

**January 8 - 14, 2025**

**GBFW 25**

***Partnership  
Opportunities***



**Deadline for returning  
Partnership Application  
Sept. 20th 2025**

**Grey Bruce Farmers' Week 2025 Questions?  
Reach out to [lorie@greyagservices.ca](mailto:lorie@greyagservices.ca)**





# 2025

## Sponsorship Opportunities

Grey County Agricultural Services, in partnership with Agribusiness, Commodity Groups and Producers, present the 59<sup>th</sup> Annual Grey Bruce Farmers' Week

### Conference & Trade Show

January 8 - 14, 2025

Tradeshow Set Up Day - Tuesday Jan 7

**Sept. 20th**  
**Sponsorship**  
**Deadline**

Beef Day - Wednesday Jan 8

Dairy Day - Thursday Jan 9

Goat Day - Friday Jan 10

Sheep Day - Saturday Jan 11

Horse Day - Sunday Jan 12

Crops Day - Monday Jan 13

Ecological Day - Tuesday Jan 14

**GBFW will be Livestreamed again in 2025**

**Broadening our Audience**

**Raising our Profile**

**Enhancing our Mandate to Educate**

At the Elmwood Community Centre,  
38 Queen St W, Elmwood ON  
(8 km North of Hanover, on County  
Road 10)

Join the conversation: @GBFarmersWeek  
@GB\_FarmersWeek



#GBFW25

# Sponsorship Opportunities

The Grey Bruce Farmers' Week Committee is proud of the quality and effectiveness of our event, and 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 provide an invaluable contribution towards making GBFW a leading source of agricultural information.

Thank you for your interest in joining us as a conference sponsor for 2025. We are so excited to be preparing for an in-person conference with live streaming options. This is a perfect opportunity for companies looking to increase their promotion, visibility and access to producers and other agri-business. The conference speakers are being confirmed and we envision the best program assembled to date. Your company can help us deliver this event.

Companies are invited to purchase from a convenient tiered sponsorship structure. We offer five sponsorship levels to choose from, each with a select range of benefits. The cost of these sponsorships are flexible, so there is an opportunity to fit any budget. These levels are described in detail on page three of this package. Our sponsorship tiers are a starting point for discussion, and we look forward to customizing them to meet your needs.

Since the conference will be live streamed all seven days, it will raise our conference profile across Ontario and enhance our producer education mandate. As sponsors, it will also allow you to advertise to potential clients across Ontario. The videos (with speaker sponsor's logos), will also be available for viewing for 30 days following the event.

We have limited sponsorship opportunities available, and they are on a first come first serve basis, so please act quickly! The application form is on page four. Our sponsorship deadline is **September 15<sup>th</sup>**. Please note that the sponsor for any given item at the preceding GBFW conference will be given the first right of refusal to sponsor for the same item in the following years' sponsorship package.

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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. Also in 2009, following two very successful Dr. Temple Grandin events, we presented Autism Grey Bruce and Partners In Process Equine Learning Centre with a total of \$2,380.00. Dr. Grandin returned to us on Oct. 30th 2017. Once again we contributed \$1000 to Autism Grey Bruce. In 2011, the GBFW Committee, on behalf of producers and agri-business, committed to sponsoring the mural in the barn of the Saugeen Safety Village. This was a \$10,000 donation over a few years. We look forward to future opportunities to donate funds to worthy causes.



# Sponsorship Tiers

Features	Premier	Platinum		Gold	Silver			Bronze	
Contribution Level	\$5000	\$2000 - 4999		\$1000 - \$1999	\$500 - \$999			\$200 - \$499	
Opportunities	Exclusive Event Sponsor	Brochure Sponsor (1)	Key Note Speaker Sponsor	Key Note Speaker Sponsor	Meal Sponsor \$500 1/day	Key Note Speaker Sponsor	Commodity Day Sponsor \$500	Nutrition Break Sponsor \$200 each 2/day	Speaker Sponsor
<div><div>Reserved</div><div>Reserved</div><div>Pre-Event Branding</div></div>									
Logo on GBFW Brochure			✓	✓	✓				
Logo on all print material (where possible)	✓								
Recognition on Press Release	logo	name		name	name				
Individual Social Media Posts (Facebook, Twitter and Instagram)	10	8		5	3			0	
Company recognized on website	✓	✓		✓	✓			✓	
Interactive Logo on GBFW Website	✓	✓		✓	✓				
Event Branding									
Opportunity to Address Conference	✓ (daily)		✓ (intro your speaker)	✓ (intro your speaker)					
Complimentary Tradeshow Space	For the <b>week</b> (value of \$750) in preferred location	For the <b>week</b> (value of \$750) in preferred location		For the <b>day</b> that your speaker is presenting (value of \$150) in preferred location	For the <b>day</b> that you sponsor the meal	For the <b>day</b> you are sponsoring the speaker	For the commodity <b>day</b> you are sponsoring		
Additional Company Banner Display	✓								
Logo on Conference Projection Backdrop	✓ Between speakers, breaks and lunches all week	✓ During breaks and lunches all week	✓ During breaks and lunches all week	✓ During breaks and lunches all week	✓ On the day of the meal you are sponsoring	✓ On the day you are sponsoring the speaker	✓ On the day you are sponsoring		
Company Promotional Material at Registration Table	✓	✓	✓						
Free Admission and Meal Passes	3 passes for 7 days (\$1050 value)	2 passes for 7 days (\$700 value)		2 passes for 7 days (\$700 value)	2 passes/day sponsoring				
Recognition with Signage	Registration Main Hall	Registration Main Hall		Registration Main Hall	Registration Main Hall Meal Area			Break area	
Verbal Recognition	At opening, lunch and closing each day	At lunch, when speaker presents, and closing		At lunch, when speaker presents	At lunch	When speaker presents		At break	When speaker presents



**Don't miss the chance to be a part of our live streaming.  
Contact Lorie if you are interested!**



**PLACEMAT ADS** \$175 each, + HST  
The placemat has nine 4"x2" size ads.  
Placemats are used during all meals.

# Grey Bruce Farmers' Week 2025 Sponsorship Application

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

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

Address: \_\_\_\_\_ City/Town: \_\_\_\_\_

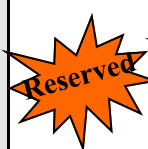

Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

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	
Opportunities	Exclusive Event & Live Streaming Sponsor (1)	Exclusive Brochure Sponsor (1)	Key Note Speaker Sponsor	Key Note Speaker Sponsor	Meal Sponsor \$500 (1/day)	Key Note Speaker Sponsor	Commodity Day Sponsor \$500	Nutrition Break Sponsor \$200 (2/day)	Speaker Sponsor
Please ✓ the sponsorship level & opportunity that you are interested in									
\$ Amount									
Please Write in the “Day” that you are interested in supporting	N/A	N/A							

GBFW accepts sponsors on a first come basis and guarantees promotional entitlements listed. Silver and Gold Sponsors receive complimentary booth space on the day they sponsor. Platinum and Premier Sponsors receive complimentary space for the week. **Additional exhibitor spaces can be booked for \$150.00 per day.** Please indicate which day(s) you would like to reserve space for.

Beef, Jan 8    Dairy, Jan 9    Goat, Jan 10    Sheep, Jan 11    Horse, Jan 12    Crops, Jan 13    Ecological, Jan 14

No. of additional days booked x \$150.00 = \_\_\_\_\_

Booth Criteria: Please note that only sponsors at the Gold level or higher may bring booths larger than 8'.

- Is your booth a table top display? \_\_\_\_\_ Or a standalone display? \_\_\_\_\_ What is the total length of your booth? \_\_\_\_\_
- Do you need a table supplied by GBFW: 8ft    6ft    4ft    No
- Do you require electrical outlets at your booth and if so, how many? \_\_\_\_\_
- Any other special requirements? (Please be specific) \_\_\_\_\_

Please email the completed form before the **Sponsorship deadline of September 15<sup>th</sup>** to: [lorie@greyagservices.ca](mailto:lorie@greyagservices.ca). Lorie will be in touch with you to discuss your sponsorship contributions. Thank you very much for your kind consideration of these opportunities and for your support!



**PLACEMAT ADS \$175 each, + HST**

The placemat has nine 4"x2" size ads. Placemats are used during all meals.

**Please include us on the Grey Bruce Farmers' Week Placemats** ☐

You will be contacted soon with further details.