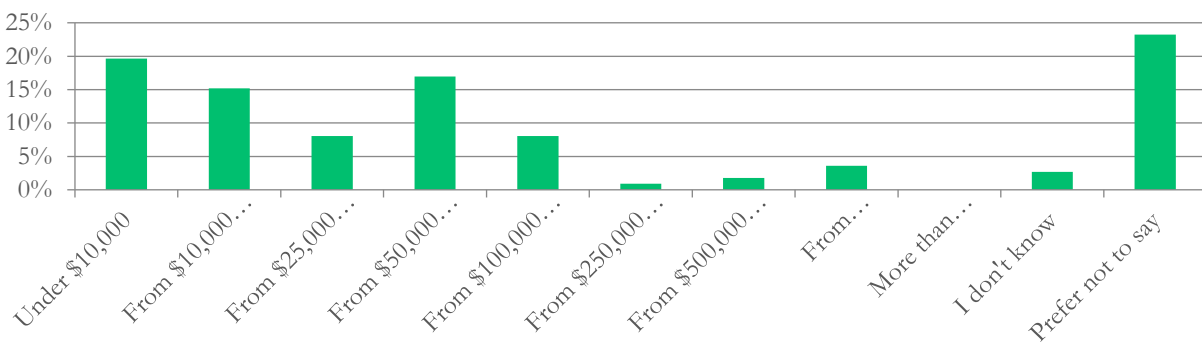




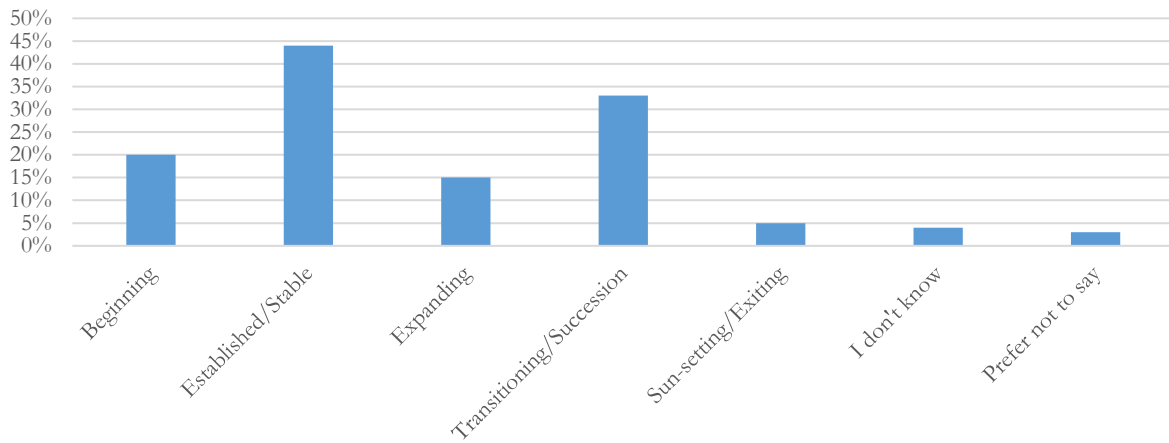
Gross Farm Sales



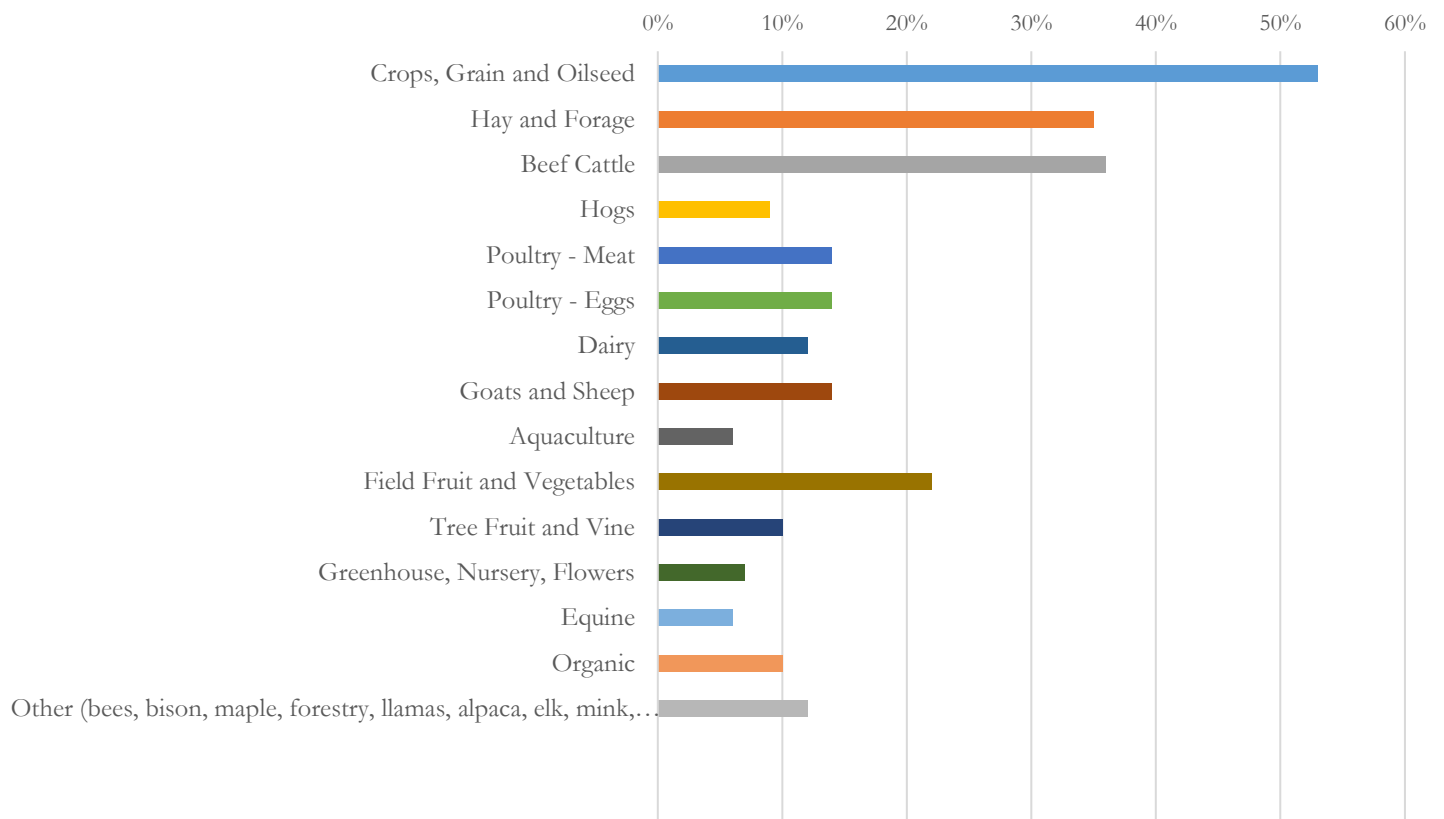
Net Farm Income



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.