

• SHARING RESEARCH •



that
**GROWS
ORGANIC**

2nd CANADIAN ORGANIC SCIENCE CONFERENCE

PROMOTIONAL AND
SPONSORSHIP

Plan

PROMOTION OF THE EVENT

Several tools will be used to promote the conference and highlight its importance with target audiences, namely the general public and media. Prior and during this large-scale event, the leadership and commitment sponsors have towards to organic agriculture in Canada will be showcased.

PROMOTIONAL ACTION PLAN AND TOOLS

- Conference web page of the Quebec Reference Center for Agriculture and Agri-food (CRAAQ).
- Clickable call-to-action on the conference's web page that leads to a document dedicated to sponsors (each sponsor will be able to feature a bilingual description, logo and link to its website).
- Conference promotion on several partner websites with links to the event's web page.
- Information about the conference featured on different social media platforms (Twitter, Facebook, LinkedIn) and communications tools (newsletters, email campaigns, etc.) before, during and after the event.
- Visibility in the conference program (225 copies) available for download on the website of several partners.
- During each coffee break, a visual display will showcase the participation of each sponsor.
- Visibility in the information kit, given to each delegate; this kit includes the conference's program, information sheets and sponsors' advertisements.
- Exhibit hall, which will enable sponsor to promote their products and services.

TYPES OF SPONSORSHIPS

The Canadian Organic Science Conference is a unique opportunity to increase your brand awareness within the scientific community and other stakeholders that come from across Canada. By becoming a sponsor, you will show your support for spreading credible, scientific information on organic agriculture – a fast-growing sector of our economy.

DIAMOND SPONSORSHIP

- One sponsor at this level that receives exclusivity visibility for a sponsorship of \$15,000 and over.

PLATINUM SPONSORSHIP

- Visibility adapted for a sponsorship of \$5 000 and over.

GOLD SPONSORSHIP

- Visibility adapted for a sponsorship of between \$3,000 and \$4,999

SILVER SPONSORSHIP

- Visibility adapted for a sponsorship of between \$1,000 and \$2,999

BRONZE SPONSORSHIP

- Visibility adapted for a sponsorship of between \$500 and \$999

PRODUCTS AND SERVICES SPONSORSHIP

- These partners will benefit from visibility that is equivalent to the monetary value of the products and/or services they donate and based on the level of the aforementioned sponsorships.

VISIBILITY *Plan*
**2nd CANADIAN ORGANIC
 SCIENCE CONFERENCE**

	DIAMOND ONLY ONE PLACE AVAILABLE \$15,000 and over	PLATINUM \$5,000 and over	GOLD \$3,000 and over	SILVER \$1,000 and over	BRONZE \$500 and over
VISIBILITY IN THE CONFERENCE PROGRAM FRANCOPHONE AND ANGLOPHONE – PRINT AND WEB					
Entire page (2 x) <u>color printed</u> on the inside cover	Exclusive				
Entire page (2 x) - black-and-white		✓			
½ page (2 x) - black-and-white			✓		
¼ page (2 x) - black-and-white				✓	
Your logo (2 x) - black-and-white					✓
À LA CARTE SPONSORSHIP					
Exclusivity for other promotional tools <small>(outdoor signage, promotional vehicle, promotional sheets on tables, etc.)</small>	Priority	✓			
VISIBILITY DURING THE EVENT					
Mention of the sponsor's financial contribution during the opening ceremony	Exclusive				
Space for a corporate roll-up banner on the stage or at the entrance	Exclusive				
Space reserved for an exhibit booth for two days during the conference	✓	✓			
Conference room named after the sponsor	Priority	✓*			
Promotional material in the conference's information kit	✓	✓	✓		
Your logo in the conference's welcome area	✓	✓	✓	✓	
Your logo displayed on screens during coffee breaks	✓	✓	✓	✓	
ONLINE VISIBILITY					
Your logo, a bilingual description and link to your website on the conference's web page	✓	✓	✓	✓	✓
ADDITIONAL BENEFIT OPTIONS					
2 tickets for the event	✓				
1 ticket for the event		✓	✓		

* 3 rooms available. Priority placement given to Diamond Sponsor. Only one room available by sponsor.