



August 28, 2019

Dear Valued Business Partner and Sponsor:

I am pleased to confirm our **2020 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: "People, Purpose, Cattle – The Pathway to Success"

DATES: **Convention:** January 31 & February 1, 2020 (Friday and Saturday)
Set-up: January 30, 2020 (Thursday between 3:00pm and 8:00 pm)

LOCATION: **Cambridge Red Deer Hotel & Conference Centre**
3310 50 Avenue Red Deer, Alberta T4N 3X9
Phone: (403) 346-2091

No doubt, it will be another invaluable industry event to strengthen relationships, strategies and plans for success throughout 2020 – 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 no later than **October 16, 2019** to allow us to finalize our agenda and to ensure that you are included in our sponsor list.

We have made some exciting changes to our agenda format that will allow our delegates to interact with our sponsors and exhibitors. Our Young Farmers & Ranchers program will continue to be on Saturday and has been expanded to meet the increase in young farmer interest and growth of registrations. We are inviting you to name delegates to Young Farmers Program based on your sponsorship package. The young farmer program provides registration at no cost by our membership as part of our strategy to invest in our future leaders.

I look forward to seeing each of you again at the 2020 Convention/AGM.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Cherniwchan", is written over a light blue horizontal line.

Rick Cherniwchan
Chair

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



2020 ANNUAL CONVENTION

January 31 & February 1, 2020

“People, Purpose, Cattle – The Pathway to Success”

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 event draws next generation producers through our “Young Farmers & Ranchers” program
- 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 (ABFI), 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 10, 2020)
- ✓ 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 Young Farmers & Ranchers Program on Saturday (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 10, 2020)
- ✓ 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 Young Farmers & Ranchers Program on Saturday (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 10, 2020)
- ✓ 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 Young Farmers & Ranchers Program on Saturday (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 Young Farmers & Ranchers Program on Saturday (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 in support of our STARS Auction (Saturday evening), please indicate on your registration form your confirmation and include the item(s) you are providing.



2020 ANNUAL CONVENTION
January 31 & February 1, 2020

Cambridge Red Deer Hotel & Conference Centre 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 \$10,000 _____ 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: _____

STARS Auction participation: Yes _____ No _____ Item to be provided: _____

Extra Tickets Available for Purchase:

Convention Meals (includes speakers):

Table with 4 columns: Item, Friday # of Tickets, Saturday # of Tickets, and Price. Rows include Breakfast \$30 each, Lunch \$35 each, Beer & Steak Night (Friday) \$55 each, Banquet & STARS Auction (Saturday) \$65 each, GST (meals only) @ 5%, and TOTAL (Sponsorship, meals & GST).

Hotel Accommodation Registration (Cambridge Hotel):

https://reservations.travelclick.com/108483?groupID=2574660

Please FAX or Email your completed Registration by October 16, 2019 to:

Joanne Borle

FAX: 1-888-783-2367

EMAIL: jborle@feederassoc.com or abfi@feederassoc.com

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