

SPONSORSHIP PROPOSAL

Proposed by:

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**“Creativity is thinking up
new things. Innovation is
doing new things.”**

Theodore Levitt

Overview

At AITC-M, we strive to ensure the future of agriculture is in good hands. Like you, we are committed to building sustainability and awareness in our industry. Our organizations have been involved in agriculture for a long time and are focused on education and quality work within it.

Together, we can strategically align to promote our shared message – shaping the future of agriculture through innovation, education, and sustainability. We will highlight the importance of education, sustainability, and innovation at our event to invoke a sense of pride and curiosity in our target markets.

By sponsoring our event, you will gain more brand recognition, be viewed as an industry leader, gain brand association with AITC-M, and have networking opportunities. Later in this proposal, we will explain how we intend to do this.

About the event

This event is in honour of AITC-M's programs, values, and contributions. For our event, we expect over 300 people to attend. Our event will include hands-on activities, a virtual photo booth, catering, speeches from agriculture leaders, and networking opportunities.

- **Location:** Centro Caboto Centre/1055 Wilkes Avenue
- **Date:** April 24, 2025
- **Time:** 4 p.m. to 8 p.m.

Target markets

For us to reach our objectives, I have compiled a list of target markets our event intends to appeal to. We believe our marketing plan and elements of our event will attract these people.

- **Agriculture professionals**

Who are they? Agriculture professionals are associated with a food producer or agriculture organization.

Psychographics: Agriculture professionals understand agriculture. They are familiar with the craft, the layout of the industry, and the workforce. Agriculture professionals are focused on the sustainability and innovation of their industry. At this event, they will most likely be looking to gain valuable relationships.

- **Government representatives**

Who are they? This target market is directly affiliated with our municipal, provincial, and national governments. It usually consists of decision-makers, elected officials, and representatives from the agriculture, sustainability, and education sectors.

Psychographics: Government representatives are looking for community-oriented opportunities and are focused on the future of the agriculture industry.

- **Educators**

Who are they? This target market consists of teachers, school programs, and school board administrators.

Psychographics: Educators are interested in adding agriculture lessons to their course outline. They want to see the benefits of incorporating it and how it will help their students in the future. They are intrigued by hands-on learning.

Marketing plan

To promote ourselves, the event, and our sponsors, we have created a brief marketing plan with attached objectives and key messages to attract the correct target markets.

• Objectives

Agriculture professionals: Acquire 200 RSVPs through LinkedIn posts and event registrations by April 23, 2025.

Government representatives: Acquire 50 RSVPs through personalized emails by April 20, 2025.

Educators: Acquire five teachers' associations to attend the event through teacher conferences.

• Key messages

Agriculture professionals: You are the core of the agriculture industry and are shaping its future.

Government representatives: The agriculture industry is changing. The agriculture industry affects numerous areas of our lives.

Educators: The agriculture industry is growing and is essential to our future. There are plenty of career opportunities in agriculture.

• Overview

Agriculture professionals: As agriculture professionals are likely to be in the workforce and looking for networking opportunities, we have decided to target them on LinkedIn. Along with our key messages, we will also promote innovation in agriculture and the networking opportunities this event offers. For sponsoring our event, we will promote Paterson GlobalFoods in 10 LinkedIn posts.

Government representatives: We will send personalized email invitations to government officials. With their busy schedules, this will make it convenient for them. Our key messages will show government officials the broader impact of agriculture to create positive changes for our industry.

Educators: At these teacher conferences, we will give teachers a hands-on lesson on the impact and future of the agriculture industry. We will promote our event at these conferences.

Creative ideas

In this section, we have provided your marketing objectives and proposed ideas to creatively tackle them.

• Paterson GlobalFoods marketing objectives

1. Acquire strategic partnerships with other agriculture organizations that will result in trade and revenue.
2. Build brand recognition on the local and global stage and be viewed as an agriculture leader.
3. Showcase your commitment to quality, sustainability, education, and innovation in the agriculture industry.
4. Strengthen current relationships with agriculture organizations.

• Execution

On the next page, I have provided our creative approaches to promoting Paterson GlobalFoods at our event. If you decide to sponsor us, one of these options will be available for you. Your employees will operate one of these booths and further push your key messages. The Paterson GlobalFoods logo will be visible as well. We are also interested in hearing some of your ideas.

Miniature farm: This designated booth will be home to a miniature farm with remote-controlled tractors, a barn, and unseeded farmland. Event attendees will have the opportunity to drive these remote-controlled tractors and perform the seeding process. This farm will be on the ground, full of dirt and soil, and the size of two parking spots. This booth will showcase innovation in the agriculture industry and create an interactive experience. It will also showcase your commitment to quality work.

Milking station: This designated booth would have a life-size replica of a cow that you can hand milk. We will also have a modern dairy pump that farmers use nowadays. This booth will highlight the advancements in the agriculture industry over the years. Again, this booth will showcase your quality work and draw engagement from event attendees.

Benefits of sponsorship

Paterson GlobalFoods will receive numerous benefits by sponsoring us for this event. For this section, we focused on benefits that will help you accomplish your marketing objectives.

Brand recognition

- Your logo will be visible on event signage and your booth.
- You will be featured in 10 of our LinkedIn posts, where hundreds of agriculture professionals will see you.
- You will be acknowledged as a key sponsor in our executive director's speech at our event.

Networking opportunities

- You will have direct access to over 300 agriculture professionals, government representatives, educators, and other event attendees.
- Many of your customers and partners will be at this event, so you will have the opportunity to continue strengthening those relationships.
- Your booth provides an engaging and interactive setting, creating a discussion between you and our event attendees.

Showcase your values

- Our proposed booth ideas show your commitment to quality work and innovation through history and technology.
- Sponsoring us will show your dedication to the future of education in agriculture.

WHAT WE ARE ASKING FOR

- *Total price: \$3,500*
- *Payment due date: March 24, 2025*
- *Incentive: If you commit to this sponsorship by March 5, 2025, the total price will drop to \$3,150.*

