

A man and a woman are standing in a field of young green plants, likely a cornfield. The woman, on the left, has curly red hair and is wearing a red and black plaid shirt and blue jeans. She is pointing towards the plants. The man, on the right, has a beard and is wearing a green button-down shirt over a white t-shirt and blue jeans. He is holding a tablet computer and looking at it. The background shows rows of young plants stretching into the distance under a bright sky.

**SPONSORSHIP
OPPORTUNITIES**

BRINGING RESEARCH TO THE FARM

**REGISTRATION
OPENS:**
November 1st,
2024

SWAC 
SouthWest • Agricultural • Conference

IN-PERSON
JANUARY 7 & 8, 2025

University of Guelph,
Ridgetown Campus


Midwest
Ag Conference

IN-PERSON
JANUARY 17, 2025

RIM Park Manulife Sportsplex,
Waterloo


EOCC

IN-PERSON
JANUARY 21, 2025
Kemptville Campus

Livestreaming and Recorded Sessions will be available.

2025 Ontario Ag Conferences

Sponsorship Opportunities

The OAgC team is again offering the Ontario Agricultural sector, 3 fabulous educational IN-PERSON conferences as well as a VIRTUAL ONLY option! We are “Bringing Research to the Farm” to all registrants and sponsors through access to over 50 recorded sessions from the 3 locations. Also available is an option to watch sessions Livestreamed from SWAC (January 7 & 8, 2025) and MWAC (January 17, 2025) through the popular OAgC web portal.



January 7 & 8 2025 – SWAC

- University of Guelph Ridgetown Campus
- Two Day In-Person Conference
- Variety of Informative Concurrent Sessions in 4 Rooms plus Feature Speakers
- Livestreaming and recording of sessions for Virtual audience and future viewing
- Taste Ontario and other daily events plus Trade Show



January 17, 2025 - MWAC

- RIM Park Manulife Sportsplex, Waterloo
- One Day In-Person Conference
- Precision-Focused Sessions
- Livestreaming and recording of sessions for Virtual audience and future viewing
- Trade Show



January 21, 2025 - EOCC

- Kemptville Campus
- One Day In-Person Conference
- Variety of Informative Concurrent Sessions in 2 Rooms
- Feature Speaker
- Sessions will be recorded for Virtual audience and future viewing
- Trade Show

VIRTUAL OPTIONS

January 7 & 8, SWAC will be Livestreaming and have a variety of pre-recorded sessions available for the Virtual, MWAC and EOCC registrants. All the SWAC sessions are being recorded.

January 17, MWAC will be Livestreaming their conference to the Virtual, SWAC and EOCC registrants plus recording all the sessions.

January 21, EOCC will be recording all sessions and added to the web portal for all Virtual, SWAC, MWAC and EOCC registrants.

The 3 conference sessions (over 50) are being recorded and available for viewing for all In-Person and Virtual registrants until March 31st.



Sponsorship Opportunities

2025 SWAC Sponsorship Opportunities

All SWAC Sponsors will be recognized on the SWAC website and at the In-Person conference. Each sponsorship level has different bonus features and includes a minimum of one complimentary registration, Virtual or one day In-Person. Info included in each writeup.

Please check the deadlines: *Indicates this sponsorship will be included in the conference brochure and has a deadline of September 16, 2024.

Main 2 Opportunities Deadline September 16, 2024*.

\$10,000.00

Main SWAC Sponsor*: Sponsor of Feature Speaker, Conference Lanyards & supplier of conference bags and note pads. Sponsor chooses Day 1 or Day 2 Feature Speaker. Logo will be included on conference lanyards. Opportunity to supply branded conference bags including pads and pen for conference attendees. 2 sponsorship opportunities available.

\$10,000.00 sponsorship includes logo in conference brochure, trade show booth located in foyer, choice of 4 SWAC sessions, 5 radio ads and SWAC advertising. Plus 6 complimentary registrations, three Virtual and three one day In-Person. **completed**

Key 1 Opportunity Deadline September 16, 2024*.

\$8,000.00

Livestreaming & Recording Room*: Pioneer Lecture Theatre will be the conference livestreaming room to our Virtual audience plus open to In-Person attendees. All sessions will be recorded for the web portal. Company banner stands on display for 2 days. Optional bar stools for speaker panels.

\$8,000.00 sponsorship includes logo in conference brochure, trade show booth, 4 SWAC sessions and 5 radio ads. Plus 6 complimentary registrations, three Virtual and three one day In-Person. **completed**

Leader 6 Opportunities Deadline September 16, 2024*.

\$5,000.00

Choose from:

1. **Buffet or Box Lunch***: Choose Day 1 or Day 2 lunch and either Buffet or Box. (4 sponsors). Banner stands will be on display at the lunch locations. Opportunity to supply paper napkins and box lunch containers. 4 sponsorship opportunities available. **completed**
2. **SWAC Taste Ontario Evening Social***: Social time for all attendees to wind down after a day of sessions! Sponsor chooses bar or food sponsorship (2 sponsors). Bar sponsor to supply bar tickets and drink napkins and food sponsor can supply food napkins and T-shirts for the 4H Servers. 2 sponsorship opportunities available. **completed**
3. **Recording Room***: Agronomy Ag Theatre will be a conference session recording room. All sessions will be recorded for the web portal. Company banner stands on display for 2 days. Optional bar stools for speaker panels. **Completed**

\$5,000.00 sponsorship includes logo in conference brochure, trade show booth and 2 radio ads. Plus 5 complimentary registrations, two Virtual and three one day In-Person.

Advocate 8 Opportunities Deadline September 16, 2024*.**\$4,000.00**

Choose from:

1. **Brochure Session Panel***: Your company logo is highlighted in the Conference Brochure on one of the four session forums. Company will be recognized at the In-Person presentations and on the recordings of those sessions. (4 sponsorship opportunities available) **completed**
2. **Room Sponsor***: Two Session rooms to choose from: Agronomy 126 or Agronomy 127, includes logo in brochure, banner stand on display for two days during the 14 sessions. Optional to supply bar stool for speaker panels. (2 sponsorships opportunities available) **completed**
3. **Refreshment Breaks**: Day 1 or Day 2 all day refreshment area. Option to supply branded cups and napkins. Company banner stands will be on display in refreshment area. (2 sponsorship opportunities available) **Available**

\$4,000.00 sponsorship includes trade show booth. Plus 4 complimentary registrations, two Virtual and two, one day In-Person.

Sustainer 1 Opportunity Deadline September 16, 2024*.**completed****\$3,000.00**

Day 2 Breakfast*: Sponsor of SWAC's Day 2 early morning breakfast sandwich, includes coffee or tea. Served in the SWAC Registration & Trade Show area on the second day of the conference. Option to provide branded napkins and cups. A company banner stand will be on display in the refreshment area.

\$3,000.00 sponsorship includes trade show booth, plus 3 complimentary registrations – one Virtual and two one day In-Person.

Fan 3 Opportunities to choose from Available Speaker Lounge only**\$2,000.00**

Choose from:

1. **Speaker Lounge**: a relaxing space for speakers to review their presentation, take a break with other conference speakers or quietly hang out. Option to supply branded napkins or cups.
 2. **Conference bag, pen and pad**: Supply conference attendees with a bag to gather information in the trade show area. Include a pad and pen for attendees to take important notes about the conference or speakers. Conference bags, pads and pens can display company logo to be seen throughout the conference. (Only available if the Main Sponsors decline this opportunity)
 3. **Any Combination** of items listed under \$500.00 or \$1000.00 areas of sponsorship to equal \$2000.00
- \$2,000.00 sponsorship Includes 2 complimentary registrations, one Virtual and one day In-Person.

Supporter 4 Items to choose from Deadline September 16, 2024*.**\$1,000.00**Choose one item or any combination: **Available except brochure logo & Radio ads**

1. **2 logos in conference brochure***: example is your company and a sister company included in the conference brochure which is delivered to over 18,000 households in Ontario
2. **2 sessions**: choose two sessions from the SWAC program list, maybe limited
3. **2 trade show spots**: for companies that want a bigger display space. Must be the same company.
4. **Any Combination** of 2 items listed under \$500

\$1,000.00 sponsorship includes 1 complimentary Virtual or one day In-Person registrations except trade show is one In-Person both days. \$1500 sponsorship receives one complimentary registration either Virtual or one day In-Person.

Friend 4 Items to choose from

Deadline September 16, 2024*.

\$500.00

Choose from one item or any combination:

Available except brochure logo & Radio Ads

1. **Logo in conference brochure***: conference brochure delivered to over 18,000 households in Ontario
2. **1 session**: choose one session from the SWAC program list, maybe limited.
3. **1 SWAC trade show spot**: 5 ft x 10 ft space, includes a table 2 ft x 8 ft and chair
4. **2 radio ads**: 3 second company tagline combined with a conference ad on local radio station.

\$500.00 sponsorship includes 1 complimentary Virtual registration except trade show is one In-Person both days

Additional Information and Deadlines

Previous sponsors will be given first opportunity to remain as an item sponsor.

All people attending must register either as a complimentary or a paid registration, even if the person is not planning to attend any sessions etc. **NO EXCEPTIONS, any unregistered attendees** may become ineligible to attend future year.

Complete the sponsorship registration page and return as soon as possible. Including payment is optional but is appreciated!

MARK YOUR CALENDARS Deadlines are as follows:

September 16, 2024 – any sponsorship that is included in the conference brochure. Important to have your paperwork and logo submitted before this date.

October 1, 2024 – Radio ad, 3 second company tagline.

November 15, 2024 – Complimentary Registrations required

November 22, 2024 – Sponsorship Opportunities Closes, including trade show spots. Some opportunities may close earlier if the Sponsorship is filled.

November 29, 2024 - Sponsorship Payment deadline

December 9, 2024 – SWAC In-Person Registration Closes including complimentary registrations

Looking forward to having your company be part of the upcoming SWAC.

Do you need more information?

Please feel free to contact

Albert Tenuta

OMAFRA

albert.tenuta@ontario.ca

Loree Elgie

BDC University of Guelph, Ridgeway Campus

lelgie@uoguelph.ca

2025 SWAC Sponsorship Confirmation & Registration Form

Please Print Clearly

Company Name: _____

Address: _____ City: _____ Postal Code: _____

Contact Person: _____ Phone: _____

Email: _____ Company Website: _____

Contact person is person to contact regarding sponsorship does not include registration.

\$\$	Sponsorship	Options	Choice	Deadline	\$Amount
Main \$10,000	Main SWAC Sponsor 2 sponsors	Day 1 or Day 2	N/A	Sept 16	
Key \$8,000	Livestreaming Room 1 sponsor	RDC Pioneer Lecture Theatre	N/A	Sept 16	
Leader \$5,000	Buffet Lunch 2 sponsors	Day 1 or Day 2	N/A	Sept 16	
Leader \$5,000	Box Lunch 2 sponsors	Day 1 or Day 2	N/A	Sept 16	
Leader \$5,000	Taste Ontario Social 2 sponsors	Bar or Food	N/A	Sept 16	
Leader \$5,000	Session Recording Room 1 sponsor	Agronomy Ag Theatre	N/A	Sept 16	
Advocate \$4,000	Brochure Session Panel 4 sponsors		N/A	Sept 16	
Advocate \$4,000	Refreshment Break 2 sponsors	Day 1 or Day 2		Nov 22	
Advocate \$4,000	Room Sponsor 2 sponsors	Ag 126 or Ag 127	N/A	Sept 16	
Sustainer \$3,000	Breakfast Sandwiches 1 sponsor	Day 2	N/A	Sept 16	
Fan \$2,000	Speaker Lounge 1 sponsor	Full Conference		Nov 22	
Fan \$2,000	Conference Bags & Pens 1 sponsor	Full Conference		Nov 22	
Supporter \$1,000	i 2 logos in brochure ii 2 sessions iii 2 trade show (1 company) iiii Combination of 2 -\$500	Choose any from the list Except i is now closed		i Sept 16 Rest Nov 22	
Friend \$500	i 1 logos in brochure ii 2 radio ads iii 1 session iiii 1 trade show	Choose any from the list Except i and ii are now closed		i Sept 16 ii Oct 1 Rest Nov 22	
Mark Your Calendar: Sponsorship Opportunities closes <u>Nov 22, 2024.</u> Payment appreciated at time of sponsorship registration.				TOTAL	

SWAC Complimentary Registration: Please print clearly.

For multiple registrations a group registration form is available.

Name: _____

Email Address: _____

I want to attend on Day 1 _____ Day 2 _____ Both Days _____ Lunch Choice: Box _____ Buffet _____

Sponsorship Payment Methods

E-transfer info

Please make your e-transfer using Mary Marg McDonald's email.

Email: mmcdonal@uoguelph.ca

Your password will be your invoice number example: OAgC2025-30

Found above the invoice date, please no spaces and not in italic

IMPORTANT

Please be sure Mary Marg McDonald is notified of your payment by email mmcdonal@uoguelph.ca

Please cc'd Loree on the email at lelgie@uoguelph.ca

Direct Deposit Information

Vendor Name: Southwest Agricultural Conference

Email: mmcdonal@uoguelph.ca

Financial Institution:

CIBC

43 Main St. E

Ridgetown, ON N0P 2C0

Acct Information

010 02882 8601518

Payments By Cheque

Please make cheque payable to Southwest Agricultural Conference or SWAC.

Mail to:

SWAC

c/o Mary Marg McDonald

120 Main St. E

Ridgetown, ON N0P 2C0

Payments by Credit Card

Visa and Mastercard credit cards are accepted.

Phone Loree with the card number or email.

_____/_____/_____/_____/ Exp ____/____ CVV (3 digits on the back) _____

Sponsorship Contact Information

We hope you have enjoyed browsing through our conference sponsors opportunities package!

There is a lot of information, but the sponsorship opportunities have not changed a lot. If you have been a sponsor in the past, you will receive first opportunity to do the same sponsorship again!

I'm sure there may be lots of questions. Please contact us anytime. Each conference has a representative. Please contact them, they want to chat with you.

Here is the contact information for each conference:

OAgC Web Portal, host of the livestreaming and recorded sessions

Albert Tenuita albert.tenuita@ontario.ca

Loree Elgie lelgie@uoguelph.ca

Southwest Agricultural Conference (SWAC)

Albert Tenuita albert.tenuita@ontario.ca

Loree Elgie lelgie@uoguelph.ca

Midwest Ag Conference (MWAC)

Nancy Van Sas nvansas@ontariosoilcrop.org

Eastern Ontario Crop Conference (EOCC)

Kathy Hardy mkhardy49@gmail.com