

## Sponsorship Package

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Professional Agrologists and Technical Agrologists are science-based professionals working in agriculture, bioresources, food or the environment. Members represent the entire value chain and as a result are responsible for teaching, transferring knowledge and/or conducting research. These OIA accredited professionals represent qualification assurance in their areas of speciality, and are registered with the Ontario Institute of Agrologists. To protect the public, the Institute regulates its members in Ontario by ensuring safe, competent and ethical practice standards.

### WHY SPONSOR THE INSTITUTE?

The Institute includes and supports decision makers in every segment of the agriculture, agri-environmental and agri-business sectors. If you are looking to enhance the profile of your organization within the agriculture, bioresources, food or environment sectors, partnering with the Institute may be the right solution to distinctively position your product, service or business in our industry.

Demonstrate your commitment to clients, customers and the public that your organization is a leader in the industry; that you support accredited professionals in practice serving the public good; that adherence to professional standards, a code of ethics and continuing professional development (CPD) are values that you share.

### SPONSORSHIP PROCESS

1. Choose between a Corporate or Event Sponsorship.
  - **Corporate Sponsors:** Receive recognition at all events.
  - **Event Sponsors:** Receive recognition at the event that you want to sponsor.
2. Choose the level of sponsorship.
3. Complete a Sponsorship Agreement with the OIA. This can be completed and sent separately to the OIA via email.
4. Submit the following to our Director of Finance and Administration at [dfa@oia.on.ca](mailto:dfa@oia.on.ca):
  - Sponsorship Participation Agreement.
  - Digital file of company logo (EPS preferred, high resolution 300 dpi TIF/JPG may be substituted).
5. You will be invoiced at a later date to collect the sponsorship funds outlined in the Sponsorship Agreement.
6. If applicable, submit any print or digital advertisements to [dfa@oia.on.ca](mailto:dfa@oia.on.ca).
  - OIA staff will provide you exact specifications needed for any advertisements.

*If your ideas for sponsorship do not fit neatly into one of the suggested categories, contact us. We would be glad to discuss your new and effective ideas for our mutual benefit.*

**As a sponsor with the Ontario Institute of Agrologists,  
your brand will be featured as an industry leader.**

## EVENTS FOR SPONSORSHIP

### STUDENT ACTIVITIES

Each year there are a number of student related activities for the undergrad and graduate students at the University of Guelph's, Ontario Agricultural College. Similar activities occur at other colleges and universities in Ontario related to Agrology programs of study. A student related activity is an excellent opportunity for a sponsor to welcome students, speak at student events and interact with students. Exposure to your brand and what your company seeks in terms of the attributes of successful employees will help build for a proficient future workforce.

#### Levels of Sponsorship

##### ❖ **Gold \$1,000 (including HST)**

- Logo placement on promotional materials (posters, emails, invitations etc.)
- Logo placement on all training workshop materials (posters, emails, invitations, PowerPoint etc.)
- Verbal recognition at all workshops
- Mention within opening remarks to introduce workshop

##### ❖ **Silver \$700 (including HST)**

- Logo placement on promotional materials (posters, emails, invitations etc.)
- Logo placement on all training workshop materials (posters, emails, invitations, PowerPoint etc.)

##### ❖ **Bronze \$350 (including HST)**

- Mention within opening remarks to introduce workshop

### AGROLOGIST-IN-TRAINING (A.Ag.) WORKSHOPS

Several times per year in various provincial locations, the OIA fulfills its mandate to represent science-based professionals working in agriculture, bioresources, food or the environment by offering training sessions oriented to those joining the ranks of professional practitioners. You have the opportunity to link your brand, products or services to the training of future practitioners.

The first session provides a chance for Agrologists-in-Training to understand what it means to be an Articling Agrologist. Pertinent information includes the privileges and responsibilities of the professional designation; the OIA as a self-regulatory body in Ontario; OIA governance; the OIA Code of Conduct and Standards of Practice; and requirements of the in-training process.

The second session focuses Articling Agrologists on the preparation of their professional development plan and explores the importance of maintaining a record of competency development as a reflection of a commitment to continuous learning and self-improvement.

The third session is a resume and interview workshop. It focuses participants on the means to develop Agrology related employability skills including, the qualities of a successful leader and the top skills and leadership characteristics required by employers.

And the fourth session is oriented toward building business networking skills and the importance of "soft" skills development to meet Agrology sector employer needs.

### AGROLOGY UPDATE SEMINARS AT SECTOR TRADE SHOW VENUES

Many sector trade shows in Agrology occur throughout the province during the year. Major Agrology trade event venues provide an effective means of meeting the public as well as a venue to provide professional education sessions to industry practitioners. The sponsorship of these events provides business enhancement and superior branding potential.

### Levels of Sponsorship

#### ❖ **Gold \$2,500 (including HST)**

- Logo placement on promotional materials (posters, emails, signage etc.)
- Logo placement in show guide
- Logo placement on screen
- Mention within opening remarks to introduce seminar

#### ❖ **Silver \$1,250 (including HST)**

- Logo placement on promotional materials (posters, emails, signage etc.)
- Logo placement on screen
- Mention within opening remarks to introduce seminar

#### ❖ **Bronze \$750 (including HST)**

- Logo placement on promotional materials (posters, emails, signage etc.)
- Mention within opening remarks to introduce seminar

## **ANNUAL PROVINCIAL CONFERENCE AND AGM**

Each spring the OIA will hold its annual conference and AGM for its registered members. This provincial conference/convention offers delegates a line-up of leading speakers and facilitators bringing a global and local perspective in addressing the challenges of the day. The focus includes issues of sustainability, ethics in practice and covers both the agriculture and environmental streams. Each year a different location for the annual provincial conference is selected.

Your participation can showcase your company as a leader in innovation, research or product efficiency. There are many sponsorship options that are available to you.

### Levels of Sponsorship

- ❖ **Diamond Sponsorship:** This is the highest value funding category. Diamond level support includes sponsorship of the pre-conference tour of innovative Agrology facilities; or sponsorship of the awards banquet, conference breakfast or conference lunch. Diamond sponsorship is at the level of \$1,500 (including HST).

With Diamond Sponsorship the OIA provides:

- Marketing and acknowledgement (corporate logo) in the conference brochure as a Diamond Sponsor
- Marketing and acknowledgement on the OIA website (web link) as a Diamond Sponsor
- Opportunity to include promotional material in the welcome packages given to all attendees
- Complementary Kiosk/Display at the conference
- Recognition as Diamond Sponsor at conference on site signage
- Recognition as Diamond Sponsor on recurring electronic display at conference
- 2 VIP complementary conference registrations including awards banquet, breakfast and lunch
- Opportunity to introduce a conference speaker

- ❖ **Platinum Sponsorship:** Platinum sponsorship is at a level of \$750 (including HST). Platinum sponsorship includes sponsorship of the Saturday morning break or sponsorship of a conference panel speaker.

With Platinum Sponsorship the OIA provides:

- Marketing and acknowledgement (corporate logo) in the conference brochure as a Platinum Sponsor
- Marketing and acknowledgement on the OIA website (web link) as a Platinum Sponsor
- Opportunity to include promotional material in the welcome packages given to all attendees
- Recognition as Platinum Sponsor at conference on site signage

- Recognition as Platinum Sponsor on recurring electronic display at conference
- 1 VIP complementary conference registration including awards banquet, breakfast and lunch

❖ **Gold Sponsorship:** Gold sponsorship is at a level of \$500 (including HST).

With Gold Sponsorship the OIA provides:

- Recognition as Gold Sponsor on the OIA website (web link)
- Recognition as Gold Sponsor at conference on site signage
- Recognition as Gold Sponsor on recurring electronic display at conference
- Opportunity to include promotional material in the welcome packages given to all attendees

❖ **Booth Exhibit:** Exhibit space is \$300 (including HST).

- Booth is in place for the Friday night awards banquet and all day Saturday

❖ **Partner Sponsorship:** Direct financial support of \$150 (including HST) or donation of product for speaker's gift or product or promotional item for insertion in attendee welcome bag. Option to purchase OIA clothing (vests and golf shirts) and donate as door prizes.

With Partner Sponsorship the OIA provides:

- Recognition as Partner Sponsor on the OIA website (web link)
- Recognition as Partner Sponsor at conference on site signage
- Recognition as Partner Sponsor on recurring electronic display at conference
- Opportunity to include promotional material in the welcome packages given to all attendees