



November 29, 2024

**Dear Valued Business Partner and Sponsor,**

I am excited to share our next **Annual Feeder Associations Convention** dates and location with you for Year 2025!

We hope we can count on your valued participation and sponsorship of this important industry event again, as it promises to be even bigger and bolder!

**DATES:**                      **Convention:** January 31 & February 1, 2025 (Friday and Saturday)  
**Set-up:** January 30, 2025 (Thursday between 3:00pm and 7:00 pm)

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

**THEME:**                    **"50 Years – Building on History Towards Excellence"**

As you know, our event is an invaluable gathering of farmers, producers, and industry professionals across Alberta. Our venue fosters relationship building, developing strategies, and planning for success in 2025 and beyond. This is an opportunity I am sure you wouldn't want to miss.

Enclosed you will find full details on our available Sponsorship package options. FAA Convention 2025 offers you the unique opportunity to reach your target audience in a structured, informative, yet informal setting. Display your company name, goods and services, as well as participate in industry expert sessions and Guest Speaker presentations.

Kindly review and return the enclosed Sponsor Registration Form no later than **January 10, 2025**, to allow us to finalize our Agenda and ensure you are included in our Brochure and Signage.

Meet, greet, mingle, and of course enjoy our event highlights - Beer & Steak Night & the STARS Auction Banquet!

If you have any questions, please contact Craig [cguthrie@feederassoc.com](mailto:cguthrie@feederassoc.com) or call 844.333.3377

Sincerely,

George L'Heureux  
Chairman

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Feeder Associations of Alberta Limited (FAA)  
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Tel: 1-844-333-3377 Fax: 1-587-635-5672  
[www.feederassoc.com](http://www.feederassoc.com)



# **2025 ANNUAL CONVENTION**

## **January 31 & February 1, 2025**

**“50 Years – Building on History Towards Excellence”**

**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
- 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 \$550M invested annually, an estimated 20%+ of Alberta's calf crop financed.
- More than 2,500+ Members strong
- 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 for 15+ years
- Our Breeder Finance Program (ABFI), launched in November 2013, and has attracted another key industry sector.
- We continue to improve our programs, systems, and administrative capacity to better serve our members and clients.



## **SPONSORSHIP PACKAGES AVAILABLE**

### **PLATINUM**

**\$12,500.00**

- ✓ 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 January 10, 2025)
- ✓ Major sponsor recognition on all signage at convention
- ✓ Logos 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

### **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 January 10, 2025)
- ✓ Major sponsor recognition on all signage at convention.
- ✓ Logos on our website with links to your site

### **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 January 10, 2025)
- ✓ Sponsor recognition on all signage at convention.
- ✓ Logo on our website with links to your site.

### **BRONZE**

**\$1,500.00**

- ✓ Tradeshow booth
- ✓ Two registration packages. Includes convention registration and all meal tickets.
- ✓ Sponsor recognition
- ✓ Advertising on our website

### **TRADE SHOW EXHIBITOR**

**\$950.00**

- ✓ Tradeshow Booth (subject to availability, preference given to convention sponsors)
- ✓ One registration package 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

**Please donate an item in support of our STARS Auction held Saturday evening.**

**Your support is appreciated**



**2025 ANNUAL CONVENTION**  
**January 31 & February 1, 2025**  
Red Deer Resort and Casino, 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, **no GST** on sponsor packages)

**PLATINUM \$12,500** \_\_\_\_\_ **GOLD \$5,000** \_\_\_\_\_ **SILVER \$2,500** \_\_\_\_\_

**BRONZE \$1,500** \_\_\_\_\_ **COFFEE SPONSOR \$500** \_\_\_\_\_ **TRADE SHOW EXHIBITOR \$950** \_\_\_\_\_

**Registration attendees** (as per sponsorship provided, additional attendees will require to complete a separate registration):

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**STARS Auction prizes:** Yes \_\_\_\_\_ No \_\_\_\_\_ **Item(s) to be provided:** \_\_\_\_\_

**Extra Meal Tickets Available for Purchase:**

**Convention Meals (including speakers):**

Breakfast \$30 each: Friday # of Tickets \_\_\_\_\_ Saturday # of Tickets \_\_\_\_\_ \$ \_\_\_\_\_

Lunch \$35 each: Friday # of Tickets \_\_\_\_\_ Saturday # of Tickets \_\_\_\_\_ \$ \_\_\_\_\_

Beer & Steak Night - (Friday) \$75 each: # of Tickets required \_\_\_\_\_ \$ \_\_\_\_\_

Banquet & STARS Auction (Saturday) \$75 each: # of Tickets required \_\_\_\_\_ \$ \_\_\_\_\_

**GST (on Meals only) @ 5% =** \$ \_\_\_\_\_

**TOTAL (Sponsorship, Meals & GST):** \$ \_\_\_\_\_

**Hotel Accommodation Registration: 1-800-662-7197**

For guaranteed rates and availability, please book your rooms by **January 3, 2025**

Be sure to identify yourself as a member of the Feeder Associations of Alberta Conference 2025 for preferred pricing.

For Online Hotel Registration: <https://reservations.travelclick.com/108483?groupID=4584406>

**Return your completed Registration by January 10, 2025. EMAIL: [cguthrie@feederassoc.com](mailto:cguthrie@feederassoc.com) or FAX 1-587-635-5672**

**Questions: Craig at 844.333.3377**