



VALUE CHAIN INITIATIVE

October 22, 2007

Chair
Canadian Bison Association
200, 1660 Pasqua St. PO Box 3116
Regina, SK S4P 3G7

Re: Sponsorship Request

Canadian agriculture and food companies are adopting value chain strategies to address industry consolidation and international competition in the commodity marketplace. As a result the senior executives and managers of these companies are seeking in-depth knowledge to improve their capability to manage the evolution and growth of their value chains and to improve business competitiveness.

To address this need, Agriculture and Food Council of Alberta through the Value Chain Initiative developed and piloted the “*Customer Focused Collaboration – Mastering Value Chain Implementation*” program in March 2007. This advanced value chain management program was rated highly by the businesses participating and a recommendation to develop the training for future participants was made.

The Western Canada Adaptation Councils and Provincial Agriculture Departments invite you to become a lead industry sponsor and to become involved in this premier value chain training. The two and a half day management program will be highly interactive, delving into the issues, challenges and tools for managing a value chain. Sponsorship in this project will increase your exposure throughout all stages of the project and on-site during the program. There will be opportunities for your organization to effectively communicate your corporate message to a targeted audience of business leaders and strategic partners.

We offer a variety of sponsorship opportunities as identified in the enclosed material. We look forward to discussing your sponsorship needs with you and will call you in the near future.

We invite you, your staff and industry partners to become involved in this exciting management training for the agriculture and food industry. If you require more information on sponsorship or the training itself, please contact the following project coordinators.

Arlene Kristiansen
Sponsorship Coordinator
4709 – 44 Avenue
Stony Plain, AB, T7Z 1N4
Phone (780) 968-3516
arlene.kristiansen@gov.ab.ca

Margurite Thiessen
Value Chain Specialist
4709 – 44 Avenue
Stony Plain, AB, T7Z 1N4
Phone (780) 968-3513
marguite.thiessen@gov.ab.ca

Canada

Agriculture & Food Council
The Catalyst

Alberta

Sponsorship Program

"Customer Focused Collaboration, Mastering Value Chain Implementation" an advanced value chain program is made possible with funding through the Agriculture and Food Council of Alberta, the Investment Agriculture Foundation of British Columbia and the Manitoba Rural Adaptation Council, who are responsible for delivering Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) Program.

Below are sponsorship opportunities illustrating the different levels of sponsorship and sponsor participation.

Level one: Bronze: \$1000

Sponsors will be eligible to receive:

- Recognition of sponsor logo at program locations.
- Logo (full color) on training signage on a sponsor board and/or PowerPoint presentation.
- Logo and 100 words of "corporate messaging" on a page inside the training manual (black and white).
- Invitation for one person to attend the Networking Reception with participants and facilitators.

Level two: Silver: \$2500

Sponsors will be eligible to receive:

- Recognition of sponsor logo at program locations.
- Logo (full color) on training signage on a sponsor board and/or PowerPoint presentation.
- Logo and 100 words of "corporate messaging" on a page inside the training manual (black and white).
- One 8- foot table for display purposes.
- Opportunity to provide one corporate printed piece to be distributed at the registration, or resource table.
- Invitation for one individual to attend the Networking Reception with participants and facilitators.

Level three: Gold: \$5000

Sponsors will be eligible to receive:

- Recognition of sponsor logo at the program locations.
- Logo (full color) on training signage on a sponsor board and/or PowerPoint presentation.
- Logo and 100 words of "corporate messaging" on a page inside the training manual (black and white).
- One 8- foot table for display purposes.
- Opportunity to provide one corporate printed piece to be distributed at the registration, or resource table.
- Invitation for two individuals to attend the Networking Reception with participants and facilitators.
- Opportunity to have a Sponsor's Executive Breakfast with guest speaker for one hour Day 2 or Day 3. (Date will be dependent on speaker availability). Arrangements will be made for the breakfast for approximately 10 people; the sponsor will pay for the food and beverages and will be billed directly from the facility.

Exclusive level: Platinum Sponsor \$7500 +

Sponsors will be eligible to receive:

- Recognition of sponsor logo at the program locations.
- Logo (full color) on training signage on a sponsor board and/or PowerPoint presentation.
- Logo and 100 words of "corporate messaging" on a page inside the training manual (black and white).
- One 8 - foot table for display purposes
- Opportunity to provide one corporate printed piece to be distributed at the registration, or resource table.
- Invitation for two individuals to attend the Networking Reception with participants and facilitators.
- Invitation for one free participant registration.
- Opportunity to have a Sponsor's Executive Breakfast with guest speaker for one hour Day 2 or Day 3. (Date will be dependent on speaker availability). Arrangements will be made for the breakfast for approximately 10 people; the sponsor will pay for the food and beverages and will be billed directly from the facility.
- Opportunity to make a short presentation to participants either at the Networking Reception on Day 1 or at the Evening Banquet on Day 2.

Long Term Delivery Partner

There will be an opportunity to establish a long-term delivery partnership for "*Customer Focused Collaboration – Mastering Value Chain Implementation*". The goal is to have a long-term delivery partnership established by August 2009.

Please contact Margurite Thiessen, Value Chain Specialist to discuss further at 780-968-3513 or email: margurite.thiessen@gov.ab.ca

Sponsor contributions will be directed to:

- Refreshment Breaks
- Networking Reception
- Contracting with Industry Experts for Break-Out Sessions
- Promotions

Sponsorship Payment Information

Sponsorship registration inquiries may be directed to:

Arlene Kristiansen
Sponsorship Coordinator
4709 - 44 Avenue
Stony Plain, AB, T7Z 1N4
Phone (780) 968-3516
arlene.kristiansen@gov.ab.ca

Sponsorship Program							
	Recognition , Logo on signage + 100 words	Networking Reception	Table display	Free Registration	1 Piece Print Material	1 hour Sponsor Breakfast	Presentation
\$1,000 BRONZE	X	1 person					
\$2,500 SILVER	X	1 person	X		X		
\$5,000 GOLD	X	2 people	X		X	Breakfast room will be booked by Project Coordinator; payment for the breakfast to be made by the sponsor.	
\$7,500 + PLATINUM	X	2 people	X	One registration	X	Breakfast room will be booked by Project Coordinator; payment for the breakfast to be made by the sponsor.	X



Manitoba Rural Adaptation Council Inc.
ADVANCING CANADIAN AGRICULTURE AND AGRI-FOOD



Investment Agriculture Foundation
of British Columbia

