

**Virtual Conference
January 4 - 11, 2022**

GBFW 22

Partnership Opportunities



**Deadline for returning
Partnership Application
forms is Oct. 8th**

**Grey Bruce Farmers' Week 2022
Questions? Reach out to lorie@greyagservices.ca**



Virtual GBFW 22

www.gbfw.ca

The Grey Bruce Farmers' Week Committee, in partnership with Agribusiness, Commodity Groups and Producers, present the **56th** Annual Grey Bruce Farmers' Week (GBFW) - Virtual Conference Experience

Conference & Exhibitor Hall January 4 - 11

Check Your Tech Tuesday - Tuesday, Jan 4

Beef Day - Wednesday, Jan 5

Dairy Day - Thursday, Jan 6

Goat Day - Friday, Jan 7

Sheep Day - Saturday, Jan 8

Ecological Day - Monday, Jan 10

Crops Day - Tuesday, Jan 11

**In light of the uncertainties of Covid-19,
we are planning a Virtual GBFW22.**

Broadening our Audience Across Canada

Raising our Profile

Enhancing our Mandate to Educate Producers

All presentations will be available for 30 - day encore access after the live portion of the conference has completed.

Join the conversation @GBFarmersWeek #GBFW22
#GBFW22GoesVirtual



Exclusive Event Sponsor



GBFW 22

Summary of Partnership Opportunities

A. Sponsorship Opportunities

B. Company featured in Exhibitor Hall

C. Additional Opportunities (over & above A & B):

New This Year

Guest Host the Speaker Q&A sessions

Guest Host the Daily Morning Mingles or Afternoon Exchanges (with guidance from the GBFW Committee)

Purchase a 30 sec ad spot/promo video to be shown during the program, or before/after On-Demand presentations

Daily Agendas have been emailed to you.

**** You can mix and match from this menu above. ****



Thank you for your interest in joining us as a partner for the 2022 conference. The 2022 virtual conference experience is not bound by the walls of a Community Centre, so we look forward to a record number participating.

GBFW 22

Partnership Opportunities

Here is what you need to know:

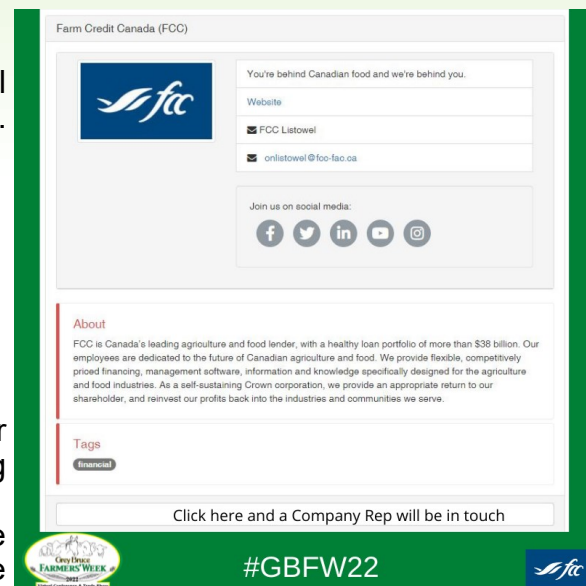
- We are creatively determining partnership opportunities that will allow you to be front and center with your audience.
- Please review the remainder of this package to explore all of the opportunities.
- All of the opportunities are available on a first come, first serve basis, **so please act quickly!**
- The application form for all of the options is attached to this email as a separate document.
- **The application deadline is Oct 8th.**

A. Sponsorship Opportunities (more details pg 5, 6)

- 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. See pg 5.
- Within each tier, there are a multitude of opportunities to support. See pg 6.
- Our sponsorship opportunities are a starting point for discussion. We look forward to customizing them to meet your needs.
- **Silver Sponsors and above will get a complimentary space in the Exhibitor Hall.** Of note, the content (Presentations and Exhibitor Hall) **will be available during the 30 - day encore access.**

B. Company/Organization Space in the Exhibitor Hall

- Showcase your company or organization in our Exhibitor Hall during the conference and during the 30 - day encore access. **The Cost is \$100.**
- **Company Info and Offerings:** Description of company; social media direct links; website direct links; info about products; services; special offers; direct links to staff contacts, and phone #s.
- Please note, due to 2021 audience engagement at the Virtual Booths being lower than anticipated, the GBFW Committee will not be offering full "booths".
- "Window Prizes", will be used to push people to read your content in the Exhibitor Hall. If you are interested in donating a prize(s), that would be wonderful! Please let Lorie know
- On Check Your Tech Tuesday, and other Days, there will be verbal mentions to encourage participants to tour the Exhibitor Hall.



More details & opportunities





Sponsorship - More Details


Sponsorship \$ Tiers

Tiers	Premier	Platinum	Gold	Silver	Bronze
Contribution Level/Range	\$5000	\$2000 - 4999	\$1000 - \$1999	\$500 - \$999	\$300 - \$499
Features	Pre-Event Branding				
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	√	√	√	√	√
Registration Sponsors will have their logo on all emails sent to registrants			√		
Interactive logo on GBFW website and conference platform landing page	√	√	√	√	
Event Branding					
Opportunity to address conference—speaker sponsors will pre-record an introduction of the speaker	√ (daily)	√	√		
Pre-recorded welcome message	√				
Complimentary Space in the Exhibitor Hall displayed all week and during the 30-day encore access	√	√	√	√	NA
Free admission for Company Staff	3 passes for 7 days	2 passes for 7 days	2 passes for 7 days	2 passes for the Day (s) Sponsored	NA
Opportunity for a 15 - 30 min engagement presentation available for on-Demand 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 (push notifications), and on the 2nd slide within speakers' presentations	√ all	√	√	√	√
Logo on conference feed loop during breaks on the days you are sponsoring and on CYTT. The sponsorship acknowledgement reel will also be available on-demand.	√	√	√	√	√
Logo accompanying the GBFW logo on the hosts' backdrop & the beginning of each presentation	√				
Mentions by daily emcee	√	√	√	√	√

* These presentations should be educational, not strictly promotional.

Sponsorship Types

Sponsorship - More Details

	Features	Premier	Platinum	Gold	Silver	Bronze
	Contribution Level/Range	\$5000	\$2000 - 4999	\$1000 - \$1999	\$500 - \$999	\$300 - \$499
Pre-Event Opportunities						
	Event					
A	Brochure		√			
B	Technology		√			
C	Registration Sponsors			√		
D	Media Sponsors		√			
E	Social Media Sponsor				√	
F	T-Shirt Social Media Campaign #Wear&Share GBFW21			√	√	
G	Speaker pre-recording sessions			√	√	√
During the Event Opportunities						
H	Speakers		√	√	√	√
I	Panels				√	√
J	CYTT/Commodity Day(s)		√	√	√	√
K	Help Desk				√	
L	Chat Box Sponsor within session				√	
M	Break Sponsors					√
N	Exhibitor Hall Sponsor				√	
O	Post Event Virtual Goodie Bag				√	√
P	Resource "Room" Sponsor				√	√
Q	Daily Closing Credits Sponsor				√	√

And More.....Let's Talk



GBFW 22

Partnership Opportunities Continued

Brand New Options!

C. Additional Opportunities

We know that you are looking for ways to connect with your potential clients, so we have created opportunities for companies and organizations to be seen and heard.

****These opportunities are over and above (not included) in the Sponsorship and Exhibitor Hall options.****

Options	Cost	Details
Guest Host Speaker Q & As	\$100/session	<ul style="list-style-type: none"> Following most presentations, there will be a 10 minute Q and A session where audience members can pose questions to the speaker(s). Your company/organization can select a dynamic individual to host these sessions. Wear your company shirt, and facilitate the discussion. GBFW staff will assist
Guest Host Daily Morning Mingles or Afternoon Exchanges	\$200/session	<ul style="list-style-type: none"> We all want the opportunity to chat with our counterparts in the Ag Industry. By hosting these networking sessions, you can spark discussion, or lead the participants in an engaging industry update. The GBFW Committee will require a detailed plan for the session and will provide guidelines.
30 second ad spots/ promo videos	\$100/static ad spot - jpg with audio voice over or \$250/promo video	<ul style="list-style-type: none"> Purchase a static ad spot with audio voice over, which will be on the screen for 30 sec. to be shown during the program, or before/after on-demand presentations Purchase 30 sec promo videos to be shown during the program, or before/after on-demand presentations You can purchase 2 ad spots so that you have an exposure of 1 minute. You can purchase as many ad spots as you wish on any of the Days. For the promo videos, use existing company commercials, or create something fresh with your phone, do a Zoom recording, or turn a powerpoint into a video with voice-over, or static image with voice over. These can be as simple or fancy as you wish. Grey Ag has lots of ideas and examples for you. CTRE could assist with video creation if you want to take that route Lorie and her team can provide guidance There are many spots available. Please talk to Lorie

If you are interested in these options, fill in the application attached to this email, and Lorie will be in touch so you can move forward with your partnership. If you have questions, Lorie is happy to chat with you. We will be offering window prizes again this year with a much better system vs what we used in '21. If you would like to donate a prize, please chat with Lorie.

Thank you for your kind consideration of these partnership opportunities!