



*Strengthening Agriculture, One  
Farm at a Time™*

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@PCBFA



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## Our Service Area

We serve 10 municipalities in  
the Alberta Peace Country



# Peace Country Beef & Forage Association

## 2020-21 Corporate Sponsorship Program

The Peace Country Beef & Forage Association is a non-profit producer group, run by Peace Country farmers and ranchers. We strive to provide leading-edge, credible and locally viable information to Peace Country producers, through our unbiased applied research and extension programs performed in ten municipalities across the Peace Region. Our vision is to create agricultural systems that are profitable, regenerative, self-sustaining and self-maintaining. We are currently made up of 10 volunteer producer directors, 6 permanent staff, and an estimated 250 farm members.

PCBFA has a wide network of producer contacts throughout the region, and we reach producers through various mediums including:

- Extension events (35+ events held each year across the entire region)
- Monthly newsletter sent to all farm members
- Biannual magazine sent to 4,000 farm addresses in the Peace
- Online presence: [www.peacecountrybeef.ca](http://www.peacecountrybeef.ca)
- Social Media: Active Facebook, Twitter, YouTube and Instagram accounts

Through our Corporate Sponsorship Program, we form partnerships that enable us to fulfil our goals of serving agricultural producers and supporting our rural communities. The Corporate Sponsorship Program is for companies, partnerships or corporations who wish to be identified as supporting the Peace Country Beef & Forage Association and its programs. Our corporate sponsorship program is designed to create value for our corporate partners.





# Peace Country Beef & Forage Association

Box 3000 | Fairview, AB | T0H 1L0

Phone: (780) 835-6799 | Cell: (780) 523-0443 | chelsey@pcbfa.ca

## Sponsorship Levels

Each of the following sponsorship levels has been designed to give our sponsors the highest value for their contribution to PCBFA's operations.

### Platinum Sponsor

**\$1,750**

*Up to \$4,250 advertising value*

Platinum level corporate sponsors receive continuous recognition in our monthly newsletter, have their logo on our website for the year, and receive recognition through PCBFA events, projects, and social media. Platinum sponsors will receive a half-page ad space in our biannual 'From the Roots Up' magazine, which reaches over 4,000 farm addresses across the Peace Region. Platinum sponsors will also have a link on our website, promotion via our social media networks and are invited to provide articles for PCBFA publications throughout the year.

*Platinum Sponsorship Highlights:*

- Your logo and a link to your website included on our website for the full year (*value \$1,500*)
- Your logo included in twelve editions of Forage Facts newsletter (*value \$800*)
- Half-page ad space in two editions of 'From the Roots Up' magazine, distributed to 4,000 farm addresses in the Peace (*value \$1,000*)
- Complimentary booth space at a maximum of three events per year (*value \$750*)

*Receive a one-year Corporate Membership and a PCBFA sponsor recognition certificate for display in your place of business (value \$200)*

### Gold Sponsor

**\$1,500**

*Up to \$2,350 advertising value*

Gold level corporate sponsors receive continuous recognition in our newsletter and on our website (*value \$2,100*), as well as recognition at PCBFA events, through the use of their logo. Gold Sponsors are also invited to send a representative and set up a booth at a maximum of one PCBFA event per year (*value \$250*).

### Silver Sponsor

**\$500**

*Promotion for individual events up to \$1,550 value*

A silver sponsor is recognized at an individual event. The sponsor is invited to give a 30-minute presentation at the event (*value \$800*) as well as have a booth set up with any hand-outs, advertising or products they wish to share (*value \$250*). Their logo will be included on any advertising, agendas or other handouts for that event (*value \$500*).

### Bronze Sponsor

**\$250**

*Promotion for individual events up to \$500 value*

A bronze sponsor is recognized at an individual event. Either the event will be hosted as an in-person workshop or a live stream webinar. The sponsor is given two options depending on the workshop format:

- In-person workshop - the sponsor is invited to provide a 15-minute review of their product or service mid-way through the event. The funds provided by the bronze sponsor will be used to provide all attendees of the event with coffee and snacks. Their logo will appear on all print materials, including advertising and any hand-outs (*value \$500*)
- Live stream webinar - the sponsor is invited to provide a 15-minute review of their product or service mid-way through the event. Their logo will be included on all advertising for the event (Alberta-wide audience) and will be included on a banner during the livestream webinar (*value \$500*).



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**Corporate Sponsor Requirements: Corporate sponsors shall consist of companies, partnerships or corporations associated or doing business with those involved in the agriculture industry in the Peace Region of Alberta. Corporate sponsors are welcome at all meetings and events, but do not have a vote at PCBFA's Annual General Meeting in the interest of maintaining a producer driven association.**

## Corporate Sponsor Application Form 2020-2021

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, Prov: \_\_\_\_\_

Postal Code: \_\_\_\_\_

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

**\*\*Annual memberships are valid from April 1 to March 31\*\***

Corporate Sponsor level (*please circle one*):

Platinum

Gold

Silver

Bronze

Sponsor amount enclosed: \_\_\_\_\_

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

Signature: \_\_\_\_\_

### Privacy Act:

\_\_\_\_\_ initial here if you agree to share your contact information with PCBFA members through the newsletter, on the website or at PCBFA events throughout the year.

*For inquiries about sponsorship contact PCBFA Interim Manager Chelsey Hostettler*

*(780) 523-0443 OR chelsey@pcbfa.ca*