



Cultivating Change

The Agro et Franco Conference 2020



MARCH 12- 13 2020
ALFRED CAMPUS

A word from the general manager

The Union of Franco-Ontarian Farmers (UCFO) will hold the AGRO and FRANCO Conference and its Annual General Meeting on March 12 and 13, 2020. This will be the 3rd edition of this conference, which brings together French-speaking farmers from Ontario and Quebec around current issues in agriculture and the agri-food industry.

This year's conference theme is **CULTIVATING CHANGE**. 2019 has been a challenging year in terms of climate, seeds, crops, international agri-food markets, supply management and more recently the propane crisis. Modern agriculture is set to change and will have to change. Agriculture has been singled out in the collective movement on climate change for its contribution to greenhouse gases. Yet, capturing the atmospheric carbon in pastures and agricultural land is a convincing solution to the climate crisis. Adapting to change requires technology integration, knowledge application and networking. In relation to adapting to change, the mental health of our farmers is a growing concern. We aim for a sustainable agriculture and industry.

The table is set for a conference guaranteeing success. We expect more than 250 participants, including Francophone farmers from Northern Ontario, who will be able to attend the online conferences. UCFO has a mandate to encourage the next generation of farmers, and as a result, agricultural students will be invited to participate.

As you read this guide, you will see different partnership options available to assist you in raising your business profile with our members. Your support will undoubtedly demonstrate the strategic importance your company places on holding a provincial meeting that is conducive to listening, thinking, inspiring and acting.

See you there!



Danik Lafond



Partnership options

The official sponsors



Official Partnerships	Official	Banquet	Hall	Brunch (AGM)	Lunch	Break	Support
Financial support	2250\$	1600\$	1200\$	1200\$	1200\$	850\$	500\$
Logo on the conference website							
Mention in the program							
Logo in the promo emails and promotions to members							
Public recognition							
Possibility of distributing promo material to all participants							
Names and logos on Banquet tables							
Conference partners (Logo on all publications)							
Hall sponsor (Direction displays, and your name on the hall signage)							
Brunch partner for March 13 (Mention and display of logo)							
Break sponsor. (Display of logo)							
Short presentation at the Banquet	5 minutes	5 minutes	2 minutes				
Short presentation at the Brunch				2 minutes			
Advertising in the conference program and the Annual Report booklet	1 page	½ page	¼ page	¼ page	¼ page	Business card	
Free registration to the conference	2		2	2	2		
Free registration for the Banquet	2	2					
Colour advertisement in the Agricom newspaper.	1/4 page	1/4 page	1/8 page	1/8 page	1/8 page		

Add a booth space \$300

The exhibitors' aisle will once again welcome some booths this year. In addition to exhibiting your products and services, you will meet new customers and make new business connections!

INCLUDES: Draped table (4' x 2') and a chair. Identification included (identical lettering for the whole show).



Partnership options

Gourmet Cocktail

Exclusively for our agri-foods producers



What we are asking

- You will have to provide a gift package or basket of a minimal value of \$100 for our silent auction.
- You will have to offer your products in sufficient quantities for the Cocktail and the number of guests present. (crackers and chutney, cheese sampler/varieties)
- Bring all of the equipment you will need for the preparation and the service of your products.

What we offer

- Personalized posters on the cocktail tables with your logo
- Your logo on the official cocktail poster
- Acknowledgments and presentations when announcing the winners of the silent auction
- 1 free Conference registration
- a 50% discount on membership for the year 2020
- A mention on the Cocktail Gourmand page in our official program.



Partnership options

The friends list



The name badge bundle: \$400

Only one available

Your logo on the event badges
Your logo in the "Thank you" page of the program
One free registration for the Conference



The "directive friend" bundle: \$400

Only one available

Your logo on the event signage posters
Your logo in the "Thank you" page of the program
One free registration for the Conference



The "discreet friend" bundle: \$300

A mention in the "Thank you" page of the program
One free registration for the Conference



Your new "brilliant idea":

You can't find a partnership that you like? Or you're more daring than we think... Propose an idea and an amount! Let's see what we can do!



Informations	
Partners name	
Address	
Contact person	
Telephone	
Email	
Signature	Date

Option	Amount	Select	Activity	Availability
Officiel	2250\$		Officiel March 12-13	2
Banquet	1600\$		Banquet March 12	2
Hall	1200\$		Hall March 12	4
Brunch	1200\$		Brunch March 13	2
Lunch	1200\$		Diner March 12	2
Break	850\$		Break March 12	2
Support	500\$			
Booth add-on	300\$		*only with official partnerships	14
Gourmet cocktail	In kind		Cocktail March 12	
Name badge	400\$		March 12	
Directive	400\$		March 12	
Discreet	300\$			
Brilliant idea				

Payment	
Total amount	
Pay by	<input type="checkbox"/> Cheque <input type="checkbox"/> Paypal <input type="checkbox"/> e-transfer <input type="checkbox"/> credit card

Note : the cheque has to be made out to Union des cultivateurs franco-ontariens, and sent to the following address : 75 rue St-John, Alfred, On. K0B 1A0

I am sending a logo and a hi-res ad before February 15, 2019 at the following address: communication@ucfo.ca	<input type="checkbox"/>
I want you to use my logo and my ad from last year	<input type="checkbox"/>



THANKS FOR SENDING THIS FORM BY EMAIL.