

# SPONSORSHIP OPPORTUNITIES

Online and In-Person Conference

**MWAC**

**EOCC**

**ONTARIO  
Agricultural  
CONFERENCE**

UNIVERSITY OF GUELPH  
RIDGETOWN CAMPUS

Ontario

**SWAC**

Registration Opens: November 1st, 2023

## OAgC Virtual Kick Off

JANUARY 3, 2024

### SWAC In-Person

JANUARY 4 & 5, 2024 - RIDGETOWN, ON

### EOCC In-Person

JANUARY 16, 2024 - KEMPTVILLE, ON

### MWAC In-Person

JANUARY 19, 2024 - WATERLOO, ON

[www.OntarioAgConference.ca](http://www.OntarioAgConference.ca)

X @OAgC24 | #OAgC24



## 2024 ONTARIO Agricultural CONFERENCE Sponsorship Opportunities

OAgC 2024 is going “FROM GOOD TO GREAT” and is packed with great sponsorship opportunities. We will continue to deliver our world-class virtual conference while expanding our 3 premier In-Person events learning, networking and sponsorship opportunities.

The OAgC virtual platform will “kick off” on Wednesday January 3, 2024, with another great program. We will again be offering 3 In-Person opportunities to attend the regional conferences at Ridgetown, Kemptville and Waterloo, all on different dates.

What can sponsors and attendees expect from OAgC 2024?

- **January 3, 2024**, Virtual Kickoff gets the conference underway. All participants are invited to participate virtually with 4 key sessions streamed to viewers as well as many ON DEMAND sessions will be available that day.
- **January 4 & 5, 2024**, The Southwestern Agricultural Conference (SWAC) in Ridgetown is the first In-Person regional event. Four consecutive sessions each hour will be available for attendees to choose from as well as a 2-hour Combine Maintenance Workshop. Back is the large area trade show, 2 lunch choices and our popular Taste of Ontario Social plus several other sponsorship choices in Ridgetown.
- **January 16, 2024**, The Eastern Ontario Crop Conference (EOCC) will offer In-Person sessions in Kemptville with 2 concurrent sessions every hour and a trade show for great networking discussions. There is also a selection of sponsorship opportunities to showcase your company at this In-Person event.
- **January 19, 2024**, The Midwestern Agricultural Conference (MWAC) in Waterloo, will live stream their In-Person with a theme of “Managing Soils” for a more in-depth discussion on this topic area. There will be a trade show and lots of areas for sponsors to showcase and support this conference.

We have proven we can deliver the best of both worlds whether virtual or In-Person and are excited to go to the next level in 2024.

Sponsorship levels are designed to provide maximum flexibility and exposure opportunities to engage with conference attendees pre, during and post conferences. A virtual platform sponsorship will showcase your company to all registrants until March 31, 2024. In-Person sponsorship showcases your company during the day with networking opportunities, and promotion of your products and services. TEC Talk Tuesdays will continue the educational opportunities that we are known for! Last year over 1700 people registered for the OAgC and with even more In-Person sessions we will continue to expand our reach.

Questions? Need more Information? Please contact Albert or Loree!

Please join us as a sponsor at the upcoming OAgC virtual and In-Person events and show your support and dedication to agriculture and the success of this conference. We look forward to hearing from you soon!

Sincerely

Albert Tenuta

OMAFRA [albert.tenuta@ontario.ca](mailto:albert.tenuta@ontario.ca)

Loree Elgie

BDC University of Guelph, Ridgetown Campus [lrelgie@uoguelph.ca](mailto:lrelgie@uoguelph.ca)

## 2024 OAgC Sponsorship Package – Virtual Conference

| Sponsorship Level Benefits                         | *Diamond<br>\$15,000 (1) | *Platinum<br>\$10,000 (3) | *Gold<br>\$8,000 (1) | *Silver<br>\$5,000 | Bronze<br>\$2,500 | Supporter<br>\$1,000                                      | Friends<br>\$500 |
|--|--------------------------|---------------------------|----------------------|--------------------|-------------------|---|------------------|
| All Events on The Virtual Conference Web Portal    | N/A                      |                           | N/A                  |                    |                   |   |                  |
| Conference Advertising                             | √                        |                           |                      |                    |                   |   |                  |
| Web Portal Program – Conference Schedule           | √                        | √                         |                      |                    |                   |   |                  |
| Live Stage Session Sponsors                        | √                        | √                         |                      |                    |                   |   |                  |
| Web Portal Program – Break Time Video              | √                        | √                         | √                    |                    |                   |   |                  |
| Conference Lobby                                   | √                        | √                         | √                    |                    |                   |   |                  |
| Session Forum In Brochure                          |                          |                           | √                    |                    |                   |   |                  |
| Logo On Mass Emails – to registrants               | √                        | √                         | √                    |                    |                   |   |                  |
| Showcased At TEC Talk Tuesdays                     | √                        | √                         | √                    |                    |                   |   |                  |
| Recognized On Conference Tweets                    | √                        | √                         | √                    | √                  |                   |   |                  |
| Logo In Printed Conference Brochure                | √                        | √                         | √                    | √                  |                   |   |                  |
| Ad In Workbook - Pdf Resource                      | full page                | full page                 | ½ page               | ¼ page             |                   |   |                  |
| Radio Ads  | √(6)                     | √(4)                      | √(3)                 | √ (3)              |                   |   |                  |
| On Demand Sessions                                 | √(all)                   | √(4)                      | √(4)                 | √ (3)              | √ (3)             |   |                  |
| Recognition On Regional Conference Websites        | √                        | √                         | √                    | √                  | √                 | √   | √                |
| Sponsor Page Premium or List of Options            | √                        | √                         | √                    | √                  | √                 | √   |                  |
| Sponsor Page Standard or List of Options           |                          |                           |                      |                    |                   |   | √                |
| Recognition In the Conference Workbook             | √                        | √                         | √                    | √                  | √                 | √   | √                |
| Recognition In Media Packages                      | √                        | √                         | √                    | √                  | √                 | √   | √                |
| Recognition at TEC Talk Tuesday                    | √                        | √                         | √                    | √                  | √                 | √   | √                |
| Opportunity To Provide a Conference Prize          | √                        | √                         | √                    | √                  | √                 | √   | √                |
| Complimentary Registrations (Virtual & In-Person)  | 6                        | 6                         | 6                    | 5                  | 2                 | \$500 - \$1000 receive<br>1 complimentary<br>registration |                  |
| Combination Sponsorship Complimentary Registration |                          |                           |                      |                    |                   |   |                  |

## DESCRIPTION of Virtual Conference Sponsorship

|   |               |                    |
|---|---------------|--------------------|
| <b>DIAMOND SPONSOR</b> <i>2 Opportunities, Deadline September 15, 2023*</i> | <b>CLOSED</b> | <b>\$15,000.00</b> |
|---|---------------|--------------------|

- Logo Spotlited on all events of the Virtual Conference Web Portal including all LIVE and recorded sessions
- Company video to be showcased during virtual conference
- Premium company sponsor page highlighting your company information on the web portal
- Sponsorship acknowledged in all printed material including conference brochure, advertisements, social media, workbook, registration emails, media packages etc.
- Logo with premium placement on 3 conference organizers websites
- Company tagline on 6 conference promotion radio ads
- Full page ad in conference virtual workbook
- Sponsorship recognition during conference and TEC Talk Tuesdays
- SIX complimentary registrations: 3 in person, 3 virtual
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

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| <b>PLATINUM SPONSOR</b> <i>4 Opportunities, Deadline September 15, 2023*</i> | <b>\$10,000.00</b> |
|--|--------------------|

- Logo featured on the Virtual Conference Web Portal program, lobby and including all LIVE sessions plus 4 ON DEMAND recorded sessions.
- Company video to be showcased during virtual conference
- Premium company sponsor page highlighting your company information on the web portal
- Sponsorship acknowledged in conference brochure, social media, workbook, registration emails, media packages
- Logo on 3 conference organizers websites
- Company tagline on 4 conference promotion radio ads
- Full page ad in conference virtual workbook
- Sponsorship recognition during conference and TEC Talk Tuesdays
- SIX complimentary registrations: 3 in person, 3 virtual
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

**GOLD SPONSOR** *4 Opportunities, Deadline September 15, 2023\****CLOSED****\$8,000.00**

- Logo highlighted in the Conference Brochure on one of the four session forums and on the recording of those sessions.
- Logo featured on the Virtual Conference Web Portal lobby plus on 4 ON DEMAND recorded sessions of your choice.
- Company video to be showcased during virtual conference
- Premium company sponsor page highlighting your company information on the web portal
- Sponsorship acknowledged in conference brochure, social media, workbook, registration emails, media packages
- Logo on 3 conference organizers websites
- Company tagline on 3 conference promotion radio ads
- Half page ad in conference virtual workbook
- Sponsorship recognition during conference and TEC Talk Tuesdays
- SIX complimentary registrations: 3 in person, 3 virtual
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

**SILVER SPONSOR** *Deadline September 15, 2023\****\$5,000.00**

- Logo highlighted in the Conference Brochure
- Logo featured on the Virtual Conference Web Portal on 3 ON DEMAND recorded sessions of your choice
- Premium company sponsor page highlighting your company information on the web portal
- Sponsorship acknowledged in conference brochure, workbook, media packages
- Logo on 3 conference organizers websites
- Company tagline on 3 conference promotion radio ads
- Quarter page ad in conference virtual workbook
- Sponsorship recognition during conference and TEC Talk Tuesdays
- FIVE complimentary registrations: 2 in person, 3 virtual
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

**BRONZE SPONSOR** *Deadline is November 15, 2023.***\$2,500.00**

- Logo featured on the Virtual Conference Web Portal on 3 ON DEMAND recorded sessions of your choice.
- Premium company sponsor page highlighting your company information on the web portal
- Sponsorship acknowledged on conference website, in conference workbook, conference looped video etc.

- Logo on 3 conference organizers websites
- Sponsorship recognition during conference and TEC Talk Tuesdays
- TWO complimentary registrations: 1 in person, 1 virtual

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| <b>SUPPORTER SPONSOR</b> <i>Deadline is November 15, 2023.</i> | <b>\$1,000.00</b> |
|--|-------------------|

- Sponsorship acknowledged on conference website, in conference workbook, conference looped video etc.
- Logo on 3 conference organizers websites
- Sponsorship recognition during conference and TEC Talk Tuesdays
- ONE VIRTUAL complimentary registration
- Plus the choice of one of the following:
  - Premium virtual exhibition page highlighting your company information on the web portal
  - Two ON DEMAND Sessions
  - Two company logos in printed conference brochure\* (Deadline September 15, 2023)
  - One ON DEMAND session and 1 company logo in conference brochure\*(Deadline September 15, 2023)
  - Workbook ½ page ad

|   |                 |
|---|-----------------|
| <b>FRIEND SPONSOR</b> <i>Deadline is November 15, 2023.</i> | <b>\$500.00</b> |
|---|-----------------|

- Sponsorship acknowledged on conference website, in conference workbook, conference looped video etc.
- Logo on 3 conference organizers websites
- Sponsorship recognition during conference and TEC Talk Tuesdays
- ONE VIRTUAL complimentary registration
- Plus the choice of one of the following:
  - Virtual Standard Exhibition space highlighting your company information on the web portal
  - One ON DEMAND Session
  - One company logo in printed conference brochure\* (Deadline is September 15, 2023)

|                            |
|----------------------------|
| <b>IMPORTANT DEADLINES</b> |
|----------------------------|

- **September 15, 2023** – \*Sponsorship that promotes your sponsorship in the conference brochure. Registration form and company logo need to be submitted. Brochure is the backbone of the conferences and delivered to over 18,000 farm households. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.
- **October 6, 2023** – Radio Taglines need to be submitted

- **November 15, 2023** – Sponsorship closes. Some sponsorship opportunities may close earlier if the maximum number has been reached.
- **November 25, 2023** – Virtual Exhibition pages, workbook ads and session choices need to be submitted.
- **December 11, 2023** – Last day to receive in-person conference registrations, including complimentary. After this date, complimentary registrations will be virtual only.
- **December 15, 2023** – Sponsorship payment needs to be completed. It is appreciated to receive payment at the time of registering your sponsorship. Payment guarantees your sponsorship, especially with the trade show.
- There may be other deadlines with your sponsorship. You will be provided with that information when sponsorship has been confirmed.

Please complete sponsorship application form found at the end of the sponsorship package.

If you have any questions, please contact Loree at [lrelgie@uoguelph.ca](mailto:lrelgie@uoguelph.ca)

## ADDITIONAL SPONSORSHIP AT IN-PERSON EVENTS

### SWAC RIDGETOWN January 4 & 5 2024 In-Person Sponsorship Packages Two Day Event

| Sponsorship Level Benefits<br>SWAC Ridgetown | *Main In Person Sponsor \$8,000 | *Buffet or Box Lunch \$5,000 | *Day 1 Social \$5,000 | *Room \$4,000 | *Brochure Printing Sponsor \$4,000 | All Day Breaks \$4,000 | Day 2 Breakfast \$3,000 | *Brochure Logo \$500                                | Session \$500 | Trade Show \$500 |
|--|---------------------------------|------------------------------|-----------------------|---------------|------------------------------------|------------------------|-------------------------|---|---------------|------------------|
| <b>Number of sponsorships available</b>      | closed                          | buffet                       | closed                | 1             | closed                             | closed                 | closed                  | closed  | several       | available        |
| SWAC Main In-Person Sponsor                  | √                               |                              |                       |               |                                    |                        |                         |   |               |                  |
| Feature Speaker Day 1 or Day 2               | √                               |                              |                       |               |                                    |                        |                         |   |               |                  |
| Logo on Conference Lanyards                  | √                               |                              |                       |               |                                    |                        |                         |   |               |                  |
| Supply Note Pads and Pens                    | √                               |                              |                       |               |                                    |                        |                         |   |               |                  |
| Buffet OR Box Lunch Choose Day 1 or Day 2    |                                 | √                            |                       |               |                                    |                        |                         |   |               |                  |
| Taste ON Social Day 1 Choose Bar or Food     |                                 |                              | √                     |               |                                    |                        |                         |   |               |                  |
| Trade Show Spot                              | √                               | √                            | √                     |               |                                    |                        |                         |   |               |                  |
| Room Sponsor – 4 rooms to choose from        |                                 |                              |                       | √             |                                    |                        |                         |   |               |                  |
| Brochure Printing Sponsor                    |                                 |                              |                       |               | √                                  |                        |                         |   |               |                  |
| Refreshment Breaks Day 1 or Day 2            |                                 |                              |                       |               |                                    | √                      |                         |   |               |                  |
| Breakfast – Day 2                            |                                 |                              |                       |               |                                    |                        | √                       |   |               |                  |
| Logo In Printed Conference Brochure          | √                               | √                            | √                     | √             | √                                  |                        |                         | √   |               |                  |
| Session In-Person OR ON DEMAND               | √ (3)                           | √ (2)                        |                       |               |                                    |                        |                         |   | √             |                  |
| Trade Show – Ridgetown                       | √                               | √                            | √                     | √             | √                                  | √                      | √                       |   |               | √                |
| Radio Ads                                    | √ (2)                           | √ (1)                        |                       |               |                                    |                        |                         |   |               |                  |
| Ad In Workbook - Pdf Resource – Full page    | √                               | √                            |                       |               |                                    |                        |                         |   |               |                  |
| Logo On Mass Emails – to registrants         | √                               | √                            | √                     | √             | √                                  | √                      |                         |   |               |                  |
| SWAC Conference Looped Video                 | √                               | √                            | √                     | √             | √                                  | √                      | √                       | √   | √             | √                |
| Recognition SWAC website                     | √                               | √                            | √                     | √             | √                                  | √                      | √                       | √   | √             | √                |
| Recognition In the Conference Workbook       | √                               | √                            |                       |               | √                                  | √                      | √                       | √   | √             | √                |
| Complimentary Registrations Included         | 6                               | 5                            | 5                     | 4             | 4                                  | 4                      | 3                       |   |               |                  |
| Combination Sponsorship Registrations        |                                 |                              |                       |               |                                    |                        |                         | \$500 - \$1000 receive 1 complimentary registration |               |                  |

## 2024 SWAC Sponsorship Packages Description

**Main In-Person Sponsor** 2 Opportunities, Deadline September 15, 2023\* **CLOSED** **\$8,000.00**

- Two Exclusive sponsors of SWAC. Your company logo will be used in areas of conference promotion, including the conference brochure.
- Exclusive sponsor of one of SWAC's feature speakers, with the opportunity for a company representative to introduce the speaker.
- Area in conference foyer to set up a company display.
- Sponsor of 4 sessions. Many sessions will be recorded for viewing until March 31, 2024.
- Please refer to other items included with this sponsorship, listed on the above chart.
- Six SWAC Complimentary Registrations – 3 in person and 3 virtual registrations
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

**Buffet or Box Lunch** Choose Day 1 or Day 2 4 Opportunities, Deadline September 15, 2023\* **DAY 2 AVAILABLE** **\$5,000.00**

- Sponsor of one day of SWAC's hot buffet or box lunches, with the opportunity to provide company napkins and containers.
- Your company logo will be used in areas of conference promotion, including the conference brochure.
- Prominent location for a booth in the trade area.
- Sponsor of 2 sessions. Many sessions will be recorded for viewing until March 31, 2024.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Five SWAC Complimentary Registrations – 3 in person and 2 virtual registrations
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

**Taste Ontario Social** Day 1 Choose Bar or Food 2 Opportunities, Deadline September 15, 2023 \* **CLOSED** **\$5,000.00**

- Exclusive sponsor of SWAC's popular Taste Ontario afternoon social. Sponsors can choose either the social bar or hors d'oeuvre sponsorship. Sponsorship includes the option to supply bar tickets, company cups, napkins, and T shirts for the 4H servers.
- Your company logo will be used in areas of conference promotion, including the conference brochure.
- Prominent location for a booth in the trade area.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Five SWAC Complimentary Registrations – 3 in person and 2 virtual registrations
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

|  |                    |                   |
|--|--------------------|-------------------|
| <b>Room Sponsor</b> <i>4 Opportunities, Deadline September 15, 2023*</i> | <b>3 AVAILABLE</b> | <b>\$4,000.00</b> |
|--|--------------------|-------------------|

- SWAC will be using 4 campus rooms for presentations. Your company will be the sponsor of one of the rooms, sponsoring all sessions for the two days.
- A company banner stand will be on display in the room for the length of the conference.
- Your company logo will be used in areas of conference promotion, including the conference brochure.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Four SWAC Complimentary Registrations – 2 in person and 2 virtual registrations
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

|  |               |                   |
|--|---------------|-------------------|
| <b>Brochure Printing Sponsor</b> <i>Deadline September 15, 2023*</i> | <b>CLOSED</b> | <b>\$4,000.00</b> |
|--|---------------|-------------------|

- Exclusive sponsor of the Printed OAgC brochure, delivered to over 18,000 farm households in Ontario on November 7, 2023. This brochure is the conference's information backbone.
- Your company logo and company recognition will have a prominent location on the conference brochure.
- Your company logo will be used in other areas of conference promotion.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Four SWAC Complimentary Registrations – 2 in person and 2 virtual registrations
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

|   |                  |                   |
|---|------------------|-------------------|
| <b>Refreshment Breaks</b> <i>2 Opportunities, Deadline November 15, 2023.</i> | <b>AVAILABLE</b> | <b>\$4,000.00</b> |
|---|------------------|-------------------|

- Exclusive sponsor of SWAC's refreshment area. Choose to sponsor Day 1 or Day 2 of the daily refreshments.
- Your company has the opportunity to provide napkins and cups for the serving of the refreshments.
- A company banner stand will be on display in the refreshment area.
- Your company logo will be used in other areas of conference promotion.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Four SWAC Complimentary Registrations – 2 in person and 2 virtual registrations
- Deadline for this sponsorship is November 15, 2023, or until spoken for. Your company logo must be submitted in png/jpeg formats & colour.

**SWAC Breakfast** *Deadline November 15, 2023.***\$3,000.00**

- Exclusive sponsor of SWAC's Day 2 Breakfast. Breakfast includes breakfast sandwich plus coffee or tea and served in the breakfast area on the second day of the conference.
- Your company has the opportunity to provide napkins and cups for the serving of breakfast.
- A company banner stand will be on display in the refreshment area.
- Your company logo will be used in other areas of conference promotion.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Three SWAC Complimentary Registrations – 2 in person and 1 virtual registration.
- Deadline for this sponsorship is November 15, 2023, or until spoken for. Your company logo must be submitted in png/jpeg formats & colour.

**SWAC Additional Sponsors Options** *Deadline September 15 and November 15, 2023.***\$500.00 each****Company Logo In Printed Conference Brochure** \$500.00 *Deadline is September 15, 2023, or until sold out.* **CLOSED**

- Your company logo will be included in the OAgC brochure, delivered to over 18,000 farm households in Ontario on November 7, 2023. This brochure is the conference's information backbone.

**Conference Session In-Person OR ON DEMAND** \$500.00 *Deadline is November 15, 2023, or until sold out.*

- Sponsor one of the many conference sessions. Many of the sessions will be recorded and available to registrants to view until March 31, 2024. For in-person sessions, your company will be recognized at the session.

**SWAC Trade Show** \$500.00 *Deadline is November 15, 2023, or until sold out.*

- Be part of the SWAC large trade show located in the RDC gymnasium. The following items are included: 8'x 10' table, one chair and hydro. A trade show agreement and proof of liability must be submitted.

The above \$500.00 sponsorship includes 1 in-person complimentary registration. Combinations will receive ONE complimentary registration per \$1,000.00 sponsorship up to 6 complimentary.

## 2024 EOCC & 2024 MWAC In-Person Sponsorship Packages One Day Events

EOCC January 16, 2024, and MWAC January 19, 2024

| Sponsorship Level Benefits                    | *Main In Person Sponsor \$3,000 | *Lunch \$2,000 | All Day Breaks \$1,000 | Session \$500  | Trade Show \$250 |
|---|---------------------------------|----------------|------------------------|--|------------------|
| Number of sponsorships available per location | 1                               | closed         | closed                 | available  | available        |
| Main In-Person Sponsor                        | √                               |                |                        |  |                  |
| Lunch   |                                 | √              |                        |  |                  |
| Refreshment Breaks                            |                                 |                | √                      |  |                  |
| Trade Show Space                              | √                               | √              | √                      |  | √                |
| Conference Session                            | √ (2)                           | √ (1)          |                        | √  |                  |
| Logo In Printed Conference Brochure           | √                               | √              |                        |  |                  |
| Logo On Mass Emails –registrants              | √                               | √              |                        |  |                  |
| Conference location’s Looped Video            | √                               | √              | √                      | √  | √                |
| Recognition on regional website               | √                               | √              | √                      | √  | √                |
| Recognition In the Conference Workbook        | √                               | √              | √                      | √  | √                |
| Complimentary Registrations Included          | 3                               | 2              | 1                      | \$500-\$1000 sponsorship receives 1 complimentary registration |                  |

## Sponsorship Packages Description for EOCC and MWAC

### **Main In-Person Event Sponsor** *2 Opportunities, Deadline September 15, 2023\** **1 OPPORTUNITY AT BOTH CONFERENCES \$3,000.00**

- Exclusive sponsors at EOCC or MWAC in-person conference. Your company logo will be used in areas of conference promotion, including the conference brochure.
- Prominent location for a booth in the trade area.
- Sponsor of 2 sessions. Many sessions will be recorded for viewing until March 31, 2024.
- Please refer to other items included with this sponsorship, listed on the above chart.
- Three Complimentary Registrations – 2 in person and 1 virtual registration
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

### **Lunch Sponsor** *Deadline September 15, 2023\** **CLOSED** **\$2,000.00**

- Sponsor of EOCC or MWAC lunch, with the opportunity to provide company napkins.
- Your company logo will be used in areas of conference promotion, including the conference brochure.
- Prominent location for a booth in the trade area.
- Sponsor of 1 session. Many sessions will be recorded for viewing until March 31, 2024.
- Please refer to other items included with this sponsorship as listed on the above chart.
- Two Complimentary Registrations – 1 in person and 1 virtual registration
- Deadline for this sponsorship is September 15, 2023, in order to meet conference brochure printing deadline. Company logo must be submitted in eps and png/jpeg formats, colour and white with black background.

### **Refreshment Breaks** *Deadline November 15, 2023.* **CLOSED** **\$1,000.00**

- Exclusive sponsor of the conference refreshment area. Choose from either EOCC or MWAC.
- Your company has the opportunity to provide napkins and cups for the serving of the refreshments.
- A company banner stand will be on display in the refreshment area.
- Your company logo will be used in other areas of conference promotion.
- Includes booth space in the trade area.
- Please refer to other items included with this sponsorship as listed on the above chart.
- One Complimentary Registrations – 1 in person or 1 virtual registration
- Deadline for this sponsorship is November 15, 2023, or until spoken for. Your company logo must be submitted in png/jpeg formats & colour.

**Conference Session** In-Person OR ON DEMAND *Deadline is November 15, 2023.*

**\$500.00**

- Sponsor one of the many conference sessions. Many of the sessions will be recorded and available to registrants to view until March 31, 2024. Includes ONE complimentary in-person registration.

**Trade Show** *Deadline is November 15, 2023, or until sold out.*

**\$250.00**

- Be part of the In-Person Trade Show at either EOCC or MWAC. The following items are included: 8'x 10' table, one chair and hydro. A trade show agreement and proof of liability must be submitted. Includes ONE complimentary in-person registration.

See the chart above for what is included in the above \$500.00 and \$250.00 sponsorships. Combinations of the above sponsorship is allowed but does not necessarily give extra complimentary registrations. ONE complimentary registration is included per \$1,000.00 sponsorship up to 6 complimentary for \$6,000.00

#### **IMPORTANT DEADLINES**

**September 15, 2023** – \*Sponsorship that promotes your sponsorship in the conference brochure. Registration form and company logo need to be submitted. Brochure is the backbone of the conferences and delivered to over 18,000 farm households.

**November 15, 2023** – Sponsorship closes. Some sponsorship opportunities may close earlier if the maximum number has been reached ( i.e. Trade Show). Sponsorship application form needs to be submitted.

**November 25, 2023** – Workbook ads, session choices and trade show forms need to be submitted.

**December 11, 2023** – Last day to receive in-person conference registrations for, including complimentary. After this date, complimentary registrations will be virtual only.

**December 15, 2023** – Sponsorship payment needs to be completed. It is appreciated to receive payment at the time of registering your sponsorship. Payment guarantees your sponsorship, especially with the trade show.

There may be other deadlines with your sponsorship. You will be provided with that information when sponsorship has been confirmed.



**2024 OAgC SPONSORSHIP APPLICATION FORM**

PLEASE PRINT CLEARLY

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Person Phone: \_\_\_\_\_

Contact Person Email: \_\_\_\_\_

Complimentary Registration Names: \_\_\_\_\_

Complimentary Name Email (required): \_\_\_\_\_

A Company Logo is being submitted with this application (eps & png or jpg formats)

**LEVELS OF SPONSORSHIP FOR THE VIRTUAL WEB PLATFORM: Please MARK YOUR CHOICE:**

\$15,000.00    \$10,000.00    \$8,000.00    \$5,000.00    \$2,500.00    \$1,000.00 (options below)    \$500.00 (options below)

\$1,000.00 (please circle choice): Virtual Premium exhibit space, 2 On Demand Sessions, 2 logos conference brochure, 1 ON Demand/1 logo, or a workbook ad

\$500.00 (please circle choice): Virtual Standard exhibit space, 1 On Demand Sessions or 1 logo in conference brochure

Sponsors can also choose a combination of items from \$1000 & \$500 levels. Combinations will have 1 complimentary registration.

**IN-PERSON SPONSORSHIP OPPORTUNITIES AT 3 LOCATIONS**

**Please choose the in-person location you are interested in and include the type of sponsorship from the options above and the dollar amount.**

**\_\_Ridgetown:** University of Guelph, Ridgetown Campus, Rural Development Centre, January 4 & 5 2024

Sponsorship Choice \_\_\_\_\_ Dollar Amount \_\_\_\_\_

**\_\_Kemptville:** Kemptville Campus, January 16, 2024, only

Sponsorship Choice \_\_\_\_\_ Dollar Amount \_\_\_\_\_

**\_\_Waterloo:** Forbes Hall, RIM Park Manulife Sportsplex, January 19, 2024, only

Sponsorship Choice \_\_\_\_\_ Dollar Amount \_\_\_\_\_

Please complete the sponsorship application form with your company details. Please complete the area of sponsorship you are interested in. Email completed form to Loree at [lglgie@uoguelph.ca](mailto:lglgie@uoguelph.ca). Please indicate your method of payment on form below. Please include your company logo in png or jpg format.

**PAYMENT METHODS:** Payment guarantees sponsorship and is appreciated at time of application. Sponsorship payment must be received by December 15, 2023.

Please email an invoice to the company contact person.

A cheque payable to Southwest Agricultural Conference (SWAC) will be mailed to:

Southwest Agricultural Conference, c/o Mary Marg McDonald, 120 Main Street East, Ridgetown, ON N0P 2C0

INTERAC e-Transfer information is available from Loree

Please use credit card number below to pay for my sponsorship: Visa or MasterCard PLEASE PRINT CLEARLY

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

Please email completed application form, including payment options to [lglgie@uoguelph.ca](mailto:lglgie@uoguelph.ca).

To be included in the conference brochure, please submit information by Sept 15, 2023.

Verbal confirmation will also be accepted but forms will need to be submitted.