

# SWAC



SouthWest • Agricultural • Conference

## Sponsorship Opportunities

## 2026 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 12, 2025. Previous sponsors are given the first right to accept sponsorship before we open it to new sponsors. Our deadline to hear from you is Aug 30, 2026.**

### **Main 2 Opportunities Deadline September 12, 2025\*.**

**\$10,000.00**

**Main SWAC Sponsor\*:** Your company will be one of the exclusive Sponsors of one of the conference's esteemed Feature Speakers. Your brand will be prominently showcased during the selected Feature Speaker presentation (Day One or Two). Sponsorship also includes your company logo highlighted on the conference lanyards. 2 sponsorship opportunities available.

\$10,000.00 sponsorship Includes logo in conference brochure in a prominent location, trade show booth located in foyer, choice of 4 SWAC sessions, 5 radio ads, recognition on SWAC advertising and any mass SWAC emails. Entitled to 6 complimentary registrations, three Virtual and three one day In-Person.

### **Key 1 Opportunity Deadline September 12, 2025\*.**

**\$7,000.00**

**Livestreaming/Recording Room\*:** One of the campus theatre rooms will be designated as the conference livestreaming room. All sessions in this room will be livestreamed to our Virtual audience plus open to In-Person attendees. All sessions will be recorded for the web portal. Company banner stands will be on display for 2 days. Optional bar stools for speaker panels. Exception is the Feature Speaker time slot.

\$7,000.00 sponsorship Includes logo in conference brochure, trade show booth, additional 4 SWAC sessions and 5 radio ads. Plus 6 complimentary registrations, three Virtual and three one day In-Person.

### **Leader 7 Opportunities Deadline September 12, 2025\*.**

**\$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 lunch locations. Opportunity to supply paper napkins and box lunch containers. 4 sponsorship opportunities available.
2. **SWAC Taste Ontario Evening Social\*:** Social time for all attendees to wind down after a day of sessions! The sponsor chooses bar or food sponsorship (2 sponsors). The bar sponsor will supply bar tickets and drink napkins and food sponsor can supply food napkins and T-shirts for the 4H Servers. 2 sponsorship opportunities available.
3. **Recording Room\*:** One of the campus theatre rooms will be a conference session recording room. All sessions will be recorded for the web portal. Company banners stand on display for 2 days. Optional bar stools for speaker panels.

\$5,000.00 sponsorship includes: logo in conference brochure, trade show booth, 2 radio ads, company banner stands on display in designated locations. Plus 5 complimentary registrations, two Virtual and three one day In-Person.

**Advocate 8 Opportunities Deadline September 12, 2025\*.****\$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. Your company will be recognized at the In-Person presentations and on the recordings of those sessions. (4 sponsorship opportunities available)
2. **Room Sponsor\***: Two Session rooms to choose from. Room locations may change at the discretion of the committee. (Options will be Agronomy 126, Agronomy 127 or RDC 110). Sponsorship includes logo in brochure, banner stand on display in room for two days during the sessions. Optional to supply bar stool for speaker panels. (2 sponsorships opportunities available)
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 the refreshment area. (2 sponsorship opportunities available)

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

**Sustainer 2 Opportunities Deadline September 12, 2025\*.****\$3,000.00**

Choose from:

1. **Day 2 Breakfast\***: Sponsor of SWAC's Day 2 early morning breakfast sandwich, including coffee or tea. Served in the SWAC Registration & Trade Show area on the second day of the conference. Option to provide branded napkins, cups and sandwich stickers. A company banner stand will be on display in the refreshment area and your company logo in the conference brochure.
2. **Conference bag, pen and pad**: Your company to supply conference attendees with a bag to gather information in at the trade show area (approx. 1000 bags required). Including a pad and pen for attendees to take important notes about the conference or speakers (optional). Conference bags, pads and pens can display company logo to be seen throughout the conference.

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

**Fan 2 Opportunities to choose from****\$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. **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 12, 2025\*.****\$1,000.00**

Choose one item or any combination:

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.

<b>Friend</b> 4 Items to choose from	Deadline September 12, 2025*.	<b>\$500.00</b>
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Choose from one item or any combination:

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. (limited availability)

\$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 the first opportunity to retain their previous year's sponsorship. To meet production timelines and ensure proper recognition, the deadline to confirm continued sponsorship is August 30, 2025.

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 attendee** 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:

**August 30, 2025** – deadline to confirm continuation of previous years sponsorship

**September 12, 2025** – any sponsorship that is included in the conference brochure. It is important to have your paperwork and logo submitted before this date.

**October 3, 2025** – Radio ad to be submitted, 3 second company tagline.

**November 15, 2025** – Complimentary Registrations required

**November 22, 2025** – Sponsorship Opportunities Closes, including trade show spots. Some opportunities may close earlier if the Sponsorship is filled.

**November 28, 2025** - Sponsorship Payment deadline

**December 8, 2025** – 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 either**

Albert Tenuta  
OMAFRA  
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Ilona McNulty  
BDC University of Guelph, Ridgetown Campus  
[ilonam@uoguelph.ca](mailto:ilonam@uoguelph.ca)

# 2026 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
<b>Main</b> \$10000	Main SWAC Sponsor 2 sponsors	Day 1 or Day 2	2 booked	Sept 12	
<b>Key</b> \$7000	Livestreaming Room 1 sponsor	Agronomy Ag Theatre Theatre	1 open	Sept 12	
<b>Leader</b> \$5000	Buffet Lunch 2 sponsors	Day 1 or Day 2	2 booked	Sept 12	
<b>Leader</b> \$5000	Box Lunch 2 sponsors	Day 1 or Day 2	1 booked 1 open	Sept 12	
<b>Leader</b> \$5000	Taste Ontario Social 2 sponsors	Bar or Food	2 booked	Sept 12	
<b>Leader</b> \$5000	Session Recording Room 1 sponsor	Pioneer Lecture Theatre	1 booked	Sept 12	
<b>Advocate</b> \$4000	Brochure Session Panel 4 sponsors		3 booked 1 open	Sept 12	
<b>Advocate</b> \$4000	Refreshment Break 2 sponsors	Day 1 or Day 2	2 open	Nov 22	
<b>Advocate</b> \$4000	Room Sponsor 2 sponsors	Two Rooms Available	1 booked 1 open	Sept 12	
<b>Sustainer</b> \$3000	Breakfast Sandwiches 2 sponsor	Day 2	1 booked 1 open	Sept 12	
<b>Fan</b> \$2000	Speaker Lounge 1 sponsor	Full Conference	1 booked	Nov 22	
<b>Fan</b> \$2000	Conference Bags & Pens 1 sponsor	Full Conference	1 open	Nov 22	
<b>Supporter</b> \$1000	i 2 logos in brochure ii 2 sessions iii 2 trade show (1 company) iv Combination of 2 -\$500	Choose any from the list	Trade Show and Sessions still Open	i Sept 12 Rest Nov 22	
<b>Friend</b> \$500	i 1 logos in brochure ii 2 radio ads iii 1 session iv 1 trade show	Choose any from the list	Trade Show and Sessions still open	i Sept 12 ii Oct 2 Rest Nov 22	
Mark Your Calendar: Sponsorship Opportunities closes <u>Nov 28, 2025</u> . Payment appreciated at time of sponsorship registration.				<b>TOTAL</b>	

**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 \_\_\_\_\_

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**Sponsorship Payment Methods**

**E-transfer info**

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

Email: [ontarioagconf@outlook.com](mailto:ontarioagconf@outlook.com)

Your password will be your invoice number found above the invoice date.

Please no space, no dashes and no italic or bold. Example: SWAC202630 **IMPORTANT**

Please be sure Mary Margaret McDonald is notified of your payment by email  
[ontarioagconf@outlook.com](mailto:ontarioagconf@outlook.com) Please cc'd Ilona on the email at [ilonam@uoguelph.ca](mailto:ilonam@uoguelph.ca)

**Direct Deposit Information**

Vendor Name: Southwest Agricultural Conference

Email: [ontarioagconf@outlook.com](mailto:ontarioagconf@outlook.com)

Financial Institution:

CIBC

43 Main St. E

Ridgetown, ON N0P 2C0

Acct Information

010 02882 8601518

**Payments By Cheque**

Please make the cheque payable to Southwest Agricultural Conference or SWAC.

**Mail to:**

Southwest Ag Conference

c/o Mary Margaret McDonald

13932 Norton Line

Thamesville, ON N0P2K0

**Payments by Credit Card**

Visa and Mastercard credit cards are accepted.

Phone Ilona with the card number or email.

# \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/ Exp \_\_\_\_/\_\_\_\_ CVV (3 digits on the back) \_\_\_\_\_