



FARMSMART
20TH ANNIVERSARY

**AGRICULTURAL
CONFERENCE**



FARMSMART

20TH ANNIVERSARY

CropSmart

Friday January 18, 2019 – RIM Park, Waterloo

FarmSmart

Saturday January 19, 2019 – University of Guelph

Sponsorship Opportunities

Please join us in celebrating 20 years of FarmSmart

About FarmSmart

As one of the premier ag conferences in Ontario, our FarmSmart philosophy is to offer programming for everyone on the farm, whether you are the primary producer, partner, employee, spouse, child, advisor or consultant. We offer a wide range of program topics that allow participants to build a unique program that most benefits their needs.

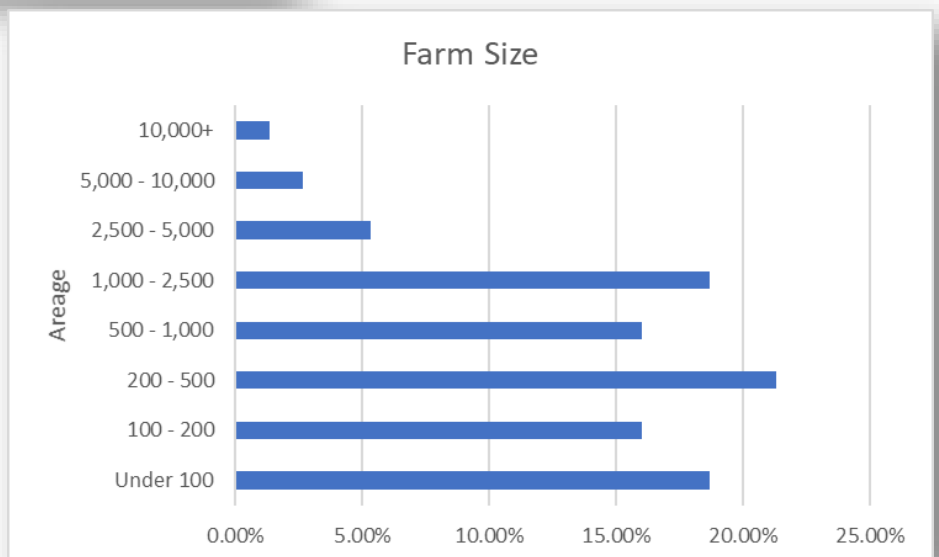
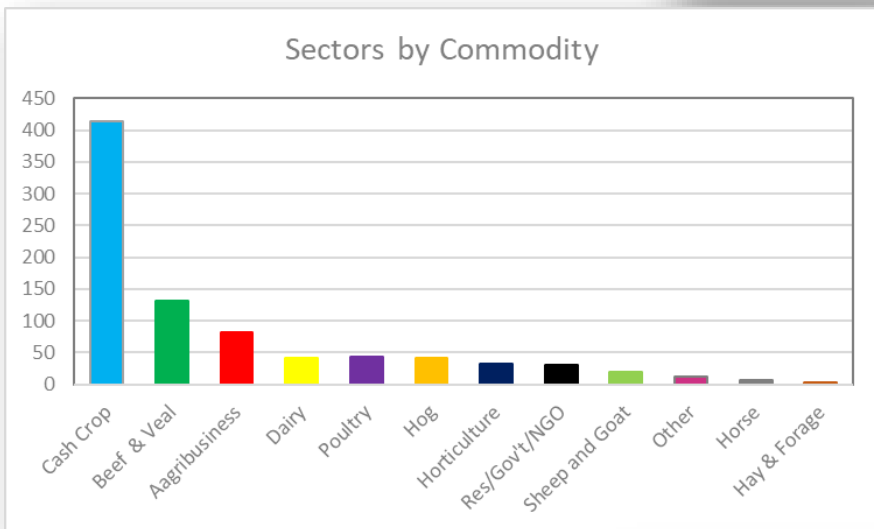
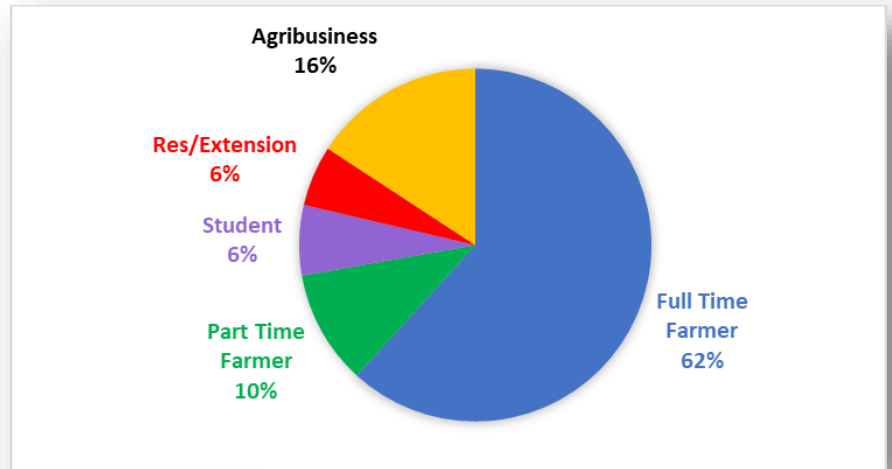
Unlike other farm conferences, we attract a large number of primary producers representing many types of farming. These attendees come to gather leading edge information on a wide range of topics pertinent to today's agriculture. The committee works hard to find engaging speakers from across the world to address present and emerging technologies, innovations, management and personal development. Sessions are offered on crop and livestock production, soil and environmental management, business, marketing, and general interest topics. We try and keep registration fees affordable and rely on sponsors like yourselves to deliver the high quality program we are known for.

2019 Program Highlights

- **Ken Ferrie**, Farm Journal Field Agronomist returns to FarmSmart Friday to anchor CropSmart, a comprehensive day focused on corn and soybean production.
- Our program this year will honour the past but focus on the future and innovative concepts and technology.
- FarmSmart continues to offer a broad range of topics that appeal to everyone on the farm operation including our popular youth program.
- The program will feature, International, national and local speakers.
- We have changed up our sponsorship package to offer more flexibility for smaller companies
- We have added some "special" 20th Anniversary opportunities that will be available this year only on a first come basis including the opportunity to sponsor: our conference/lunch bag, our 20th Anniversary Gift, a handy shovel, our post conference reception and specific speakers and sessions.
- We have added special opportunities to sponsor the Beef Symposium

FarmSmart Audience Profile

FarmSmart consistently draws a large cross section of over 1500 participants representing hundreds of thousands of acres across Ontario.



Special Sponsorship Opportunities for our 20th Anniversary

CropSmart & FarmSmart Presenting Sponsor- \$10,000

Our presenting sponsor will be the exclusive sponsor of the FarmSmart Friday event: CropSmart with Ken Ferrie as the anchor speaker for the day. Your promotional material will be displayed at CropSmart and you will also receive Gold Level Sponsorship benefits at FarmSmart. Tradeshow space and 4 passes to each event.

20th Anniversary Gift Sponsor - \$10,000

As a thank you to our loyal participants, we will be presenting FarmSmart participants with this long-handled trowel to have on hand when they are out scouting. This lifetime tool will have your company logo embossed on the handle with the 20th Anniversary FarmSmart Logo and you will also receive all the benefits of a gold sponsor.



Feature Speaker Sponsor - \$5,000

We are wanting to bring back one of our most popular speakers which will add additional costs to our program. Your sponsorship will allow us to bring in this quality speaker and you will also receive gold level benefits.

20th Anniversary Reception Sponsor - \$4,000

We are bringing back our popular post conference reception for our 20th Anniversary. This licensed event will be held in the atrium immediately following the conference and will involve a bar and light snacks. Participants and speakers can gather to share the day's events. You will also receive silver sponsorship benefits.

Conference Bag/Lunch Bag Sponsor - \$2,000

To reduce waste, FarmSmart has moved to a reusable bag for our conference. This bag contains all the conference information and is also used to pack and carry participant's lunches. Imagine your logo on 1000 bags traveling around the conference throughout the day. The FarmSmart 20th Anniversary Logo will be on one side and your company logo on the other. Your company will also receive Bronze level benefits.



Special Sponsorship Opportunities for our 20th Anniversary

	CropSmart & FarmSmart Presenting Sponsor	20 th Anniversary Gift Sponsor	Feature Speaker Sponsor	20 th Anniversary Reception Sponsor	Conference Bag/Lunch Bag Sponsor
Price Point	\$10,000	\$10,000	\$5,000	\$4,000	\$2,000
Exclusive CropSmart Sponsorship	✓				
Option of Display in Feature Theatre¹	✓	✓			
Banner Display²	✓	✓	✓		
Logo on promotional material³	✓	✓	✓		
Includes sponsorship of FarmSmart Expo 2019⁵	✓	✓	✓		
Logo included in registration package	✓	✓	✓	✓	
Stuffer in registration package	✓	✓	✓	✓	
FarmSmart Trade show space	✓	✓	✓	✓	✓
CropSmart Trade show space	✓				
Registrations included	4 to each event	4	3	2	2
Between Session Logo Placement⁶	CropSmart and FarmSmart Full Screen	FarmSmart Full Screen	FarmSmart 4 to a screen	FarmSmart 4 to a screen	FarmSmart small logo
Interactive logo on FarmSmart website⁷	large format	large format	small format	Small format	text
Credit in post-event media distribution	logo	logo	text	text	text

www.farmsmartconference.com



@FarmSmart19

The FarmSmart brand is a partnership of the Golden Horseshoe and Heartland Soil and Crop Improvement Associations, the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the University of Guelph, the Beef Farmers of Ontario and Agribusiness.

Regular Sponsorship Opportunities

	Gold	Silver	Bronze	Beef Symposium Feature Speaker	Beef Symposium Sponsor	Youth Program Sponsor	FarmSmart/Beef Symposium Session Sponsor
Price Point	\$4,000	\$2,000	\$1,000	\$1000	\$500	\$400	\$250
Option of Display Banner	✓ Rm 1	✓ Rm 2		✓ Rm 3	✓ Rm 3		
Logo on promotional material³	✓						
Includes sponsorship of FarmSmart Expo 2019⁵	✓						
Logo included in registration package	✓	✓	✓	✓	✓	✓	
Stuffer in registration package	✓	✓					
FarmSmart Trade show space	✓	✓	✓	✓			
Registrations included	4	3	2	2	1	Logo on gift to youth program participants.	Minimum of 3 sessions to receive complementary registration.
Between Session Logo Placement⁶	FarmSmart Full Screen	FarmSmart 4 to a screen	FarmSmart small logo	FarmSmart small logo			
Interactive logo on FarmSmart website⁷	large format	large format	text	text	text		
Credit in post-event media distribution	logo	logo	text	text	text		

New Sponsorship Opportunities

FarmSmart Session Sponsor - \$250

We are offering a lower entry sponsorship opportunity for companies. On a first come, first serve basis, you will be able to select a session in Rozanski 4 & 5, Crop Science and Richards 1&2. Your company name will be on the screen through the session. A minimum of 3 sessions are required to receive a complementary registration. Program sessions will be released on October 15th and will be awarded on a first come basis.

Youth Program Sponsor - \$400

The youth program has always been an important part of FarmSmart. To continue to improve the program, we would like a sponsor to cover the costs of speakers and materials. Your logo will go on the Youth Conference Gift.

Beef Symposium Feature Speaker Sponsor - \$1000

The Beef Symposium feature speaker has become an integral part of our program attracting over 1/3 of our participants. This year's speaker is: You will receive bronze level benefits.

Beef Symposium Sponsor - \$500

We are adding this opportunity to sponsor the popular Beef Symposium stream at FarmSmart. This opportunity will allow you to place a banner in the Beef symposium room, one free pass to the event and company recognition in all printed and digital promotion.

Beef Symposium Session Sponsor - \$250

This opportunity allows you to take part in the Beef Symposium, but at a lower cost. Sponsor one of the 6 sessions in the program and have your company name on the screen through the session.

FarmSmart 2019 Sponsorship Package

The Fine Print'

1. Presenting Sponsor and Gold level sponsors can have promotional banners displayed as part of their sponsorship benefits. The sponsoring company must supply the promotional banner. It may be a pull-up (free-standing) poster, or a wall mounted banner. Presenting level sponsor will have their material displayed at CropSmart and in the largest lecture theatres at FarmSmart (capacity 600 people). Gold level sponsors will have their material displayed in the largest theatres at FarmSmart. Banner size is subject to approval. Silver level sponsors can have promotional banners displayed in the second largest room.
2. Presenting Partner and Gold level sponsors will have their logos on promotional material, such as (examples only – actual publications may be different): advertising and articles in the GFO Grain Producer, Country Guide, Ontario Farmer, as well as the local Heartland and Golden Horseshoe Soil and Crop Improvement Associations newsletters, various other newspapers, and the FarmSmart brochure. If you are considering Presenting Level and Gold level sponsorship and wish to have your logo included in all promotional material, commitment by November 1, 2019 will ensure you are included in all of our promotions. Sponsorship committed after this date will be featured in all subsequent promotions, as possible. Presenting sponsors will also have their logo included in the CropSmart promo materials.
3. In the interest of reducing our paper footprint, stuffers will be limited to one-page, double-sided inserts to the registration package. Stuffers should be delivered to CountrySense, 680 Gartshore Street, Box 155 Fergus ON, N1M 2W8. Stuffers must be received by January 10th, 2019. In the case of exceptional circumstances, please contact Mary Van den Borre at farmsmartsponsor@gmail.com.
4. Between sessions a slideshow of sponsor logos will run in a continuous loop until the next session is ready to start. At CropSmart, Presenting level sponsor logos will run before the event, and during nutrition/lunch breaks. At FarmSmart all logos will run in a single slide show. Presenting level sponsors will receive a full screen, and be shown alphabetically in 'section 1' of the loop. Gold level sponsors will receive a full screen, and be shown alphabetically in 'section 2' of the loop. Silver level logos will be shown four to a screen, in alphabetical order, in 'section 3' of the loop. Bronze level logos will be shown all on the same slide, in no particular order, in 'section 4' of the loop. At FarmSmart the same logo presentation will be shown in all suitable rooms. FarmSmart will require a high resolution logo no later than January 7th, 2019. FarmSmart reserves the right to reduce the logo size of lower resolution images.
5. Presenting level sponsor and Conference Gift Sponsor will be placed in the first tier of logos in a large format on the FarmSmart website. Gold level sponsors will have their logos placed in a large format in the second tier. Silver level sponsors will have their logos placed together in a small format. Bronze level sponsors will be listed in text. "Large" and "Small" logo scaling will be appropriate to the space allocation of the website and the resolution of the logo provided. They are relative terms.
6. Sponsorship will be billed on the date of your confirmation, and benefits will be received according to your date of commitment. Sponsorship funds must be received by January 7, 2019 in order to ensure participation at the conference.
7. To confirm your sponsorship, contact Mary Van den Borre at farmsmartsponsor@gmail.com or 519-994-2063 To sign-up for sponsorship, visit <http://fs7.formsite.com/FarmSmart1/form9/index.html>.

Important Dates to Note:

November 1, 2018 - Presenting Partner & Gold level sponsors will get the most 'bang' for your sponsorship 'buck' by committing by November 1!

January 7, 2019 – Sponsorship must be paid in full in order to secure your spot

January 10, 2019– Logos are due to farmsmartsponsor@gmail.com

January 10, 2019 – stuffers must be received at CountrySense, 680 Gartshore Street, Box 155 Fergus, ON, N1M 2W8

January 18, 2019 – CropSmart, featuring Ken Ferrie, RIM Park, Waterloo

January 19, 2019 – FarmSmart – Rozanski Hall, University of Guelph

Sponsorship Sign-up: <http://fs7.formsite.com/FarmSmart1/form9/index.html>

Website: www.farmsmartconference.com

**Sponsorship must be paid in full no later than
January 7, 2019 in order to secure your spot.**