



October 3, 2018

Dear Valued Business Partner and Sponsor:

I am pleased to confirm our **2019 Annual Feeder Associations Convention** dates and location with you. As always, I trust we can count on your valued participation and sponsorship of this important industry event.

THEME: "Power of the Past – Force of the Future"

DATES: **Convention:** February 1 & 2, 2019 (Friday and Saturday)
Set-up: January 31, 2019 (Thursday between 3:00pm and 8:00 pm)

LOCATION: **Sheraton Red Deer Hotel, 3310 50 Avenue Red Deer, Alberta T4N 3X9**
Tel: (403) 346-2091

No doubt, it will be another invaluable industry event to strengthen relationships, strategies and plans for success throughout 2019 – an opportunity you won't want to miss!

Enclosed you will find full details on our Sponsorship packages. Reach your target audience in a structured, informative, yet informal setting. Display your company name, goods and services and participate in industry expert sessions and Guest Speaker presentations. Meet, greet and mingle with your industry customers, business professionals, industry experts and of course enjoy our event highlights - Beer & Steak Night Friday evening & STARS Auction Banquet Saturday evening. Please return the Sponsor Registration Form by December 15, 2018.

Our schedule will continue as per last year when we created more break time in the agenda to allow our delegates more time in the Trade Show. Our Young Farmers & Ranchers Day will again be on Saturday and this year we are inviting you to name delegates to Youth Day based on your sponsorship package. We are hoping to be able to provide full scholarship funding for youth delegates, but must await word from our major sponsors before we can confirm that.

I hope to see each of you again at the 2019 AGM and Convention.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Boot", written over a light blue horizontal line.

Eric Boot
Chairman

Feeder Associations of Alberta Limited (FAA)
PO Box 4368 Barrhead, Alberta, T7N 1A5
Tel: 1-844-333-3377 Fax: 1-888-783-2367
www.feederassoc.com



2019 ANNUAL CONVENTION **February 1 & 2, 2019**

“Power of the Past – Force of the Future”

We invite you to Sponsor and Join us at this exciting Venue.

WHY SPONSOR?

- Industry Decision Makers in Attendance
- All segments; Grasser, Backgrounder, Feeder and Finisher, Cow/Calf and Lamb
- Our programs draw next generation producers through our “Youth Day”
- Reach your target audience in a structured, informative, yet informal setting
- Display your company name, goods and services to an engaged, captive audience
- Participate and sit-in on industry expert sessions and Guest Speaker engagements
- Meet, greet and mingle with your local producers, business professionals and industry experts

ABOUT US (FAA):

- Established in 1936, we are locally operated Feeder Co-ops (45 Local offices)
- We provide Cattle and Sheep producers with competitive, alternative methods and exclusive programs to finance Feeder Cattle and Sheep
- Over \$350M invested annually, an estimated 20%+ of Alberta’s calf crop financed
- More than 2,800+ Members strong (and growing)
- Better borrowing options, Exclusive programs and services offer producers the ability to Start-up, Expand and Diversify. Improve cash flow and solidify their potential.
- Administrators for both the Agriculture and Agri-Food Canada’s Advance Payments Program (APP) and the Interest Rebate Program (IRP) for 10 years
- Our Breeder Finance Program (BFP), launched in November 2013, and has attracted another key industry sector

SPONSORSHIP PACKAGES AVAILABLE

PLATINUM

\$10,000.00

- ✓ Recognition as a Major Sponsor of Convention and Partner
- ✓ Tradeshow booth
- ✓ Logo and sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ Six registration packages. Includes convention registration and all meal tickets.
- ✓ Your brochure or leaflet inserted in Convention packages (information supplied to us by Jan 11, 2019)
- ✓ Major sponsor recognition on all signage at convention.
- ✓ Logo's on our website with links to your site
- ✓ Acknowledgement as a Major Speaker or Banquet Sponsor
- ✓ Opportunity to Address the Delegates directly & introduce sponsored speakers
- ✓ Invite up to 4 of your young (Under 35 years of age) clients to attend full Convention and Youth Day (free registration)

GOLD

\$5,000.00

- ✓ Recognition as a Key Sponsor of Convention
- ✓ Tradeshow booth
- ✓ Logo and sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ Four registration packages. Includes convention registration and all meal tickets
- ✓ Your brochure or leaflet inserted in Convention packages (information supplied to us by Jan 11, 2019)
- ✓ Major sponsor recognition on all signage at convention.
- ✓ Logo's on our website with links to your site
- ✓ Invite up to 3 of your young (under 35 years of age) customers to attend full Convention and Youth Day (free registration)

SILVER

\$2,500.00

- ✓ Tradeshow booth
- ✓ Sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ Two registration packages. Includes convention registration and all meal tickets
- ✓ Your brochure or leaflet inserted in Convention packages (information supplied to us by Jan 11, 2019)
- ✓ Sponsor recognition on all signage at convention.
- ✓ Logo on our website with links to your site.
- ✓ Invite up to 2 of your young (under 35 years of age) customers to attend full Convention and Youth Day (free registration)

BRONZE

\$1,500.00

- ✓ Tradeshow booth
- ✓ Two registration packages. Includes convention registration and all meal tickets.
- ✓ Sponsor recognition
- ✓ Advertising on our website
- ✓ Invite up to 1 of your young (under 35 years of age) customers to attend full Convention and Youth Day (free registration)

TRADE SHOW EXHIBITOR

\$950.00

- ✓ Tradeshow Booth (subject to availability, preference given to convention sponsors)
- ✓ One registration packages. Includes convention registration and all meal tickets.

Coffee Sponsor

\$500.00

- ✓ Logo on PowerPoint in trade show during Convention Sessions
- ✓ Signage at the Coffee stations

To donate an item for our STARS Auction (Saturday evening), please contact us by December 30, 2018.



SPONSOR REGISTRATION FORM

2019 ANNUAL CONVENTION

February 1 & 2, 2019

Sheraton Hotel Red Deer, Alberta

Company Name: _____ **Contact:** _____

Mailing Address: _____

Tel: _____ **Fax:** _____ **Email:** _____

PLEASE REGISTER ME FOR: (please check one of the below listed Sponsor package options)

- PLATINUM \$10,000**
- GOLD \$5,000**
- SILVER \$2,500**
- BRONZE \$1,500**
- COFFEE SPONSOR \$500**
- TRADE SHOW EXHIBITOR \$950**

Registration attendees included with package:

- Name:** _____
- Name:** _____
- Name:** _____
- Name:** _____
- Name:** _____
- Name:** _____

Extra Tickets Available for Purchase:

Convention Meals:

- Gourmet all you can eat Breakfast \$25 each: Friday # of Tickets ____ Saturday # of Tickets ____ \$ _____
 - Gourmet all you can eat Lunch \$30 each: Friday # of Tickets ____ Saturday # of Tickets ____ \$ _____
 - Beer & Steak Night (Friday) \$50 each: # of Tickets required ____ \$ _____
 - Banquet & STARS Auction (Saturday) \$50 each: # of Tickets required ____ \$ _____
- GST @ 5% = \$ _____**
- TOTAL: \$ _____**

Please FAX or Email your completed Registration by December 15, 2018 to:

Lyndsey Gauthier

FAX: 1-888-783-2367

EMAIL: lgauthier@feederassoc.com

*We reserve the right to allocate booths according to sponsorship level