

SEEDS CANADA

**SEMI-ANNUAL
MEETING**

NOVEMBER 28 - 29, 2022

SPONSORSHIP OPPORTUNITIES



Seeds
Canada

Semences
Canada




Seeds Canada 2022 Semi-Annual Meeting Sponsorship Package

Seeds Canada's Semi-Annual Meeting
is being held November 28 – 29, 2022
at The Westin Ottawa.

Sponsorship opportunities are now available and will be
filled on a first come, first served basis.

Please contact Kristen Hendricks at:
khendricks@seeds-canada.ca to book your sponsorship
or for any enquiries.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

	Diamond	Platinum	Gold	Silver	Bronze	Associate	Supporter
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Number of opportunities available	1	2	1	4	4	7	unlimited
Property Sponsorships							
Reception	✓						
Audio Visual & Document Translation		✓					
Registration/Information Desk & Lanyards		✓					
Mobile Event App			✓				
Hotel Key Cards				✓			
Breakfast (2), Lunch (1)				✓ ✓ ✓			
Refreshment Breaks (3)					✓ ✓ ✓		
Wi-Fi					✓		
Water Stations (2)						✓	
Private Meeting Rooms (2)						✓ ✓	
Policy & Issues Committee Meeting - Biotechnology						✓	
Policy & Issues Committee Meeting - Corn, Soybeans, & Eastern Cereals						✓	
Policy & Issues Committee Meeting - Intellectual Property Rights						✓	
Policy & Issues Committee Meeting - Oilseeds, Pulses, & Western Cereals						✓	
Registration							
Complimentary registration	✓						
Marketing							
Event Website - Recognition on homepage	Logo	Logo	Logo	Logo	Logo	Logo	Name
Company profile in sponsor directory on Event Website and Mobile App	✓	✓	✓	✓	✓	✓	✓
Mobile App - Opportunity to send one branded push notification to delegates during event	✓	✓	✓				
Recognition on Seeds Canada's social media	✓	✓	✓	✓			
Recognition in pre-event email communications	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition in post-event thank you communications	Logo	Logo	Logo	Logo	Logo	Name	Name
On-site - Signage Listing all Sponsors	Logo	Logo	Logo	Logo	Logo	Logo	Name
On-site - Signage for property sponsorship(s)	Logo	Logo	n/a	Logo	Logo	Logo	n/a
On-site - Event-wide sponsor loop	Logo	Logo	Logo	Logo	Logo	Logo	Name
On-Site							
Formal acknowledgment from podium during Opening Session	✓	✓	✓	✓	✓		

DIAMOND SPONSOR (1 SPOT AVAILABLE)

RECEPTION (MONDAY, NOVEMBER 28)

The reception on Monday evening is our only social event being held at the Semi-Annual. This sponsorship includes the following benefits:

- Appetizers and open bar for all delegates
- Logo on all signage for this event
- Opportunity to display company signage during event
- Opportunity to address attendees at event
- all benefits as indicated in the Sponsor Level chart for Diamond Sponsor

PLATINUM SPONSORS (2 SPOTS AVAILABLE)

AUDIO VISUAL & DOCUMENT TRANSLATION (ENGLISH & FRENCH)

Your investment in audio visual and document translation ensures our meetings and functions run smoothly, provides an excellent experience, and offers an added resource for our bilingual attendees. This sponsorship includes the following benefits:

- Recognition as the sponsor of the event's audio visual services
- Recognition as the sponsor of the event's document translation
- All benefits as indicated in the Sponsor Level chart for Platinum Sponsor

REGISTRATION / INFORMATION DESK & LANYARDS

Have your company be the first thing everyone sees by sponsoring our registration desk and delegate badge lanyards. This sponsorship includes the following benefits:

- Company logo on all lanyards
- Company logo and sponsorship recognition on registration/information desk signage
- All benefits as indicated in the Sponsor Level chart for Platinum Sponsor

GOLD SPONSOR (1 SPOT AVAILABLE)

MOBILE EVENT APP

The mobile event app allows us to stay in touch with all attendees throughout the event and reduce our reliance on printed materials. All session documents and information will be available through our event app. This sponsorship includes the following benefits:

- Recognition as the sponsor of the event's mobile app
- Logo prominently displayed in mobile event app
- All benefits as indicated in the Sponsor Level chart for Gold Sponsor

SILVER SPONSOR (4 SPOTS AVAILABLE)

HOTEL KEY CARDS

Have your company name in everyone's hands by sponsoring our hotel key cards. This sponsorship includes the following benefits:

- Customized hotel room key cards with your company branding
- All benefits as indicated in the Sponsor Level chart for Silver Sponsor

BREAKFAST (3 AVAILABLE - 2 BREAKFAST, 1 LUNCH)

Sponsor a meal for meeting delegates. We have 3 meal options to choose from, Breakfast Monday morning, Lunch Monday, or Breakfast Tuesday morning. This sponsorship includes the following benefits:

- Recognition as meal (breakfast or lunch) sponsor (preference is first come, first served)
- Logo on sponsor signage in meal room
- All benefits as indicated in the Sponsor Level chart for Silver Sponsor

BRONZE SPONSOR (4 SPOTS AVAILABLE)

REFRESHMENT BREAKS (3 AVAILABLE – 2 MORNING, 1 AFTERNOON)

Sponsor a break for meeting delegates. We have 3 breaks to choose from (Monday morning, Monday afternoon, Tuesday morning). This sponsorship includes the following benefits:

- Recognition as break sponsor (break preference is first come, first served)
 - Logo on sponsor signage at break
 - All benefits as indicated in the Sponsor Level chart for Bronze Sponsor
-

WI-FI

Ensure meeting delegates are connected by sponsoring Wi-Fi. This sponsorship includes the following benefits:

- Company logo and recognition as sponsor on all Wi-Fi signage
- All benefits as indicated in the Sponsor Level chart for Bronze Sponsor

ASSOCIATE SPONSOR (7 SPOTS AVAILABLE)

WATER STATIONS

Keep meeting delegates hydrated by sponsoring our water station. This sponsorship includes the following benefits:

- Logo on sponsor signage at fruit-infused water station
 - All benefits as indicated in the Sponsor Level chart for Bronze Sponsor
-

PRIVATE MEETING ROOMS (2 AVAILABLE)

Have your company recognized in our private meeting rooms that are available for all delegates to book for private meetings. This sponsorship includes the following benefits:

- Logo on sponsor signage in your sponsored meeting room
 - All benefits as indicated in the Sponsor Level chart for Associate Sponsor
-

POLICY & ISSUES COMMITTEE MEETINGS (4 SPOTS AVAILABLE)

Sponsor one of our Policy & Issues Committee Meetings. Sponsoring one of our Policy & Issues Committee Meetings includes the following benefits:

- Logo on sponsor signage during your sponsored P&I meeting
- All benefits as indicated in the Sponsor Level chart for Associate Sponsor

Choose from one of the four following Policy & Issue Committee Meetings. Choice is awarded in a first come, first serve basis.

- Biotechnology
- Soybeans & Eastern Cereals
- Intellectual Property Rights
- Oilseeds, Pulses, & Western Cereals

SUPPORTER SPONSOR

DON'T SEE AN OPPORTUNITY THAT WORKS FOR YOUR NEEDS?

You can still participate as a sponsor at a price point of your choosing with a minimum investment of \$500. Sponsor recognition includes:

- Recognition on the event website home page
- Company profile in sponsor directory on Event Website and Mobile App
- Recognition in pre-event email communications
- Recognition in post-event thank you communications
- On-site - Signage Listing all Sponsors
- On-site - Event-wide sponsor loop