



# Sponsorship and Partnership Package 2024

Canadian Agri-food Marketers Alliance (CAMA) is a dynamic national alliance connecting Canada's agri-food marketers and communicators.



## Why support CAMA?

- Pioneer innovation in agri-food marketing
- Elevate your standing as a champion of the agrifood industry
- Showcase and endorse your company's products and services
- Foster and reinforce connections with both current clients and new contacts
- Engage with industry leaders, influencers, and dynamic professionals
- Dedicate resources to enhance your team's professional development and networking initiatives

## CAMA'S Mission

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

**NEW! CAMA is offering a 3-year commitment to your sponsorship prices. Include your support of CAMA in yearly budgeting processes and marketing strategies.**

**Existing sponsoring companies are given the first right of refusal.**

## Where can you partner with CAMA in 2024?

### Student Case Competition

The 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.

### Best of CAMA

Best of CAMA is the agricultural marketing industry's annual showcase of creativity, marketing, and communication expertise. The Best of CAMA is our industry's "Academy Awards" where peers award peers for their effort and ability in ag marketing and communications.

### Level Up Conference

The Level Up Conference brings 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. Building on the success of its inaugural year, this conference is dedicated to fostering collaboration, innovation, and skill enhancement within the agricultural sector.



# Sponsorship Packages

Purchasing a comprehensive sponsorship package that includes support for the CAMA Level Up Conference, Student Case Competition, and Best of CAMA offers a company a multitude of strategic advantages. Select a package to ensure your company is represented as a sponsor at each event. Talk to us about the opportunity to tailor a package to your interests and needs.

## Why select a sponsorship package?

- Holistic Brand Alignment:** Supporting multiple events and programs allows a company to align its brand holistically with CAMA's mission, showcasing a comprehensive commitment to the growth and advancement of the agri-marketing industry.
- Diverse Audience Engagement:** By participating in a range of initiatives, sponsors can engage with professionals, students, and industry leaders, creating diverse opportunities for networking, brand recognition, and relationship building.
- Thought Leadership Positioning:** Sponsoring a variety of events positions the company as a thought leader in different aspects of agri-food marketing, showcasing expertise and a broad impact within the industry.
- Efficient Resource Utilization:** Purchasing an all-inclusive package streamlines the sponsorship process, making it more efficient and cost-effective compared to individual sponsorships for each event.
- Support for Industry Development:** Supporting a range of initiatives demonstrates a commitment to the broader development and sustainability of the agri-marketing industry, fostering positive perceptions and goodwill.

Purchasing a package that encompasses sponsorship of various CAMA opportunities provides a company with a strategic, efficient, and impactful approach to enhancing its presence, influence, and impact within the agri-food marketing industry.

## Sponsorship Package Opportunities

	ALL EVENTS	BEST OF CAMA (200 ATTENDEES IN 2023)					LEVEL UP CONFERENCE (190 ATTENDEES EXPECTED FOR 2024)			STUDENT CASE COMPETITION (280 STUDENTS AND PROFESSIONALS TO BE REACHED AT 2024 EVENT)				
	SPONSOR ID AND EVENT PASSES	LOGO ON WEBSITE	VERBAL RECOGNITION	LOGO ON SIGNAGE AND PPT	LOGO IN PROGRAM BOOK	CATEGORY SPONSOR	VERBAL RECOGNITION	DIGITAL SHOUTOUTS	SIGNAGE AT EVENT	MEAL SPONSOR	DIGITAL SHOUTOUTS	PRACTICE ROOM SPONSOR	LOGO ON SIGNAGE AND PPT	SPEAKING OPPORTUNITY TO CONNECT WITH STUDENTS
<b>Gold Impact Package</b> \$20,000	✓ 4 passes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Silver Impact Package</b> \$15,000	✓ 3 passes	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	
<b>Bronze Impact Package</b> \$10,000	✓ 2 passes			✓	✓	✓	✓		✓		✓		✓	

# Best of CAMA

The Best of CAMA is an annual gala event highlighting creativity, marketing prowess, and communication expertise. Often dubbed as our industry's equivalent of the "Academy Awards," this event allows peers to recognize and celebrate each other's contributions in agricultural marketing and communications.

With a diverse array of categories spanning from radio, television, PR, total campaigns, crisis management, to digital campaigns, and beyond, the Best of CAMA awards event offers a platform for the agricultural industry to applaud exceptional accomplishments. It serves as an annual occasion for acknowledging outstanding achievements within the realm of agri-marketing and communications.

Sponsoring Best of CAMA offers your company a unique opportunity to align themselves with excellence in the agricultural marketing industry. By supporting this prestigious event, your company becomes an integral part of recognizing and honoring outstanding achievements in creativity, marketing, and communication within the agri-food sector.



**Date: November 7, 2024**

**Location: Sheraton Eau Claire,  
Calgary, AB**

**2023 event attendance: 200**

## Why Sponsor Best of CAMA?

- 1. Visibility and Recognition:** Position your brand prominently in front of over 200 industry leaders and professionals as a supporter of excellence in agri-marketing. Benefit from extensive visibility before, during, and after the event.
- 2. Industry Influence:** Showcase your company's commitment to advancing the agricultural marketing field by associating with an event widely regarded as the pinnacle of industry recognition. Enhance your influence and credibility among peers and potential clients.
- 3. Networking Opportunities:** Engage with key decision-makers, thought leaders, and professionals in the agricultural sector. The Best of CAMA awards event serves as a hub for networking, fostering valuable connections within the industry.
- 4. Showcasing Expertise:** Demonstrate your company's expertise and leadership in the agri-marketing domain. Sponsorship provides a platform to showcase your products, services, and success stories to a targeted and engaged audience.
- 5. Brand Affiliation:** Associate your brand with innovation, creativity, and excellence. Aligning with the Best of CAMA reinforces your company's commitment to staying at the forefront of advancements in agricultural marketing.
- 6. Supporting Industry Advancement:** Contribute to the growth and development of the agri-marketing industry by supporting an event that celebrates and encourages excellence. Demonstrate corporate responsibility by investing in the recognition and promotion of achievements within the sector.

**By becoming a sponsor of Best of CAMA, your company not only benefits from increased visibility but also plays a vital role in shaping and promoting excellence within the dynamic and ever-evolving landscape of agricultural marketing and communications. Check out our 2024 sponsorship opportunities!**



# Best of CAMA Sponsorship Opportunities



225 expected attendees

	LOGO ON WEBSITE	VERBAL RECOGNITION AT EVENT	OPPORTUNITY FOR SPONSOR TO PROVIDE ADDITIONAL SIGNAGE	LOGO IN AWARDS POWERPOINT PRESENTATION	LOGO IN PROGRAM BOOKLET (225 BOOKS)	SPONSOR ONSTAGE TO PRESENT AWARD	ADDITIONAL OPPORTUNITIES
<b>Dinner Sponsor</b> <b>\$6,000</b> (1 available)	✓	✓	✓	✓	✓		Logo in 35 centrepiece arrangements  Opportunity to say grace
<b>Hospitality Suite</b> <b>\$5,000</b> (1 available)	✓	✓	✓	✓	✓		Additional options for hosp. room
<b>Cocktail Reception</b> <b>\$3,000</b> (1 available)	✓	✓	✓	✓	✓		
<b>Dinner Wine</b> <b>\$3,000</b> (1 available) <b>SOLD</b>	✓	✓		✓	✓		Option for sponsor to add tag to wine bottles for 35 tables
<b>AV</b> <b>\$3,000</b> (1 available)	✓	✓		✓	✓		
<b>Agri-Marketer of the Year Sponsor</b> <b>\$1,700</b> (1 available) <b>SOLD</b>	✓	✓		✓	✓	✓	
<b>CAMA Lifetime Achievement Award Sponsor</b> <b>\$1,700</b> (1 available) <b>SOLD</b>	✓	✓		✓	✓	✓	
<b>Photo Area</b> <b>\$1,500</b> (1 available)	✓	✓		✓			
<b>Student Support</b> <b>\$1,500</b> (1 available)	✓	✓		✓			Students sit at sponsor table during dinner
<b>Best of Show Sponsor</b> <b>\$1,500</b> (4 available) <b>4 SOLD</b>	✓	✓		✓	✓	✓	
<b>Award Category Sponsor</b> <b>\$1,100</b> (40 available)	✓	✓		✓		✓	

**Advertise in the  
Agri-Marketing Supplement  
(ENG only)**

FC: 1/3 4 colour = \$950  
IFC: 4 colour = \$2565  
OBC: 4 colour = \$2850  
Inside 1/3 pg 4col=\$700



Supplement listing award winners printed and handed out to attendees  
Digital version added to CAMA.org  
Supplement included in AgriMarketing Magazine (Nov/Dec issue)



# Level Up Conference

The Level Up Conference is a premier gathering of Canada's agri-food marketing professionals, providing a distinctive event that combines interactive learning, engaging networking, and industry recognition of excellence in agri-food. Following a successful inaugural year that attracted 130 professionals, the 2024 conference aims to build on this achievement.

Sponsors play a crucial role in supporting CAMA's mission to provide valuable, educational, and relevant information for Canadian agri-food marketing and communications professionals, contributing to the continued growth and vitality of the sector.

**Date: November 6-7, 2024**

**Location: Sheraton Eau Claire, Calgary, AB**

**2023 event attendance: 130**



## Why sponsor the Level Up Conference?

- 1. Targeted Audience Exposure:** The conference brings together the best agri-food marketing professionals in Canada, providing sponsors with direct access to a highly targeted and influential audience.
- 2. Brand Recognition:** Sponsors gain prominent visibility and recognition among industry leaders, creating an opportunity to strengthen brand awareness and association with excellence in agri-food marketing.
- 3. Networking Opportunities:** The interactive nature of the conference facilitates meaningful networking, allowing sponsors to connect with professionals, potential clients, and collaborators in the agricultural sector.
- 4. Industry Thought Leadership:** By sponsoring the event, companies position themselves as supporters of collaboration, innovation, and skill enhancement within the agricultural sector, establishing thought leadership within the industry.
- 5. Continued Growth and Vitality:** Supporting the Level Up Conference directly contributes to the continued growth and vitality of Canadian agriculture. Sponsors play a pivotal role in enabling CAMA to provide valuable and relevant information to agri-food marketing professionals.
- 6. Unique Marketing Opportunities:** The conference offers various sponsorship levels, allowing companies to choose a package that best aligns with their marketing goals. This flexibility ensures that sponsors can tailor their participation for maximum impact.
- 7. Strategic Alliance:** Sponsoring Level Up establishes a strategic alliance with CAMA, showcasing a commitment to the organization's mission and the broader success of the agri-food marketing and communications community.

**Sponsoring the Level Up Conference is a strategic investment for companies aiming to enhance their visibility, connect with key industry players, and align their brands with excellence in agri-food marketing, all while contributing to the growth and vitality of Canadian agriculture.**

**View sponsorship opportunities for the 2024 event!**



# Level Up Conference Sponsorship Opportunities

**180-200 expected attendees**

	SPEAKING OPPORTUNITY	VERBAL RECOGNITION AT EVENT	DIGITAL SHOUT-OUTS (WEBSITE, SOCIAL POSTS AND EBLASTS)	SIGNAGE AT EVENT	PERSONAL IDENTIFICATION	EVENT PASSES
<b>Title Sponsor</b> <b>\$10,000</b> (1 available)	  5 minutes during opening of conference			  Logo recognition Pull-up banner onstage (sponsor to provide)		  4 passes to conference and Best of CAMA Gala
<b>Event Level Sponsor</b> <b>\$7,500</b> (1 available) <b>SOLD</b>	  2 minutes during opening of conference			  Logo recognition Pull-up banner onstage (sponsor to provide)		  4 passes to conference and Best of CAMA Gala
<b>Speaker Level Sponsor</b> <b>\$5,000</b> (4 available) <b>2 SOLD</b>	  Introduce sponsored speaker or session			  Logo recognition Pull-up banner for sponsored speaker or session (sponsor to provide)		  1 pass to conference and Best of CAMA Gala
<b>Pre-Conference Event Sponsor</b> <b>\$5,000</b> (1 available)	  Introduce sponsored pre-conference event			  Logo recognition Pull-up banner (sponsor to provide)		  1 pass to conference and Best of CAMA Gala
<b>\$3,500</b> 7 available Select From: <b>Breakfast</b> (2 available) <b>Stand Up and Stretch</b> (2 available) <b>Lunch</b> (2 available) <b>Networking</b> (2 available) <b>1 SOLD</b>						  1 pass to conference and Best of CAMA Gala

# CAMA Agri-Food Marketing Case Competition

The CAMA Agri-Food Marketing Case Competition provides young minds with the chance to cultivate skills, acquire hands-on experience, establish connections with industry professionals, and contribute to addressing significant challenges in agri-food marketing.

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 that includes a marketing problem to solve, basic company information, relevant financial information and market research. They will be given 24 hours to solve their case and prepare a presentation to deliver to a panel of judges.

There is an opportunity for your company to be introduced to the up and coming educated minds in the industry through this case competition. 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.



## Why sponsor the CAMA Student Agri-Food Marketing Case Competition?

- 1. Recruitment Opportunities:** The case competition provides sponsors with a platform to identify potential candidates for internships, co-op programs, or full-time positions, establishing a pipeline of skilled and motivated individuals.
- 2. Brand Visibility:** Sponsorship ensures prominent visibility during the competition, providing exposure to a targeted audience of students, industry professionals, and conference attendees. This exposure contributes to heightened brand recognition and association with supporting education and skill development.
- 3. Networking Opportunities:** Sponsors gain exclusive access to network with participating students, industry experts, and fellow sponsors. This networking environment facilitates valuable connections that can lead to future collaborations, partnerships, and recruitment opportunities.
- 4. Corporate Social Responsibility (CSR):** Sponsoring educational initiatives aligns with CSR objectives, showcasing a company's dedication to investing in the education and professional development of future industry leaders.
- 5. Showcasing Expertise:** Sponsors can share their industry expertise, insights, and best practices during the competition, positioning themselves as thought leaders and contributing to the educational experience of participants.
- 6. Positive Brand Association:** Supporting a competition that focuses on solving real-world challenges in agri-food marketing creates a positive association for sponsors, demonstrating their commitment to addressing industry issues and fostering innovation.

**Sponsoring the CAMA Agri-Food Marketing Case Competition offers companies a strategic opportunity to engage with emerging talent, enhance brand visibility, and contribute to the education and development of future leaders in agri-food marketing. Learn how you can sponsor!**



# Student Case Competition Sponsorship Opportunities

30 expected students in competition

250 professionals reached through sponsorship recognition at Best of CAMA and Level Up Conference



	LOGO INCLUDED IN ALL EVENT COMMUNICATIONS	OPENING LUNCH SPONSOR	OPPORTUNITY TO PROVIDE JUDGE FOR COMPETITION	SPEAKING OPPORTUNITY	DIGITAL SHOUT-OUTS (WEBSITE AND SOCIAL POSTS)	PRACTICE ROOM SPONSOR	WEDNESDAY EVENING AND THURSDAY LUNCH SPONSOR	LOGO IN SIGNAGE AND PPT
Presenting Sponsor \$7,500 (1 available)	✓		✓	✓	✓			✓
Gold Level Sponsor \$5,000 (2 available) <b>1 SOLD</b>		✓			✓	✓		✓
Silver level Sponsor \$3,000 (2 available)					✓		✓	✓

## Thank You!




As we invite you to embark on this exciting journey with CAMA through our diverse sponsorship opportunities, we extend the promise of a collaborative and impactful partnership. Your support not only aligns your brand with the pinnacle of agri-marketing excellence but also contributes significantly to the growth, innovation, and sustainability of the Canadian agricultural industry. Seize the opportunity to cultivate lasting connections, showcase thought leadership, and elevate your brand through our thoughtfully curated sponsorship packages.

Let's sow the seeds of success together, as we nurture the future of agri-food marketing. Contact us today to customize a sponsorship package that aligns seamlessly with your brand's vision and objectives. Join us in cultivating a thriving future for Canadian agriculture!



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