

# Congress: AGRO & FRANCO

UNION DES CULTIVATEURS FRANCO-ONTARIENS



# Sponsorship Plan



**March 22 and 23 2018 – Alfred, ON**

## L'Union des cultivateurs franco-ontariens – About us

Bringing together and representing over **2,000 Francophone farms** since 1929, the UCFO is dedicated to supporting, valuing and informing farmers.

A direct partner of the Agricom journal, the UCFO also manages the Ferme d'éducation et de recherche du campus d'Alfred (FERCA). Together, they are a force for the Franco-Ontarian agricultural industry.

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### The Congress: AGRO & FRANCO

The project aims to give the Franco-Ontarian farming community an opportunity to get together, to become better acquainted and to have access to the latest information.

The Congress will be a large-scale event, featuring the Annual General Meeting, the banquet, the presentation of the Pierre-Bercier Excellence in Agriculture Award as well as several lectures, all packed into two days. The event will take place in the Alfred-Plantagenet municipality, mostly at the Collège d'Alfred.

The UCFO wants to offer a unique networking and learning opportunity to the community by bringing together over 250 farmers. Throughout the Congress, the focus will be on Franco-Ontarian agriculture and culture. The lectures will be divided into four categories: farm management, dairy production, poultry production and crop production. The participants will be able to create their own personalized schedule and attend only the presentations directly related to their areas of interest.

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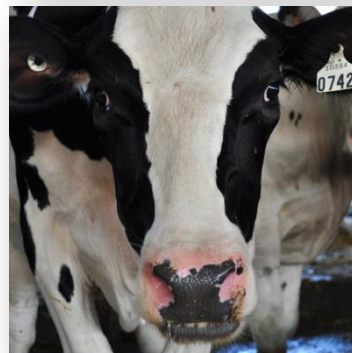
## Why partner with us?

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Our clients are farmers/entrepreneur who wish to be represented and served. Those attending the Congress training sessions want to improve their operations and you are the right people to help them.

- **Maximize your visibility locally, regionally and provincially.**
- **Get even more exposure and word-of-mouth advertising from satisfied customer.**
- **Gain increased visibility with farming customers.**
- **Make the most of a large-scale event – the only one of its kind in French in Ontario.**
- **Directly reach the Francophones in the industry.**
- **Benefit from the gathering of more than 250 people from the farming environment.**



## Tentative program:

<b>Thursday March 22, 2018</b>	
<b>Time</b>	<b>Subject</b>
12:30 p.m.	Coffee - Welcome
1:15 p.m.	Word of welcome
1:30 p.m.	Meeting opening
	UCFO's 89 <sup>th</sup> Annual General Meeting (presentations and announcements)
	Election of the President of the UCFO
	<b>Portraying the francophone agricultural sector</b> Presentation of Emilie Lavoie from Statistics Canada
4:00 p.m.	AGM adjournment
6:00 p.m.	Banquet – Presentation of the Pierre-Bercier Excellence in Agriculture Award to Mr. Denis et Mrs. Lyse Perrault.

<b>Friday March 23, 2018</b>	
<b>Time</b>	<b>Subject</b>
8:30 a.m.	Welcome and coffee/networking
9:00 a.m.	Word of welcome
9:30 a.m.	<b>Featured speaker</b>
Duration: 1h	<b>Lecture by Farm Credit Canada's chief economist J.P. Gervais, PhD</b>
10:30 a.m.	Break (30min.)
11:00 a.m.	<b>Lecture Series 1</b>
Duration: 1h15	<b>Field Crop Diseases</b> Presented by Dupont-Dow
	<b>Farm Data Management</b> Presented by Cargill-Purina
	<b>Aviary and free-range</b> Presented by Shur-gain
	<b>Demystifying GMO</b> Presented by Croplife Canada
12:15 p.m. Duration: 1h15	Lunch - Networking
1:30 p.m.	<b>Lecture Series 2 (repetition of lectures)</b>
Duration: 1h15	<b>Precision agriculture</b> Presented by Agriculture and Agri-Food Canada
	<b>What can influence the profitability of a dairy farm?</b> Presented by Agrteck
	<b>Poultry vaccination</b> Presented by Zoetis
	<b>Demystifying GMO</b> Presented by Croplife Canada
2:45 p.m.	Break (15 minutes)
3:00 p.m.	<b>Lecture Series 3</b>
Duration: 1h15	<b>Precision agriculture</b> Presented by Agriculture and Agri-Food Canada
	<b>Dairy Cattle nutrition</b> Presented by Agtreck
	<b>Grain-fed chicken raised without the use of antibiotics</b> Presented by Shur-gain
	<b>Farm management</b> Presented by the GGAO
4:15 p.m.	Closing remarks – Acknowledgement
4:45 p.m.	End of Congress

Sponsorship categories	Official	Banquet	Room	Dinner	Break	Support	Friend
Amount	\$4,000	\$3,000	\$2,000	\$1,500	\$1,000	\$750	\$500
Availability	2	1	4	0	0	Unlimited	Unlimited
Logo on the Congress website							
Logo in the programme							
Logo projected on giant screen							
Logo in mail-outs and emails							
Possibility to install a roll-up banner							
Public acknowledgement							
Logo on the invitation to the AGM							
Possibility to hand out promotional material to all the participants							
Name and logo on the tables at the March 22 banquet							
Exhibit space on March 23 (worth \$400)							
Congress sponsor							
Sponsor of the March 22 banquet and animation							
Room sponsor							
Sponsor of the March 23 dinner							
Break sponsor							
Address during congress	3 minutes		1 minute				
Address during banquet	3 minutes	5 minutes					
Address during dinner				3 minutes			
Advertising in the programme and the annual report	1 page	1/2 page	1/2 page	1/4 page	1/8 page	Business card	Business card
Tickets to the banquet	4	4	2				
Free registration(s) to the entire congress	4	2	2	1	1	1	
Advertising in the Agricom Newspaper issue following the congress	1/4 page	1/4 page	1/8 page	1/8 page			

## Visibility agreement

**BETWEEN**

**The Union des cultivateurs franco-ontariens,**  
 2474, Champlain Street, Clarence Creek (Ontario) KOA 1N0,  
 Tel.: 613-488-2929

**AND**

Organization's name: \_\_\_\_\_

Postal address: \_\_\_\_\_ City/town: \_\_\_\_\_

Postal code: \_\_\_\_\_ Phone number: \_\_\_\_\_

Represented by: \_\_\_\_\_ Title: \_\_\_\_\_

Email address: \_\_\_\_\_

The UCFO grants the sponsor the status selected below for their investment in the congress: AGRO & FRANCO

Official - \$4,000		Banquet - \$3,000		Room - \$2,000	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<del>Dinner - \$1,500</del>		<del>Break - \$1,000</del>		Support - \$750	
<del><input type="checkbox"/></del>		<del><input type="checkbox"/></del>		<input type="checkbox"/>	
				Friend- \$500	
				<input type="checkbox"/>	
Exhibit space (included only in the "Official" sponsorship category) - \$400 <input type="checkbox"/>					

The sponsor shall pay the indicated amount to the UCFO.

Cheques must be made out to the Union des cultivateurs franco-ontariens and can be sent to the following address: 2474, Champlain Street, Clarence Creek (Ontario), KOA 1N0. Electronic funds transfers (EFT) are also accepted. To confirm your interest or ask any question, please contact Geneviève Borris.  
 613-488-2929 - (Toll free) 1-877-425-8366  
[communication@ucfo.ca](mailto:communication@ucfo.ca)

The sponsor shall also provide their logo and advertising in high resolution by March 1, 2018 at: [communication@ucfo.ca](mailto:communication@ucfo.ca).

**Thank you! Your support is greatly appreciated!**

Signature UCFO : \_\_\_\_\_ Signature partenaire : \_\_\_\_\_

Date : \_\_\_\_\_ Date : \_\_\_\_\_

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