



# Virtual GBFW 21 Sponsorship Opportunities

The Grey Bruce Farmers' Week Committee, in partnership with Agribusiness, Commodity Groups and Producers, present the **55th** Annual Grey Bruce Farmers' Week (GBFW) - Virtual Conference Experience

## Conference & Trade Show January 5 - 12

- Trade Show Day - Tuesday, Jan 5
- Beef Day - Wednesday, Jan 6
- Dairy Day - Thursday, Jan 7
- Goat Day - Friday, Jan 8
- Sheep Day - Saturday, Jan 9
- Horse Day - Sunday, Jan 10
- Ecological Day - Monday, Jan 11
- Crops Day - Tuesday, Jan 12

**In light of Covid 19, GBFW21 will be presented Virtually only**

**Broadening our Audience    Raising our Profile  
Enhancing our Mandate to Educate**

Join the conversation @GBFarmersWeek #GBFW21  
#55YearsofGBFW #GBFW21GoesVirtual



**Exclusive Event Sponsor**

# Virtual GBFW21 Sponsorship Opportunities

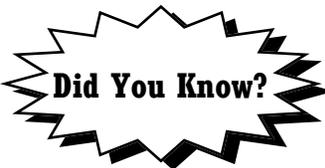
The Grey Bruce Farmers' Week Committee is proud of the quality and effectiveness of our event, and we are pleased to partner with leading organizations and companies. We would like to thank past sponsors for the excellent support they have provided over the years. Their financial support makes this conference possible, and their presence as exhibitors provides an invaluable contribution towards making GBFW a leading source of agricultural information.

As you may have heard, we announced on July 22nd that the **55th Annual GBFW would be presented virtually**. In light of the pandemic, this was the only responsible option! We are partnering with the company that did our live streaming, CTRE Productions, to offer this online conference platform. With the 2021 online conference, we will not be bound by the physical parameters of the Elmwood Community Centre. So, we look forward to a record number participating - booths and attendees. We are excited about the opportunities that it will provide our sponsors and exhibitors. The conference speakers are almost all confirmed, and we envision the best program assembled to date. Your company can help us deliver this new aspect of our event. Our 55th year will certainly be awesome - with your support!

Thank you for your interest in joining us at this conference as a sponsor. Your sponsorship will put your business or organization front and centre - into the homes and offices of farmers and agri-business - your target audience. This is a perfect opportunity for companies looking to increase their promotion, visibility and access to producers and other agri-business. Your support will be visible on our brochure, website, on the conference platform, and social media! The booths and sponsorship recognition will be available for the duration from when your info is posted and the producers purchase their tickets, until 30 days following the event. You will be able to engage directly with conference participants, even though we are going virtual. Sponsors with premium booths will be able to engage with producers face to face. **Rather than the booths being open for engagement all during the conference, we have created special windows of opportunity.** On Trade Show Day, only the trade show will be featured, and vendors will be ready for engagement for 4 hours. During the Commodity Days, we have created a 2 hour window prior to the presentations starting (9-11 am daily). Again, producers can visit your booth anytime, but to prevent staff burn-out, vendors do not have to sit at their computer all day, just during those windows. We do encourage agribusiness to participate in viewing the presentations, as there will be some fantastic info shared - as always! This virtual trade show will also provide sponsors with rich data and analytics.

Potential Sponsors are invited to purchase from a convenient tiered sponsorship structure. We offer 5 contribution levels to choose from, so there's a tier to fit any budget. Each contribution level has a select range of benefits. These levels are described in detail on page 3 of this package. Within each tier, there are a multitude of opportunities to support (page 4). Our sponsorship opportunities are a starting point for discussion, and we look forward to customizing them to meet your needs. "Going Virtual", provides a myriad of sponsorship opportunities that we are in the process of establishing. If you have any suggestions for sponsorships while we wrap our heads around this new platform, we are all ears. **This virtual option will raise our conference profile across Ontario and enhance our producer education mandate.** This relatively new venture, will allow you to advertise to potential clients across Ontario, and beyond if applicable. This will give all sponsors more exposure. Of note, the content (presentations and tradeshow) will be available for 30 days following the event.

The sponsorship opportunities are available on a first come, first serve basis, so please act quickly! The application form is on page 5. The final sponsorship deadline is **Sept 25th**. If it is possible to reach out in advance of that deadline, that would be greatly appreciated. We appreciate your kind consideration of all of these opportunities.



## Did You Know?

The Grey Bruce Farmers' Week Committee, **with strong support from producers, our sponsors, and agribusiness**, has been giving back to the community. In 2009 we established an annual \$1000 *Grey Bruce Farmers' Week Prize* in conjunction with the University of Guelph, Ontario Veterinary College (OVC), to recognize new veterinarians entering food animal practices in Grey and Bruce Counties. This award recognizes the individual's past accomplishments, but also encourages their future contributions, and commitment to our rural communities.



# Sponsorship Tiers

Tiers	Premier	Platinum	Gold	Silver	Bronze
<b>Contribution Level/Range</b>	\$5000	\$2000 - 4999	\$1000 - \$1999	\$500 - \$999	\$200 - \$499
<b>Features</b>	<b>Pre-Event Branding</b>				
Logo on GBFW brochure	√	√	√	√	Name
Logo on all outgoing GBFW emails	√				
Logo on all print material (where possible)	√				
Individual social media recognition posts	10	8	5	3	0
Recognition on press release	logo	name	name	name	
Company recognized on website & platform	√	√	√	√	√
Interactive logo on GBFW website and conference platform landing page	√	√	√	√	
Opportunity to purchase tickets in advance for clients/producers (working on the strategy so that these cannot be shared)	√	√	√	√	
	<b>Event Branding</b>				
Opportunity to address conference (speaker sponsors will introduce the speaker the Day they are speaking)	√ (daily)	√	√		
Pre-recorded welcome message	√				
Complimentary premium tradeshow space (costs GBFW \$50/day)	For the week	For the week	For the Day	For the Day	NA
Free admission (working on the strategy so that these cannot be shared)	3 passes for 8 days	2 passes for 8 days	2 passes for 8 days	2 passes for the Day (s) Sponsored	2 passes with booth purchase
Opportunity for a 30—60 min engagement presentation available for viewing on relevant days. (It is the company's responsibility to record this)	√	√	√		
Logo on conference feed at all times for technology sponsors		√			
Logo on conference feed at the beginning and end of the speakers' presentation that you are sponsoring	√ all	√	√	√	√
Logo on conference feed loop during breaks on the days you are sponsoring	√	√	√	√	√
Logo accompanying the GBFW logo on the hosts' backdrop & the beginning of each presentation	√				
Rich engagement tracking	√	√	√	√	√
<b>Verbal recognition</b>	At opening, and closing each day	At the beginning of the day, at end of day, and when speaker speaks	At the beginning of the day, at end of day, and when speaker speaks	At the beginning of the day, at end of day, and when speaker speaks	At break or when speaker speaks depending on sponsorship



# Sponsorship Opportunities

	Features	Premier	Platinum	Gold	Silver	Bronze
	Contribution Level/Range	\$5000	\$2000 - 4999	\$1000 - \$1999	\$500 - \$999	\$200 - \$499
<b>Pre-Event Opportunities</b>						
	Event					
A	Brochure		√			
B	Technology		√			
C	Registration Sponsor					√
D	Media Sponsors			√		
E	Social Media Sponsor					√
F	T-Shirt Social Media Campaign #Wear&Share GBFW21		√		√	√
G	Pre-event Mailing					√
H	Speaker pre-recording session				√	√
<b>During the Event Opportunities</b>						
I	Speakers		√	√	√	√
J	Panels				√	√
K	Commodity Day(s)		√	√	√	√
L	Speaker in the Hot - Seat, Q&A Sessions				√	
M	Pre or Post Producer "Mingles"			√	√	√
N	Chat Box Sponsor for within session Q and A				√	
O	Break Sponsors					√
P	Tradeshow Scavenger Hunt				√	
Q	Post Event Virtual Goodie Bag				√	√
R	Speaker Handouts Downloads "Room"				√	√
S	Daily Closing Credits Sponsor				√	√
T	Discussion Board/Graffiti wall sponsor				√	√
U	Post Event USB keys for Producers with poor/no internet		√	√	√	√

**And More.....Let's Talk**

# Grey Bruce Farmers' Week 2021 Sponsorship Application

Company Name: \_\_\_\_\_  
 (Print Exactly as it is to appear in brochure and other promotional materials)

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Twitter/Instagram: \_\_\_\_\_ Facebook Page/Group: \_\_\_\_\_

Email: \_\_\_\_\_

We request the following sponsorship opportunity: Please ✓

	Premier	Platinum	Gold	Silver	Bronze
Contribution Level/Range	\$5000	\$2000 - 4999	\$1000 - \$1999	\$500 - \$999	\$200 - \$499
Please ✓ the sponsorship level you are interested in					
\$ Amount					
Please write in the "Day(s)" that you are interested in supporting					

*GBFW accepts sponsors on a first come basis and guarantees promotional entitlements listed.*

**What opportunities are you interested in? (Please review pg 4, and write the letters of the Sponsorship Opportunities that intrigue you below. Please prioritize those opportunities in case your first choice has been booked up.)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**As always, Lorie will work with you to develop a sponsorship strategy that works best for your organization.**

**If your Sponsorship Package provides you with a complimentary exhibit space for the Day that you are sponsoring, (Silver and above), you will receive a Premium Booth (opportunity for person to person engagement). Details to follow.**

Please email the completed form before the **Sponsorship deadline of Sept 25th** to: [lorie@greyagservices.ca](mailto:lorie@greyagservices.ca), and then call 519-986-3756, to confirm that your email has been received. Lorie will then be in touch with you to discuss your sponsorship contributions. Please send your digital logos asap to Lorie for social media purposes. Thanks very much for your kind consideration of these opportunities, and for your support!