



## GrowCanada 2021: Sponsorship Opportunities

November 30 – December 2, 2021 at the Hyatt Regency Calgary

### What is the GrowCanada conference?

The GrowCanada conference is Canada's premier agricultural event, bringing together thought leaders in crop agriculture for networking, professional development and community building to further advance the agriculture industry.

The conference is hosted by the GrowCanada partners – a coalition of national stakeholders working together to promote and advance innovation in Canadian agriculture.



The GrowCanada conference features:

- Thought provoking and inspiring speakers and sessions
- Valuable networking
- An opportunity to celebrate the previous year and growing season
- A chance to gather with thought leaders from across the country to discuss the dynamic future of agriculture

### Why invest in the GrowCanada conference?

Sponsors of the GrowCanada conference demonstrate their commitment to building a stronger and more vibrant Canadian agricultural sector. With a GrowCanada sponsorship, you will reach key leaders and decision makers in agriculture from across the country and elevate your company's profile among agriculture businesses and organizations, farmers and farm organizations, dietitians, government, and academia.

GrowCanada 2021 will be a forum to celebrate Canadian agriculture's accomplishments during the pandemic, reconnect and recognize new opportunities. As a sponsor, your organization will be front and centre as our industry comes together after a long time apart.

For the first time, we are adding a virtual element to our world-class conference, which will allow people to attend from anywhere. We're offering a number of new sponsorship opportunities to engage with both in-person and virtual attendees. As a sponsor, you will receive the unique benefit of access to two audiences.



We take the health and safety of our guests very seriously. We will be continuing to monitor the public health situation and will be making adjustments as necessary to ensure the safety of all of our attendees. We will be requiring that all conference attendees be fully vaccinated with proof of vaccination required for attendance. Under exceptional circumstances where a vaccine isn't possible, a rapid test on site will be required. We will follow all public health regulations and are building in contingency plans for all scenarios, including the possibility of future lockdowns and the need to transition to a fully virtual event.

**To reserve your sponsorship opportunity, please contact Liz Lumsden at [lumsdenl@croplife.ca](mailto:lumsdenl@croplife.ca) or 343-998-5018.**

**Platinum - \$20,000 and above**

We would be happy to work with you to customize a sponsorship opportunity that best suits your organization. Let's work together to find an opportunity that is tailor-made for your needs.

Each platinum opportunity includes:

- Email promotion sent to hundreds of former conference attendees recognizing sponsorship ahead of the conference
- Verbal recognition by conference MC
- Customized slide on screens throughout the conference
- Highest profile logo placement on screens in sessions, on the GrowCanada website (with hyperlink) and in the conference program

**Gold - \$10,000 - \$15,000**

There are two speaker sessions available for sponsorship, and we would also be happy to work with you to customize a sponsorship opportunity that best suits your organization's needs.

Each gold opportunity includes:

- Verbal recognition by conference MC
- Email promotion sent to former conference attendees recognizing sponsorship ahead of the conference
- Customized slide on screens in sponsor loop throughout the conference
- Logo placement on screens in sessions, on conference website (with hyperlink) and in the conference program

<p><b>COVID-19 impacts on food and consumer trends session – Thursday morning</b>          This engaging session will provide a Canadian entrepreneur's experience as the pandemic ravaged the food service and hospitality sector and the resilience and perseverance to get through it. We'll also explore how the pandemic shaped consumer trends and whether those were temporary or will be with us into the future. Speakers include:</p> <ul style="list-style-type: none"> <li>- Dr. Mohamad Fakih, President &amp; CEO, Paramount Fine Foods</li> <li>- Dana McCauley, Chief Experience Officer, Canadian Food Innovation Network</li> </ul>	<p>\$15,000</p>
<p><b>Political panel – Wednesday afternoon</b>          Post-election, the political panel will analyze results and offer their perspectives on what's next in Canadian politics from a Western perspective.</p>	<p>\$10,000</p>
<p><b>Custom sponsorship opportunity – Gold level</b></p>	<p>\$10,000 - \$15,000</p>



**Silver – up to \$7,500**

Each opportunity includes:

- Verbal recognition by conference MC
- Logo placement in sponsor loop slide on screens in sessions, on conference website (with hyperlink) and in the conference program

We would also be happy to work with you to customize a sponsorship opportunity that best suits your organization’s needs.

<b>Lunch – Wednesday</b> - Individual sponsor sign at entrance to lunch rooms	\$6,000
<b>Elevator wrap</b>	\$4,000
<b>Banquet wine sponsor</b>	\$3,500
<b>Pre-banquet reception – Wednesday</b> - Signage by bars recognizing sponsorship	\$2,000
<b>Health breaks – 3 available</b> - Signage by break stations recognizing sponsorship	\$1,500 each
<b>GrowCanada run &amp; yoga</b>	\$5,000
<b>Custom sponsorship opportunity – Silver level</b>	\$1500 - \$7500

**Virtual attendee bundles**

Invite your network to attend GrowCanada virtually! With the purchase of bundles of 5, 10 or 20 tickets, you can send free registration links to a targeted group. \$250 per registration.

Discount for bundles 20 tickets and over.

**Grower sponsorship - \$775 per registration + any additional costs**

Looking for an opportunity to get closer to growers? The GrowCanada conference is the perfect forum to profile your company to Canada’s leading growers and grower groups by sponsoring their conference registration. This sponsorship provides growers the opportunity to attend the agriculture conference of the year and gives your company networking opportunities with the grower(s) you sponsor by having them seated at your banquet table so you can speak with them about their needs and what your company has to offer.

The conference team will help make the arrangements and ensure that your growers are made aware of your generosity and support of Canadian agriculture. In addition, if you would like to cover travel and hotel accommodations for the grower to attend, the conference team can help facilitate this and invoice you after the event. If you would like to select grower(s) to sponsor from a list of delegates looking to attend, we can share that with you. If you would like to sponsor some of your customers to attend the conference who wouldn’t typically attend, we can help facilitate that too.

Benefits include:

- Networking opportunities with growers
- Verbal recognition by conference MC
- Logo placement in sponsor loop slide on screens in sessions, on conference website (with hyperlink) and in the conference program