



Canadian Horticultural Council 2020 AGM sponsorship opportunities

The Canadian Horticultural Council's (CHC) Annual General Meeting (AGM) is an opportunity for leaders in fruit and vegetable production, retail, business, and the federal government to come together to discuss priority issues and decide on a course of action for addressing these issues in the coming year.

As a previous supporter of this event, we value your commitment to our initiatives and hope to work together to create real, positive change again this year. We are happy to offer you the chance to continue to champion these events in 2020, before the opportunity is opened up to our general membership and suppliers in November 2019. We look forward to you remaining active in leading our industry's advocacy work.

Your contribution will allow participants to positively influence key decision makers – including Canada's newly-elected government - on behalf of Canada's fruit and vegetable industry. Without your help, we will not get the face time or logistical support we need to influence decision- and policy-makers in support of our industry.

In addition to the visibility you will get through the purchase of any the sponsorship opportunities offered below, you will also automatically receive some additional free promotions. This includes your logo under "Thank you to our sponsors" on the 2020 Ottawa AGM web page, on the "Thank you to our sponsors" page in AGM event binder, which is distributed to all 250+ delegates, and which all delegates consult frequently throughout the week, and on the "Thank you to our sponsors" page in the spring issue of *Fresh Thinking*, CHC's semi-annual bilingual print magazine that reaches 5,000+ people across Canada, the U.S. and internationally.

Interactive sponsorship opportunities

Host the opening night welcome reception: \$15,000 (SOLD)

Up to 250 AGM delegates, parliamentarians and government representatives will be invited to network and mingle during our opening night welcome reception. You will be introduced by the CHC President and invited to the podium to say a few words about your organization and to welcome guests to the reception. Your logo will be featured on cocktail napkins handed out with all drinks and hors-d'oeuvres and a large "thank you" sign will be placed in a highly visible and high-traffic area of the reception event space. You will also have an opportunity to display your own pull up banner(s) and you will receive recognition in AGM event agenda.

Sponsor President's Suite and provide remarks during exclusive party: \$6,000 (SOLD)

The President's Suite is a classy, exclusive space where you will hold an open invitation to mingle with VIPs (parliamentarians, Board members and other exclusive guests) throughout the course of the AGM, and in particular during a private VIP reception where the CHC President will raise a toast to you and ask you to say a few words. There will also be a framed sign, prominently displayed in the suite throughout the AGM, that reads "The Canadian Horticultural Council's President's Suite is generously supported by *Company XYZ* (with logo)".



Head table seat at banquet: \$1,000

Hear your name and company formally announced by the Master of Ceremonies as you walk into the ballroom in full view of the two hundred assembled banquet guests. Head table guests are seated in positions of honour and are able to enjoy the exclusive company of VIPs and other special guests throughout the evening.

Exhibition space: \$1,000

Achieve high visibility and interact directly with attendees at your exhibition space where the main proceedings and banquet will take place. Set up your marketing materials, share information, and take advantage of repeat walk by traffic as attendees circulate for coffee, breaks and breakout sessions.

Head table seat at luncheon (Day 1 or Day 2): \$1,000

Purchase a seat of honour at the head table during the first- or second-day luncheon. CHC's president will formally recognize you during his opening remarks, and you will enjoy the exclusive company of invited guest speakers and other VIPs during the meal.

Branded sponsorship opportunities

- Branded microphones (throwable and stationary): \$5,000
- Co-branded sponsorship of AV services (2 sponsors total): \$5,000
- Branded hotel room key and card holder: \$3,000 **(SOLD)**
- Branded complimentary wireless internet: \$2,500 **(SOLD)**
- Branded floral arrangements: \$2,000
- Branded cutlery (banquet): \$2,000 **(SOLD)**
- Co-branded dinner menu at banquet (4 sponsors total): \$1,000 **(1 remaining)**
- Co-branded sponsorship of coffee & tea service (4 sponsors total): \$1,000 **(1 remaining)**
- Branded cutlery band (Day 1 luncheon) \$1,000 **(SOLD)**
- Branded cutlery band (Day 2 luncheon): \$1,000 **(SOLD)**
- Co-branded menu at Day 1 luncheon (4 sponsors total): \$500 **(SOLD)**
- Co-branded menu at Day-2 luncheon (4 sponsors total): \$500 **(SOLD)**
- Branded promotional material included in AGM delegate kit (pens and notebooks): \$1,000 **(SOLD)**
- Branded portable phone chargers given to all delegates: \$3,000 **(SOLD)**

**Interested in sponsoring our 2020 AGM? Reach out to Karl Oczkowski,
Communications Manager, at 613-226-4880 ext. 218 or
koczkowski@hortcouncil.ca.**