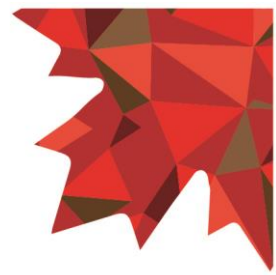




 NORTHLANDS



**28<sup>TH</sup> COMMONWEALTH  
AGRICULTURE  
CONFERENCE**



## **Background**

The Royal Agricultural Society of the Commonwealth (RASC) is a confederation of over fifty leading national and regional Agricultural Show Societies, Agricultural Associations, and Research Bodies working in twenty Commonwealth countries. HRH The Princess Royal is President of the organization along with 9 elected and 2 appointed board directors.

Since 1963, the Commonwealth Agriculture Conference has been held biennially in Commonwealth nations around the world and is designed to give delegates an opportunity to share ideas, develop networks, and learn about the agriculture industry in the host country.

Northlands has successfully secured the bid to host the 28th Commonwealth Agriculture Conference to coincide with one of Canada's top agriculture showcases, Farmfair International (FFI), in 2018. Alberta, Edmonton, and Northlands are a natural host for this conference with our thriving and diverse agriculture industry and first class conference facilities and amenities.

The 28th Commonwealth Agriculture Conference will mark the event's second visit to Alberta and will take place at the Edmonton EXPO Centre in November 2018, preceding Farmfair International. The conference will focus on the success of Alberta and Canada's agriculture industries while providing a forum for discussing mutual successes and challenges in agriculture around the world.

Over 400 international delegates from 20 developed and developing nations of the Commonwealth are expected to attend. In addition to attending the conference, delegates will take part in a pre-tour to showcase agriculture and tourist attractions in Alberta.

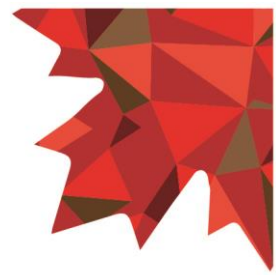
### **The Next Gen**

The RASC has encouraged the involvement of youth in its activities for many years. Since the 2004 conference, the concept of the 'RASC Next Generation' was formed, and has since flourished.

The Next Generation Strategic Intentions are to:

- Develop an international network and support system that will foster the collaboration and exchange of ideas between the NG delegation
- Advocate NG leadership within the RASC and its member societies
- Support the RASC in achieving its aims and objectives
- Achieve tangible and measurable results within the commonwealth countries

Partnerships are used to support a number of bursaries to assist a Next Gen delegate in attending the conference.



## **Partnership**

Thank you for your time and consideration regarding a corporate partnership with the 28<sup>th</sup> Commonwealth Agriculture Conference.

Your partnership will support showcasing agriculture in Canada with our fellow Commonwealth Countries and how we are all connected through food, the ultimate end-game of agriculture.

Partnership opportunities are available at various levels of engagement and investment, including:

- Platinum Partner, includes title partnership
  - Investment \$100,000 + GST
- Next Generation Partner, includes title partnership
  - Investment \$75,000 + GST
- Gold Partner
  - Investment \$50,000 + GST
- Silver Partner
  - Investment \$30,000 + GST
- Bronze Partner
  - Investment \$10,000 + GST
- Additional opportunities

### *Platinum Partner: \$100,000 + GST*

#### **Engagement**

- Two (2) x guests to attend a small private dinner with HRH The Princess Royal, President of the RASC
- Two (2) x seats at the head table for the Gala Dinner with HRH The Princess Royal
- Opportunity to chair and give a related five (5) minute presentation during a plenary session
- 20' x 20' display space, including power, internet, chairs & table within the trade show

#### **Title Partnership Recognition**

- Title partnership rights to the conference, to be referenced as 28th Commonwealth Agricultural Conference in partnership with 'Organization Name'
- Organization will be recognised and referenced across all possible marketing material and collateral

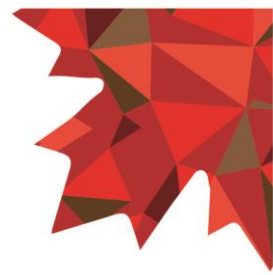
#### **Tickets & Registrations**

- Five (5) x complimentary main conference registrations including all meals, conference sessions and social functions (Valued at \$5,500)
- Additional five (5) x tickets to the 'Opening Reception' (Valued at \$500)
- Additional five (5) x tickets to the Gala Dinner (Valued at \$1,000)

#### **Logo recognition**

- Registration brochure





- Program booklet
- Media releases
- Conference satchel
- Session screens

#### **Signage**

- Opportunity to provide four (4) x pull up banners, two (2) for display at registration and two (2) for display in the plenary room

#### **Website and Social Media**

- Logo on the RASC website ([www.therasc.com](http://www.therasc.com)) and 28<sup>th</sup> Commonwealth Agriculture Conference website ([www.rasc2018canada.com](http://www.rasc2018canada.com)) with links to organization website
- Opportunity to post a 300 word article on the RASC website and 28<sup>th</sup> Commonwealth Agriculture Conference webpage
- Opportunity to provide weekly tweets, with relation to the conference, for the 8 weeks leading up to the conference

#### **Marketing and Advertising** (sponsor supplied)

- One (1) x full page, full colour advertisement in program booklet
- One (1) x handout/ product included in the conference welcome pack
- Opportunity to supply branded merchandise for each guest at the Opening Reception
- Opportunity to supply a 500 word article for the RASC newsletter

#### *Next Generation Partner: \$75,000 + GST*

##### **Engagement**

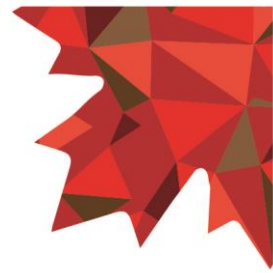
- Opportunity to chair and give a related five (5) minute presentation during Next Generation portion of the conference
- Opportunity to host tour or round table discussion with the Next Generation delegates
- 20' x 20' display space, including power, internet, chairs & table within the trade show

##### **Title Partnership Recognition**

- Title partnership rights to the Next Generation program, to be referenced as Next Generation in partnership with 'Organization Name'
- Organization will be recognised and referenced across all possible Next Generation marketing material and collateral

##### **Tickets & Registrations**

- Ten (10) x complimentary Next Generation sessions registrations including all meals, conference sessions and social functions (Valued at \$4,000)
- Four (4) x complimentary main conference registrations including all meals, conference sessions and social functions (Valued at \$4,400)
- Additional four (4) x tickets to the 'Opening Reception' (Valued at \$400)
- Additional four (4) x tickets to the Gala Dinner (Valued at \$800)



#### **Logo recognition**

- Registration brochure
- Program booklet
- Next Generation Media releases
- Session screens

#### **Signage**

- Opportunity to provide four (4) x pull up banners, two (2) for display at registration and two (2) for display in the Next Generation session room(s)

#### **Website and Social Media**

- Logo on the RASC website ([www.therasc.com](http://www.therasc.com)) and 28<sup>th</sup> Commonwealth Agriculture Conference website ([www.rasc2018canada.com](http://www.rasc2018canada.com)) with links to organization website
- Opportunity to post a 300 word article on the RASC website and 28<sup>th</sup> Commonwealth Agriculture Conference webpage
- Opportunity to provide weekly tweets, with relation to the Next Generation program, for the 8 weeks leading up to the conference

#### **Marketing and Advertising** (sponsor supplied)

- One (1) x full page, full colour advertisement in program booklet
- One (1) x handout/ product included in the conference welcome pack
- Opportunity to supply branded merchandise for each Next Generation delegate
- Opportunity to supply a 300 word article for the RASC newsletter

#### *Gold Partner: \$50,000 + GST*

#### **Engagement**

- Two (2) x seats at the head table for the Gala Dinner with HRH The Princess Royal
- Opportunity to chair and give a related five (5) minute presentation during a plenary session
- 15' x 15' display space, including power, internet, chairs & table within the trade show

#### **Recognition**

- Recognized as a Gold Level Sponsor in all possible marketing material and collateral

#### **Tickets & Registrations**

- Three (3) x complimentary registrations including all meals, conference sessions and social functions (Valued at \$3,300)
- Additional three (3) x tickets to the 'Opening Reception' (Valued at \$300)
- Additional three (3) x tickets to the Gala Dinner (Valued at \$600)

#### **Logo recognition**

- Registration brochure
- Program booklet
- Session screens





### **Signage**

- Opportunity to provide two (2) x pull up banners, one (1) for display at registration and one (1) for display in the plenary room

### **Website**

- Logo on the RASC website ([www.therasc.com](http://www.therasc.com)) and 28<sup>th</sup> Commonwealth Agriculture Conference website ([www.rasc2018canada.com](http://www.rasc2018canada.com)) with links to organization website

### **Marketing and Advertising** (sponsor supplied)

- One (1) x full page, full colour advertisement in program booklet
- One (1) x handout/ product included in the conference welcome pack
- Opportunity to supply branded merchandise for each guest at the Welcome Reception

## *Silver Partner: \$30,000 + GST*

### **Engagement**

- 10' x 10' display space, including power, internet, chairs & table within the trade show

### **Recognition**

- Recognized as a Silver Level Sponsor in all possible marketing material and collateral

### **Tickets & Registrations**

- Two (2) x complimentary registrations including all meals, conference sessions and social functions (Valued at \$2,200)
- Additional two (2) x tickets to the 'Opening Reception' (Valued at \$200)
- Additional two (2) x tickets to the Gala Dinner (Valued at \$400)

### **Logo recognition**

- Registration brochure
- Program booklet
- Session screens

### **Signage**

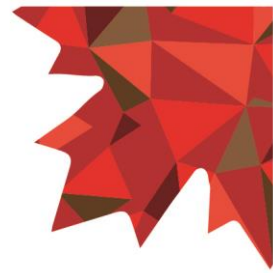
- Opportunity to provide one (1) x pull up banner, for display in a breakout session room

### **Website**

- Logo on the RASC website ([www.therasc.com](http://www.therasc.com)) and 28<sup>th</sup> Commonwealth Agriculture Conference website ([www.rasc2018canada.com](http://www.rasc2018canada.com)) with links to organization website

### **Marketing and Advertising** (sponsor supplied)

- One (1) x half page, full colour advertisement in program booklet
- One (1) x handout/ product included in the conference welcome pack



## **Bronze Partner: \$10,000 + GST**

### **Engagement**

- 10' x 10' display space, including power, internet, chairs & table within the trade show

### **Recognition**

- Recognized as a Bronze Level Sponsor in all possible marketing material and collateral

### **Tickets & Registrations**

- One (1) x complimentary registration including all meals, conference sessions and social functions (Valued at \$1,100)

### **Logo recognition**

- Registration brochure
- Program booklet
- Session screens

### **Website**

- Logo on the RASC website ([www.therasc.com](http://www.therasc.com)) and 28th Commonwealth Agriculture Conference website ([www.rasc2018canada.com](http://www.rasc2018canada.com)) with links to organization website

### **Marketing and Advertising** (sponsor supplied)

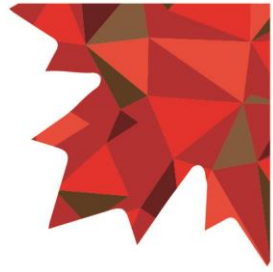
- One (1) x quarter page, full colour advertisement in program booklet
- One (1) x handout/ product included in the conference welcome pack

## **Additional opportunities**

### **Lunch Sponsor**

Investment: \$5,000 + GST

- Participating as the Lunch Sponsor, your Organizations logo will be displayed on signs and located on all catering stations throughout the duration of the conference.
- Inclusions:
  - Opportunity to have up to 5 min promotional video shown at one (1) lunch
  - One (1) x complimentary registrations including all catering, conference sessions and social functions
  - Listing in the program and on the website



## Conference Exhibitor

Investment: \$2,500 + GST

Exhibiting allows your Organization the opportunity to showcase your product or service and interact with conference delegates to ensure you are at the forefront of each delegates mind.

- Inclusions:
  - 10' x 10' display space, including power, internet, chairs & table within the trade show
  - One (1) x complimentary registration including all catering, conference sessions and social functions
  - Listing in the program and on the website