GREY BRUCE FARMERS' WEEK

NEW LOCATION

2027

January 6-9, 11

Sponsorship Opportunities

Questions?

519-986-3756
info@greyagservices.ca
GBFW.ca

2027

61st Annual

SPONSORSHIP OPPORTUNITIES

FOR

Grey Bruce Farmers' Week

TRADESHOW SET -UP	Tuesday January 5
BEEF DAY	January 6
DAIRY DAY	January 7
GOAT DAY	January 8
SHEEP DAY	January 9
CROPS DAY	January 11

No conference on January 10

NEW LOCATION:
Carriage House Events Centre in Hanover, ON

265 5th St, Hanover, ON N4N 3X3

GBFW will be livestreamed again in 2027

FOLLOW US!

Sponsorship Opportunities

The Grey Bruce Farmers' Week Committee is proud of the quality and impact of our event and values our ongoing partnerships with leading agricultural organizations across Grey, Bruce, and beyond.

We would like to thank past sponsors for the excellent support they have provided over the years. Their financial contribution makes this conference possible, and their presence as exhibitors is an invaluable source of information, making GBFW a hub for agricultural education.

For 2027, we're excited to be moving to the Carriage House Events Centre. This venue will provide more space and reliable cellular reception, creating a more comfortable environment for attendees and exhibitors. At the same time, many of our on-site advertising and branding opportunities will continue as you know them. We also created



a digital marketing section within the sponsorship package to better outline and expand the opportunities available. With livestreaming continuing throughout the week, the conference reaches audiences across Ontario and beyond, supporting producer education while increasing sponsor visibility. Presentation recordings, including sponsor recognition, will remain available online for 30 days following the event - extending your reach well beyond the conference itself.

Sponsorship offers a strong opportunity to increase visibility and connect with producers and agribusiness professionals. Our tiered sponsorship structure includes five flexible levels, with options to customize packages to meet your goals.

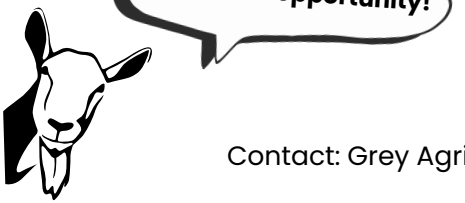
Opportunities are limited and offered on a first-come, first-served basis. Previous sponsors will be given first right of refusal for their past sponsorship items.

We look forward to working with you to deliver another successful conference!

Contact: Grey Agricultural Services, Elora Tarlo, 519-986-3756, info@greyagservices.ca

Sponsorship Opportunities

Level	Premier	Platinum		Gold	Silver			Bronze	
Contribution Level	$5,000	$2000-$4999		$1000-$1999	$500-$999			$200-$499	
Opportunities	Exclusive Event Sponsor	Brochure Sponsor (1 for week)	Day or Keynote Speaker Sponsor	Day or Keynote Speaker Sponsor	Meal Sponsor (1/day)	Keynote Speaker Sponsor	Commodity Day Sponsor	Break Sponsor (2/day)	Speaker Sponsor
Pre-Event Branding									
Logo on GBFW Brochure	✓ Exclusive Event Sponsor	✓ Listed with agenda		✓	✓			✓	
Logo on ALL print material	✓								
Recognition on Press Release	Logo	Name							
Company logo on GBFW website	✓	✓		✓	✓			✓	
Advance Ticket Bundle Program	✓	✓		✓	✓			✓	
Digital Marketing & Social Media	See next page.								
Event Branding									
Opportunity to Address Conference	✓ Daily		✓ Intro sponsored speaker	✓ Intro sponsored speaker					
Complimentary Tradeshow Space	For **week** (preferred location)	For **week** (preferred location)		For **day** of sponsored presenter (preferred location)	For the **day** of the sponsorship				
8' tradeshow space, instead of 6'	✓ 10 ft	✓		✓					
Additional Company Banner Display	✓								
Logo on Conference Projection Backdrop	✓	During breaks and lunches all week		During breaks and lunches all week	For the day of the sponsorship				
Promotional Material at Registration Desk	✓	✓	✓						
Free Admission and Meal Passes	4 passes for 5 days	3 passes for 5 days		2 passes for the day sponsored	2 passes for the day sponsored				
Sponsorship Level Recognition with Signage	In main area	In main area		In main area	In main area			In break area	
Verbal Recognition	At opening, lunch, and closing session of each day	At lunch, when speaker presents, and closing		At lunch, when speaker presents	At lunch	When speaker presents			When speaker presents



PLACEMAT ADS $175 each, plus HST.
Ads are 4" x 2" & used at all meals.

Sponsorship Opportunities									
Level	**Premier**	**Platinum**		**Gold**	**Silver**			**Bronze**	
Contribution Level	$5,000	$2000-$4999		$1000-$1999	$500-$999			$200-$499	
Opportunities	Exclusive Event Sponsor	Brochure Sponsor (1 for week)	Day or Keynote Speaker Sponsor	Day or Keynote Speaker Sponsor	Meal Sponsor ($500, 1/day)	Keynote Speaker Sponsor	Commodity Day Sponsor $500	Break Sponsor ($200 each, 2/day)	Speaker Sponsor
Digital Marketing & Social Media									
Logo on ALL Digital Materials	✓								
Sponsor Level Recognition Posts	Exclusive Event Sponsor Post	✓		✓	✓				
Logo incl. with Presentation Promotion	*Top Placement*	*Large Logo* - for keynote speakers		*Medium Logo* - for keynote speakers	*Small Logo* - for keynote speakers				
Reel & Video Opportunities	✓	✓		✓					
Link in Platform Bio	✓								
Included in Insta highlights and Facebook album	✓	✓		✓	✓				

Digital Marketing Package
Sponsor recognition posts

- Premier Sponsor: 10 exclusive posts *minimum*
- Platinum Sponsors: 7 sponsorship-level posts *minimum*
- Gold Sponsors: 5 sponsorship-level posts *minimum*
- Silver Sponsors: 3 sponsorship-level posts *minimum*

Presentation Promotion
At least one dedicated social media post will be created for each presentation, panel discussion, or keynote session.
For presentation-related sponsorships:
• Premier, Platinum, Gold and Silver speaker sponsor logos will be included on the graphics.

Video & Reel Opportunities
Premier, Platinum and Gold sponsors may submit a 20-30 second promotional video or reel for sharing on GBFW social media channels, subject to approval. GBFW can provide content prompts, examples, and inspiration to assist with video creation.

GREY BRUCE FARMERS' WEEK 2027 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: _____

Email: _____ Website: _____

Do you have social media accounts you'd like us to tag?

☐ Facebook ☐ Instagram ☐ X ☐ TikTok

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Please ✓ the sponsorship level & opportuntiy that you are interested in									
$ Amount									
Please write in the "Day" that you are interested in supporting	Week-long	Week-long							

Sponsorships are offered on a first-come basis, with all listed promotional benefits guaranteed. Silver and Gold sponsors receive a complimentary one-day booth for the day they sponsor; Platinum and Premier sponsors receive a full-week booth. Additional spaces are available for **$150 per day** - please indicate preferred dates:

☐ Beef Day SOLD OUT ☐ Dairy Day SOLD OUT ☐ Goat Day ☐ Sheep Day ☐ Crops Day

Table Size: ☐ 8 ft (Gold level and higher) ☐ 6ft ☐ 4ft

If you selected 6ft or shorter, do you require a table supplied by GBFW? ☐ Yes ☐ No

☐ Is your booth a table top display? ☐ Or a freestanding display?

Do you require electrical outlets at your booth and if so, how many? _____

Any other special requirements? (Please be specific) _____

Would you like promotional material to display at your business? If so, how many:

_____ Posters _____ Brochures Needed by date: _____

Please email the completed form to: info@greyagservices.ca. Elora 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!