



## 2023 CAMA AGRI-FOOD MARKETING CASE COMPETITION

### Sponsorship Package

Like all of Canada's most prized sector's, our agri-food sector is experiencing an exciting but rapid pace of change. As such, all of us across the agri-food value chain are relying on the next generation of educated thinkers to bring insight into new ways of thinking, new paths to innovation and new ways to solve some very complex sectoral challenges.

The 2023 CAMA Agri-Food Marketing Case Competition gives the young minds the opportunity to develop skills, gain hands-on experience, network with industry professionals and help to solve big issues in agri-food marketing.

This inaugural competition will take place in conjunction with the 2023 Level Up CAMA Conference and annual Best of CAMA event on November 1<sup>st</sup> and 2<sup>nd</sup>, 2023 at the Fairmont Winnipeg, Manitoba.

Students from Canadian universities and colleges studying in an agricultural and/or food program will be forming teams of 3-4 students to represent their respective post-secondary institutions at this competition. Teams will be given a case in the afternoon of November 1<sup>st</sup> that includes a marketing problem to solve, basic company information, relevant financial information and market research. They will be given a specified number of hours to solve their case and prepare a presentation to deliver to a panel of judges. The winners of the competition will be awarded at the Best of CAMA event. Students will be provided with a practice room to utilize as well as meals and access to an industry coach for 2 hours.

There is an opportunity for your company to be introduced to the up and coming educated minds in the industry through this case competition. If you are interested in connecting with students who are looking for potential summer, co-op or full-time job opportunities, or would like to share your brand with the industry, this competition is a great way to showcase leadership and promote your company. A variety of sponsorship opportunities are available to assist in giving this learning opportunity for students and enabling them to learn about agri-food marketing, as well as promoting your company to the next generation.

Please help us in helping to connect our next generation with the issues that matter - all for the purposes of finding solutions for tomorrow.

## Sponsorship Levels

### \$10,000 - Presenting Sponsor - 1 Available

- Company logo incorporated in logo for 2023 event and included in all pre-event and post-event promotion including on trophies for winners of competition.
- Company provides/collaborates on creating case study for students. Company name can be included in case study.
- Company provides one judge for case competition.
- Company is given 10-minute opportunity to speak at opening lunch with the students on November 1<sup>st</sup>.
- Opportunity to provide print material or SWAG for student welcome packages.
- Company logo and sponsorship level promoted on Case Competition website and Twitter page leading up to event and at event.
- Company logo and sponsorship level promoted on signage and on PowerPoint at Student Opening Lunch.
- Company logo and sponsorship level promoted on PowerPoint and on signage at Best of CAMA Awards Ceremony - an event where students along with over 200 industry professionals attend.

### \$7,500 - Gold Level Sponsor - 2 Available

- Opening Lunch sponsor- Company logo is included on print signage at meal.
- Practice room sponsor- Company logo is included on signage outside all student practice rooms.
- Sponsor of student tables at Best of CAMA - Students involved in case competition are invited to attend Best of CAMA where awards are presented. Company logo will be displayed on table sign at student tables.
- Opportunity to provide print material or SWAG for student welcome packages.
- Company logo and sponsorship level promoted on Case Competition website and Twitter page leading up to event and at event.
- Company logo and sponsorship level promoted on signage and on PowerPoint at Student Opening Lunch.
- Company logo and sponsorship level promoted on PowerPoint and on signage at Best of CAMA Awards Ceremony- an event where students along with over 200 industry professionals attend.

### \$5,000 - Silver Level Sponsor - 2 Available

- Wednesday evening dinner and Thursday lunch sponsor- Company logo is included on print signage at both meals.
- 'Student Surprise' sponsor - sponsor of industry advisors to assist students on Wednesday evening.
- Opportunity to provide print material or SWAG for student welcome packages.
- Company logo and sponsorship level promoted on Case Competition website and Twitter page leading up to event and at event.
- Company logo and sponsorship level promoted on signage and on PowerPoint at Student Opening Lunch.
- Company logo and sponsorship level promoted on PowerPoint and on signage at Best of CAMA Awards Ceremony - an event where students along with over 200 industry professionals attend.

Please contact Mary Thornley at [camaont@bmts.com](mailto:camaont@bmts.com) if interested in the above opportunities.