CAMA CONFERENCE

LEVEL UP

CAMA ACAM

Canadian Agri-food Marketers Alliance

Alliance canadienne d'agromarketing

Level Up Conference 2023

Sponsorship Opportunities

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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

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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.

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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.**

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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

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Leaders, Movers, & Shakers – Conference Attendees

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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

Anticipated In-Person Attendees: 160-225

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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 Kristjan Hebert with Hebert Grain Ventures, one of the largest primary agriculture influencers

Digital Expert
Jed Schneiderman, VP and Country Manager for Jebbit.

Best of CAMA 2023
Our annual awards event celebrating the best of the best in agri-food marketing

Conference Sponsorship Opportunities

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“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 recognition on name tags

Event Passes

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

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“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 recognition on name tags

Event Passes

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

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

(4 available – 1 SOLD)

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 recognition on name tags

Event Passes

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

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“Making It Work” Service Sponsor | $5,000

(2 available – Lanyards or Conference AV)

RECOGNITION:

Signage

At-event logo recognition

Acknowledgement

Oral recognition from Conference emcee

Event Passes

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

Personal Identification

Sponsor lanyards
(for lanyard sponsorship only)

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

RECOGNITION:

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

Pre-, during, and post-event

Signage

On-app logo recognition
On-screen logo recognition

Acknowledgement

Oral recognition from Conference emcee

Event Passes

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

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

(3 available – 2 SOLD)

RECOGNITION:

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

Pre-, during, and post-event

Signage

Pull-up banner in foyer
On-screen logo recognition

Acknowledgement

Oral recognition from Summit emcee

Event Passes

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

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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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