

## 2022 Corporate Sponsor Program

The Foothills Forage and Grazing Association is a non-profit organization that has been dedicated to assisting producers in regenerative and profitable forage and grazing production for the past 49 years. FFGA's objective is to be instrumental in the transfer of quality information within the industry including corporations, government, and producers across twelve municipalities. The partnerships we form through FFGA's Corporate Sponsor Program enable FFGA to better fulfil our objectives. The Corporate Sponsor Program is for companies, partnerships, or corporations who wish to be identified as supporting FFGA and was designed to meet objectives of promoting your business in a highly visible manner for the respective year.

### **Gold Sponsor \$2,000:**

Gold corporate sponsors receive recognition with their logo displayed in our monthly newsletter, on our website and at FFGA seminars, schools, tours and events. The website logo will be linked to the corporation's website. Gold sponsors will be able to submit one full-page advertisement or two half-page advertisements as well as one, one-page article for the FFGA newsletter per year. Gold Sponsors will receive 1 webinar in partnership with FFGA annually and be highlighted on social media to our 3,700 followers in one post annually. One representative is invited to attend all FFGA events and set up a booth (event logistics allowing).

### **Silver Sponsor \$1,000:**

Silver corporate sponsors receive recognition with their logo displayed in our monthly newsletter, on our website and at FFGA seminars, schools, tours and events. The website logo will be linked to the corporation's website. Silver sponsors will be able to submit one half-page advertisement for the FFGA newsletter per year. Silver Sponsors will receive 1 webinar in partnership with FFGA annually. One representative is invited to attend two FFGA events and set up a booth (event logistics allowing).

### **Annual Event Sponsor \$600**

Annual event sponsors will be invited to attend all FFGA events at this flat rate throughout the year and set up a booth (event logistics allowing).

### **Event Lunch Sponsor \$500:**

An event lunch sponsor is recognized at a specific FFGA event. The sponsor is invited to give a 15–30-minute presentation at the event as well as have a booth set up with any hand-outs, advertising, or products they wish to share (event logistics allowing). Their logo will be included on any event advertising, agendas and/or other handouts for that event.

### **Coffee/Webinar Sponsor \$250:**

Coffee sponsors will receive logo recognition at the coffee and snack station and on the event material at the FFGA event of their choosing. Webinars, 30-90 minutes in length will be planned in coordination with FFGA to bring educational, pertinent information to FFGA members with the sponsoring corporation having 10 minutes during the webinar to share corporate content. FFGA will advertise the live webinar to our members and partners through our newsletter, social media and other channels. Webinars will be recorded and made available on the FFGA website for 60 days following the webinar. *FFGA reserves the right to ensure the content fits the FFGA mandate.*

### **A La Carte**

Customize your FFGA annual sponsorship by select your sponsorship perks outlined on the following page.



Annual Sponsorship Perks	Gold	Silver
	\$2,000	\$1,000
Recognition of sponsor (monthly newsletter, website, FFGA seminars, schools, tours, events and projects)	✓	✓
The website logo will be linked to the corporations website	✓	✓
Full page or 2 half page advertisements	✓	
One page article	✓	
Partnered webinar with FFGA	✓	✓
Highlight on social media with 3,700 followers	✓	✓
One representee invited to attend all FFGA single-day events & set up a booth	✓	
One half page advertisement		✓
One representee invited to attend 2 FFGA single-day events & set up a booth		✓
<i>*Multi-partner events and/or multi-day events such as the Western Canada Conference on Soil Health &amp; Grazing are not included*</i>		
Check all that you want to receive	A La Carte	Cost
<b>Annual FFGA Event Sponsor</b>		\$600
• 1 registration for all FFGA events annually		
• Booth space at all FFGA events annually (event logistics allowing)		
<i>*Multi-partner events and/or multi-day events such as the Western Canada Conference on Soil Health &amp; Grazing are not included*</i>		
<b>FFGA Event Lunch Sponsor</b>		\$500
• 1 Registration package		
• 15 minute presentation		
• Booth space (event logistics allowing)		
<b>Coffee/Webinar Sponsor</b>		\$250
• 30-60 minute webinars will be planned in coordination with FFGA		
• FFGA will advertise webinar		
• Receive logo and verbal recognitions at the event/webinar		
<b>Newsletter/Website</b>		
1/8 page advertisement or article		\$200
1/4 page advertisement or article		\$275
1/2 page advertisement or article		\$350
1 page advertisement or article		\$475
Recognition with logo displayed in monthly newsletter & on our website with a link to your website for the year		\$250
<i>Newsletter advertisements must be designed in advance. Advertisement design services can be requested, and cost will be determined by amount of work necessary to design. Submissions are to be emailed to <a href="mailto:enviro@foothillsforage.com">enviro@foothillsforage.com</a> in .jpg, .png or .pdf format before the 15th of the month prior to the monthly edition it is to be displayed in.</i>		

*All corporate sponsorships are subject to gst.*

*Multi-partner and multi-day events such as Ranching Opportunities are not included in sponsor perks.*

*Corporate sponsors do not have a vote at FFGA's Annual General Meeting in the interest of maintaining a producer driven association.*



## Corporate Sponsor Application Form 2022

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

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

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, Prov: \_\_\_\_\_ Phone: \_\_\_\_\_

Postal code: \_\_\_\_\_

*\*Annual sponsorships are valid from January 1 to December 31 of the respective year.*

Corporate Sponsor level (*please circle one*):

Gold                  Silver                  Annual Event                  Lunch                  Coffee/Webinar                  A La Carte

Sponsor amount: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Privacy Act:

\_\_\_\_\_ Initial here if you agree to share your logo and contact information with the FFGA membership through the newsletter, on the website and/or at FFGA events throughout the year.

*For inquiries contact FFGA Manager Laura Gibney (403) 995-9466 or [manager@foothillsforage.com](mailto:manager@foothillsforage.com)*

*Thank you for your consideration of the Foothills Forage and Grazing Association Corporate Sponsor Program and your commitment to the agriculture industry and community!*