



February 2, 2022

Dear Valued Business Partner and Sponsor:

I am pleased to confirm our **2022 Annual Feeder Associations Convention** dates and location with you. We sincerely apologize for the short notice, however due to the ever-changing pandemic rules we choose to delay our event. We are currently confident that we will be able to hold our event as scheduled.

As always, I trust we can count on your valued participation and sponsorship of this important industry event.

THEME: **“Celebrating Change – The New Beginning”**

DATES: **Convention:** April 1 & 2 2022 (Friday and Saturday)
Set-up: March 31, 2022 (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 2022 – an opportunity you won't want to miss!

Enclosed you will find full details on our available 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 **March 4, 2022**, to allow us to finalize our agenda and to ensure that you are included in our sponsor list.

We have quickly developed an interesting and motivating agenda to celebrate our new and restructured business.

I look forward to seeing each of you again at the 2022 FAA Convention/AGM.

Sincerely,

Philipp Lammerding
Chairman

Feeder Associations of Alberta Limited (FAA)
100, 5908 50 Street, Leduc, AB. T9E 0R6
Tel: 1-844-333-3377 Fax: 1-587-635-5672
www.feederassoc.com



2022 ANNUAL CONVENTION

April 1 & 2 2022

“Celebrating Change – The New Beginning”

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 2,800+ 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 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 **\$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 March 4, 2022)
- ✓ 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 March 4, 2022)
- ✓ 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 March 4, 2022)
- ✓ 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

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.



2022 ANNUAL CONVENTION

April 1 and 2 2022

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: _____

Name: _____

STARS Auction prizes: Yes _____ No _____ Item(s) to be provided: _____

Extra Tickets Available for Purchase:

Convention Meals (includes speakers):

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

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

Beer & Steak Night (Friday) \$55 each: # of Tickets required _____ \$ _____

Banquet & STARS Auction (Saturday) \$65 each: # of Tickets required _____ \$ _____

GST (on meals only) @ 5% = \$ _____

TOTAL (Sponsorship, meals & GST): \$ _____

Hotel Accommodation Registration (Cambridge Hotel):

<https://reservations.travelclick.com/108483?groupID=3031395>

Please FAX or Email your completed Registration by **March 4, 2022** to:
FAX: 1-587-635-5672 or EMAIL: zone3@feederassoc.com or abfi@feederassoc.com

Questions: call Reg Schmidt 780 913 4700

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