



November 27, 2023

Dear Valued Business Partner and Sponsor,

I am excited to share our next **Annual Feeder Associations Convention** dates and location with you for Year 2024!

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:** February 2 & 3, 2024 (Friday and Saturday)
Set-up: February 1, 2023 (Thursday between 3:00pm and 8:00 pm)

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

THEME: **“Success in Succession – Bringing the Future Farmers on Board”**

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 2024 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 2024 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 05, 2024**, 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 or call 844.333.3377

Sincerely,

George L'Heureux
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

2024 ANNUAL CONVENTION

February 2 & 3 2024

“Success in Succession – Bringing the Future Farmers on Board”

**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 3,000+ 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 5, 2024)
- ✓ 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 5, 2024)
- ✓ 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 5, 2024)
- ✓ 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!



2024 ANNUAL CONVENTION

February 2 & 3 2024

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 (includes 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

Be sure to identify yourself as a member of the Feeder Associations of Alberta Conference 2024 for preferred pricing. For Online Hotel Registration: <https://reservations.travelclick.com/108483?groupID=3703796>

Return your completed Registration by January 5, 2024. EMAIL: cguthrie@feederassoc.com or FAX 1-587-635-5672

Questions: Craig at 844.333.3377