



CAMA CONFERENCE LEVEL UP


CAMA  ACAM
Canadian Agri-food Marketers Alliance Alliance canadienne d'agromarketing



Level Up Conference 2023

Sponsorship Opportunities





Sponsorship Opportunities

November 1-2, 2023

Presented in-person in Winnipeg, Manitoba, and online.

To explore our sponsorship opportunities and secure your preferred sponsorship level, please contact Mary Thornley at info@cama.org or 519-389-1239



CAMA CONFERENCE

LEVEL UP



Level Up Conference 2023


Bringing together the best of Canada's agri-food marketing professionals for a one-of-a-kind event featuring interactive learning, engaging networking, and industry recognition of the best in agri-food.

Level Up Conference 2023 presents a unique opportunity for sponsors to be part of the continued growth and vitality of Canadian agriculture.



CAMA CONFERENCE

LEVEL UP



CAMA is a dynamic national alliance connecting Canada's agri-food marketers and communicators

Vision

- To be the dynamic national alliance **connecting** Canada's agri-food marketers.

Mission

- To support the **growth** of our members through networking, professional development, thought-leadership and knowledge sharing in a **collaborative environment**.



Why Support a CAMA Event?

Be an agri-food marketing trendsetter by helping CAMA produce an amazing conference

Raise your profile as a supporter of the agriculture industry

Reach 160+ leaders, movers, and shakers in engaging ways

Promote your company's products and services

Build and strengthen relationships with existing clients and new contacts

Invest in your team in an interactive, in-person forum for professional development



Leaders, Movers, & Shakers – Conference Attendees

Leaders

- CMOs
- Marketing Directors
- Brand Managers
- Product Managers

Movers

- Communications Professionals
- Creative Professionals
- Media Representatives

Shakers

- Account Executives
- Digital Leads
- Lead Gen Experts
- Customer Experience Specialists

Level Up

Anticipated In-Person Attendees: 160-225





The Conference Experience - Highlights

CAMA Student Case Competition

Post-secondary student teams have 24 hours to develop and present a solution to a marketing case

A Manitoba Social Networking Event

A fun and friendly opportunity to connect with a nod to our host city's favourite way to celebrate

Speed Networking

Stack your contact list with this rapid-fire chance to meet and mingle with industry leaders

Keynote Speaker

Shane Thomas, of UpStream Ag, agri-marketing strategist and thought leader innovator

Influencers

Including Hebert Grain Ventures, one of the largest primary agriculture influencers

Expert Panel

A smart and spirited discussion with leading agri-marketing experts

Best of CAMA 2023

Our annual awards event celebrating the best of the best in agri-food marketing



Conference Sponsorship Opportunities



“You Own It” Title Sponsor | \$10,000

(1 available)

RECOGNITION:

Speaking Opportunity

5 minutes during the opening of
Level Up Conference 2023

Digital Shout-outs (website, social, and eblast)

Pre-, during, and post-event

Signage

At-event signage logo recognition
Pull-up banner onstage
On-screen logo recognition

Acknowledgement

Oral recognition from
Conference emcee

Personal Identification

Sponsor-designated lanyards

Event Passes

Four (4) passes to **Level Up
Conference 2023** and
Best of CAMA 2023 Gala



“I’m All-In” Conference Sponsor | \$7,500

(2 available)

RECOGNITION:

Speaking Opportunity

2 minutes during the opening of
Level Up Conference 2023

Digital Shout-outs (website, social, and eblast)

Pre-, during, and post-event

Signage

At-event signage logo recognition
Pull-up banner onstage
On-screen logo recognition

Acknowledgement

Oral recognition from
Conference emcee

Personal Identification

Sponsor-designated lanyards

Event Passes

Two (2) passes to **Level Up
Conference 2023** and
Best of CAMA 2023 Gala



“I Know What I Want” Speaker Sponsor | \$5,000

(4 available)

RECOGNITION:

Speaking Opportunity

Introduce sponsored speaker or session

Digital Shout-outs (website, social, and eblast)

Pre-, during, and post-event

Signage

At-event signage logo recognition
Pull-up banner onstage for sponsored speaker/session
On-screen logo recognition

Acknowledgement

Oral recognition from Conference emcee

Personal Identification

Sponsor-designated lanyards

Event Passes

One (1) pass to **Level Up Conference 2023** and Best of CAMA 2023 Gala



“Help Find My Match” Speed Networking Sponsor | \$3,000 (1 available)

RECOGNITION:

Digital Shout-outs (website, social, and eblast)

Pre-, during, and post-event

Signage

On-app logo recognition
At-event signage logo recognition
On-screen logo recognition

Acknowledgement

Oral recognition from
Conference emcee

Personal Identification

Sponsor-designated lanyards

Event Passes

One (1) pass to **Level Up
Conference 2023** and
Best of CAMA 2023 Gala



“Feed Us Please!” Meal Sponsor | \$3,000

(3 available)

RECOGNITION:

Digital Shout-outs (website, social, and eblast)

Pre-, during, and post-event

Signage

At-event signage logo recognition
Pull-up banner in foyer
On-screen logo recognition

Acknowledgement

Oral recognition from Summit emcee

Personal Identification

Sponsor-designated lanyards

Event Passes

One (1) pass to **Level Up Conference 2023** and **Best of CAMA 2023 Gala**



“Making It Work” Service Sponsor | \$1,000

(3 available – Conference WiFi, lanyards, or Conference AV)

RECOGNITION:

Signage

At-event logo recognition



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Let's Level Up — Together

Our sponsors are a key factor in CAMA's ability to present valuable, educational, and relevant alliance information for Canada's agri-food marketing and communications professionals.

We can't do it without you.

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