

March 2010

Dear Sponsors:

Your support of the Ontario Pork Congress Sponsorship Program in 2010 is greatly appreciated. The Volunteers who work for the Ontario Pork Congress would like to thank you for your generous support; without you, the same level of excellence we have all come to associate with the Congress would not be possible.

During its long-standing history, the Congress, which is now going into its 37<sup>th</sup> year, has existed primarily to promote and enhance the health and well being of the Ontario pork industry. We have acknowledged the changes that have taken place in the past, and we recognize the challenges 'change' will provide as we move into the future.

By providing a common meeting place and a proper environment where all producers, packers and suppliers can interact and learn, we hope to continue to prosper in an ever-changing global market.

**New in 2010**

**Date Change:**

The Ontario Pork Congress, in 2010, will be held on **Tuesday, June 22 and Wednesday, June 23**

**The Gold Event has Changed**

In 2010, there will be two (2) Gold Events designed to bring even greater crowds of decision makers to the Congress.

We have changed from an evening supper event to a **breakfast event** to be held each morning of the Ontario Pork Congress.

This, by-invitation-only event, will be held and catered at the Stratford Agriplex – same location as the Ontario Pork Congress. The purpose of the change is to encourage attendees of the Gold Event to also attend the Ontario Pork Congress trade show.

As a Gold Sponsor, you will receive 8 invitations for **each day** -- an increase in participation from previous years.

The following pages outline the Sponsorship opportunities available for 2010. If you have your own ideas of participation, please do not hesitate to call.

Sincerely,		
Chris Gwyn Committee Chairpersons	Dave Vivian	Andrew Fenton

## OPC SPONSORSHIP OPPORTUNITIES

<u>SPONSORSHIP LEVEL</u>	<u># Available</u>	<u>\$ Value</u>
<b>Title Sponsor of Junior Barrow</b>	<b>1</b>	<b>\$10,000</b>
<b>Platinum</b>	<b>1</b>	<b>\$5000</b>
<b>Registration</b>	<b>1</b>	<b>\$4000</b>
<b>Beer Garden</b>	<b>4</b>	<b>\$3500</b>
<b>Junior Barrow</b>	<b>4</b>	<b>\$2500</b>
<b>Gold Plus Meeting</b>	<b>4</b>	<b>\$3000</b>
<b>Gold</b>	<b>Unlimited</b>	<b>\$2000</b>
<b>Silver</b>	<b>Unlimited</b>	<b>\$1000</b>
<b>Bronze</b>	<b>Unlimited</b>	<b>\$500</b>

All sponsors will be recognized with signage in the Registration areas, in each Show Salon and in the June edition of the Ontario Hog Farmer.

### Gold Event

The Gold Event is a key producer education event at the Ontario Pork Congress. The following sponsorship levels also qualify as Gold Sponsors and are exclusive and equal participants in the Gold Event.

- Platinum
- Registration
- Beer Garden
- Junior Barrow – *can bring live pigs to display*
- Gold Plus
- Gold

Each year the Education Committee brings together keynote speakers for the annual Gold Event. This exclusive, by-invitation-only event, has proven to be highly valued by the 300+ attendees. Sponsoring at or above the Gold level entitles your company with **16 Gold Event invitations** to distribute to your clients for use in the new Breakfast meeting format.

Funds generated by the Sponsorship Program have been used to support the following activities:

<ul style="list-style-type: none"><li>• Ontario Ag in the Classroom</li></ul>	<ul style="list-style-type: none"><li>• London Swine Conference</li></ul>
<ul style="list-style-type: none"><li>• Swine Innovations Competition</li></ul>	<ul style="list-style-type: none"><li>• Swine Excellence Training</li></ul>
<ul style="list-style-type: none"><li>• Junior Barrow and Carcass Competitions</li></ul>	<ul style="list-style-type: none"><li>• Ontario Pork Industry Council (OPIC)</li></ul>
<ul style="list-style-type: none"><li>• 4-H Ontario</li></ul>	<ul style="list-style-type: none"><li>• PRRS Project</li></ul>
<ul style="list-style-type: none"><li>• Hog Jog</li></ul>	<ul style="list-style-type: none"><li>• Cipher / Alphin</li></ul>

Your sponsorship dollars are at work year round, supporting ongoing projects and programs, which in turn support the viability of a thriving swine industry in Ontario.

Should you know of projects which could benefit from support by the Ontario Pork Congress, please contact the OPC. We would be pleased to follow up with some information.

### **Sponsorship Advertising Deadlines**

May 2010 – to be included in the May issue of Better Pork magazine

May 2010 – to be included in the May /June issue of Ontario Hog Farmer (OPC) edition

## Ontario Pork Congress Sponsorship Recognition 2010

All the sponsorships below include all privileges contained in the Gold Sponsorship.

Exclusivity is the best means to target your sponsorship dollars. With this in mind, OPC will make the following available as exclusive marketing initiatives for your company:

### Registration = \$4000

- Have members of your company present at the two (2) Registration Booths to introduce / register all the producers arriving.
- Supply the lanyards and registration badges to the OPC attendees

### Beer Garden = \$3500

(4 Sponsorship time slots available -- first come / first served)

- Tuesday – 11:00 am – 2:00 pm
- Tuesday – 3:00 pm -- 6:00 pm
- Wednesday – 11:00 am – 2:00 pm
- Wednesday – 3:00 pm – 6:00 pm

Display banner booths and run your own marketing initiative during your time slot

### Gold Plus = \$3000

(4 Sponsorships available – first come / first served)

Hold your invitation-only or open meeting during the Pork Congress hours.

Take advantage of the producers already attending the OPC.

Four time slots available:

- Tuesday – 11:30 to 1:30 pm
- Tuesday – 2:00 to 4:00 pm
- Wednesday – 11:30 to 1:30 pm
- Wednesday – 2:00 to 4:00 pm
  - Meetings to be held in the Mansbridge Room, a professional and appropriately-sized meeting room for approx. 50 people
  - The Mansbridge Room can be licensed and outside catering can be brought in.
- Advertising of the Gold Plus Events – via Ontario Hog Farmer in the May / June issue
- Signage at both Registration Booths and in the Exhibition Halls.

### Junior Barrow – \$2500

Shared Sponsorship between non-competing companies

i.e. 1 x genetics; 1 x feed; 1 x animal health

Booth and signage at the Junior Barrow Competition

## **SPONSORSHIP APPLICATION FORM**

In order to participate in the Ontario Pork Congress Sponsorship Program,  
please fill out the following application form and return it with payment by

**May 8th, 2010**

Please forward to: Ontario Pork Congress

Box 23050

Stratford, Ontario N5A 7V8

Phone: 519-625-8811

Fax: 519-625-8878

E-Mail: [opc@orc.ca](mailto:opc@orc.ca)

[www.porkcongress.on.ca](http://www.porkcongress.on.ca)

### **FOR CORPORATE SPONSORSHIP PROGRAM**

**COMPANY NAME** \_\_\_\_\_  
(As you wish advertising to read)

**ADDRESS** \_\_\_\_\_

\_\_\_\_\_ **POSTAL CODE** \_\_\_\_\_

**COMPANY PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_

**WWW ADDRESS** \_\_\_\_\_ **E-MAIL** \_\_\_\_\_

**CONTACT NAME** \_\_\_\_\_ **PHONE** \_\_\_\_\_

**SPONSORSHIP LEVEL**

**AMOUNT**

Platinum (\$5000)

\_\_\_\_\_

Registration (\$4000)

\_\_\_\_\_

Beer Garden (\$3500)

\_\_\_\_\_

Junior Barrow (\$2500)

\_\_\_\_\_

Gold Plus Meeting (\$3000)

\_\_\_\_\_

Gold (\$2000)

\_\_\_\_\_

Silver (\$1000)

\_\_\_\_\_

Bronze (\$500)

\_\_\_\_\_

**SIGNATURE** \_\_\_\_\_

## **SPONSORSHIP DETAILS**

### **Platinum Sponsor (1) (\$5000)**

1. Fourteen(14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 – 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
2. Logo will be displayed on power point presentation at the Gold Event.
3. Thirty (30) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
4. One 10' x 10' booth in the trade show
5. Eighteen (18) free meal tickets for your use in the Exhibitors' Lounge
6. Ontario Pork Congress pamphlet advertising
7. Platinum Sponsor Identification at your booth
8. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
9. Post-show advertising
10. Pre-show advertising
11. Signage at registration booths.

### **Registration Sponsor (1) (\$4000)**

1. Fourteen(14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 – 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
2. Logo will be displayed on power point presentation at the Gold Event.
3. Twenty (20) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
4. Ten (10) free meal tickets for your use in the Exhibitors' Lounge
5. Ontario Pork Congress pamphlet advertising
6. Registration Level Sponsorship Identification at your booth
7. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
8. Post-show advertising
9. Pre-show advertising
10. Signage at registration booths.

### **Beer Garden Sponsor- for- a- Day (4) (\$3500)**

1. Fourteen(14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 – 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
2. Logo will be displayed on power point presentation at the Gold Event.
3. Fifteen(15) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
4. Seven (7) free meal tickets for your use in the Exhibitors' Lounge
5. Banner Booth Space for a 4-hour time slot in the Beer Garden
6. Exclusive marketing initiatives in the Beer Garden during your display time slot.
7. Ontario Pork Congress pamphlet advertising
8. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
9. Post-show advertising
10. Pre-show advertising
11. Signage at registration booths.
- 12.

### **Junior Barrow Sponsor (4) (\$2500)**

1. 10 x 10 booth space at the Junior Barrow Show
2. Banner Signage at the Junior Barrow Show
3. Verbal Recognition of Sponsorship during the Junior Barrow Show.
4. Fourteen (14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 – 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
5. Logo will be displayed on a power point presentation at the Gold Event
6. Twenty-five (25) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
7. Seven (7) free meal tickets for your use in the Exhibitors' Lounge.
8. Ontario Pork Congress pamphlet advertising.
9. Gold Level Sponsorship Identification at your booth
10. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
11. Post-show advertising
12. Pre-show advertising
13. Signage at registration booths.

### **Gold Plus Sponsor (4) (\$3000)**

#### **OPC Commitment**

1. Supply the venue – Room at the Ontario Pork Congress with a capacity of 50
2. Meeting equipment and supplies – Screen / chairs / LCD
3. Fifty (50) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
4. Fourteen (14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 to 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
5. Logo will displayed on a power point presentation
6. Seven (7) free meal tickets for your use in the Exhibitors' Lounge
7. Ontario Pork Congress pamphlet advertising
8. Gold Plus Level Sponsorship Identification at your booth
9. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
10. Post-show advertising
11. Pre-show advertising
12. Signage at registration booths

#### **Your Commitment**

1. Topic and speaker of interest
2. Bring in the producers / attendees
3. Sponsorship cost = \$3000 total (including the standard Gold Sponsor privileges)

**Gold Sponsor (Unlimited) (\$2000)**

1. Fourteen (14) client invitations (plus 2 company rep invitations) to the very popular Gold Event to be held on **Tuesday, June 22 (9:00 – 11:00 am) and Wednesday, June 23 (9:00 – 11:00 am)**
2. Logo will be displayed on a power point presentation at the Gold Event
3. Twenty-five (25) Sponsorship Gate Admission Coupons which may be distributed at your discretion.
4. Seven (7) free meal tickets for your use in the Exhibitors' Lounge.
5. Ontario Pork Congress pamphlet advertising.
6. Gold Level Sponsorship Identification at your booth
7. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
8. Post-show advertising
9. Pre-show advertising
10. Signage at registration booths

**Silver Sponsor (Unlimited) (\$1000)**

1. Fifteen (15) Sponsorship Gate Admission Coupons which may be distributed at your discretion
2. Three (3) free meal tickets for your use in the Exhibitors' Lounge
3. Silver Level Sponsorship Identification at your booth
4. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
5. Post-show advertising
6. Signage at the Congress entrances

**Bronze Sponsor (Unlimited) (\$500)**

1. Signage at the Congress entrances
2. Post-show advertising
3. Use of "Official Sponsor of the Ontario Pork Congress" logo for one year
4. Bronze Level Sponsorship Identification at your booth
5. One (1) free meal ticket for your use in the Exhibitors' Lounge.