

Holstein Canada 2022

April 20 – 23, 2022

Saskatoon
Regina



2022 National Holstein Canada Convention

Holstein Canada and Saskatchewan Holstein Branch are pleased to be hosting the National Holstein Convention on April 20 – 23, 2022 in Saskatoon. We will be kicking off our celebration with farm tours originating from Regina and Saskatoon with a show and sale to follow. We will end the week with the Holstein AGM and the Master Breeder Awards Gala

The National Holstein Canada Convention is an important event. The AGM reports on Association business, Canadian Holstein breeders who have distinguished themselves as Master Breeders are honoured and the venue provides our industry an opportunity to network, strengthen ties and share our ideas about where the industry stands today, and how we can enhance our futures.

We invite you to share this celebration with us! It is a great opportunity to showcase your businesses and your commitment to the dairy industry, both in our province and on a national level. Many levels of sponsorship are available. Please find attached the different levels of sponsorship.

If you have any questions about this package, please feel free to contact anyone of us:

Keith Flaman, Chairman	Phone: 306-546-2754 (H) 306-540-5002 (M)	mail: keithflaman@gmail.com
Elaine Pruim, Sponsorship Chairperson	Phone: 306-260-4087	Email: elainepruim@live.com

We hope that you will join us as we host the “Pulse of the Prairies” in April 2022! We anticipate your favourable response!

Sincerely,

Keith Flaman
Chairman of 2022 Convention Committee



SPONSORSHIP CATEGORIES

Platinum Sponsorship

Sponsorship of \$15,000+

- Sponsor logo listing on National Convention Website, link to your site available
- Recognition in registration package
- You are invited to provide promotional material in registration package
- Full page ad in show program and tour program
- Opportunity to place a banner at show ringside
- Free Booth space- 10' x 10' (first choice on space)
- 4 tickets to Master Breeder Gala, 4 tickets to either show (Thursday) or Taste of Saskatchewan dinner (Friday)

Gold Sponsorship

Sponsorship of \$10,000 - \$14,999

- Sponsor logo listing on National Convention Website, link to your site available
- Recognition in registration package
- You are invited to provide promotional material in registration package
- ½ page ad in show program and tour program
- Booth space at a reduced rate- \$100 for a 10' x 10'
- 4 tickets to event of your choice

Silver Sponsorship

Sponsorship of \$5,000 - \$9,999

- Sponsor listing on National Convention Website
- Recognition in registration package
- You are invited to provide promotional material in registration package
- Business card ad in show program and tour program
- Booth space at reduced rate- \$200 for a 10' x 10'
- 2 tickets to either welcome dinner (Wednesday) or show dinner (Thursday)

Bronze Sponsorship

Sponsorship of \$2,500 - \$4,999

- Sponsor listing on National Convention Website
- Recognition in registration package
- Recognition in the show program and tour program
- Booth space at reduced rate - \$300 for a 10' x 10'

Granite Sponsorship

Sponsorship of \$1,000 - \$ 2,499

- Sponsor listing on National Convention Website
- Recognition in registration package
- Recognition in the show program and tour program
- Booth space at reduced rate - \$500 for a 10' x 10'



EXTRA SPONSORSHIP OPPORTUNITIES

- “Snack and Yak” Welcome Reception Sponsor (Wednesday)** (\$3,500) - two available (one in Saskatoon, one in Regina) (includes verbal recognition at welcome reception, signage at welcome reception, two tickets to welcome reception)
- Farm Tour Lunch Sponsor (Thursday)** (\$2,000) – three available (includes verbal recognition on bus, one ticket on corresponding bus tour where lunch is sponsored)
- Alternate Tour Bus Sponsor (Thursday)** (\$2,000) – one available (includes signage on bus, verbal recognition on bus, two tickets to alternate bus tour)
- Alternate Tour Bus Brunch Sponsor (Thursday)** (\$2,000) - one available (includes signage on bus, verbal recognition, two tickets to alternate bus tour)
- Taste of Saskatchewan Supper Sponsor (Thursday)** (\$10,000) – one available (Includes recognition sign at show supper venue, verbal recognition, 4 tickets to show supper)
- Taste of Saskatchewan Drink Sponsor (Thursday)** (\$3,000) – three available (includes signage at station serving drinks, verbal recognition, two tickets to Taste of Saskatchewan supper)
- Tailgate And Dance In The Dirt Party Supper Sponsor (Friday)** (\$10,000) – one available (includes signage at venue, verbal recognition at event, 4 tickets to Tailgate Party)
- Tailgate And Dance In The Dirt Party Entertainment Sponsor** (15,000) – one available (includes signage at venue, verbal recognition at event, 4 tickets to Tailgate Party)

Note: Each event sponsor will receive specific recognition for that event and will be entitled to put up signage during that event. In addition, they will be entitled to the benefits for the corresponding sponsorship level. For example, the Welcome Reception (value \$3,500) receives recognition at the welcome reception. Plus they will be recognized as a Bronze Sponsor (value \$2,500- 4999) and receive those corresponding benefits. If they wish to invest an additional \$1,500, they will be listed as a Silver Sponsor and enjoy the corresponding benefits.



SPONSORSHIP REPLY FORM

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

E-mail: _____

Please Check Sponsorship Preference

- | | |
|---|---|
| <input type="checkbox"/> Platinum Sponsorship | Sponsorship of \$15,000 + |
| <input type="checkbox"/> Gold Sponsorship | Sponsorship of \$10,000 - \$14,999 |
| <input type="checkbox"/> Silver Sponsorship | Sponsorship of \$5000 - \$9999 |
| <input type="checkbox"/> Bronze Sponsorship | Sponsorship of \$2500 - \$4999 |
| <input type="checkbox"/> Granite Sponsorship | Sponsorship of \$1000 - \$2499 |
| <input type="checkbox"/> Extra Sponsorship- choice | _____ |
| <input type="checkbox"/> Booth Space – Yes or No | _____ |

Cheques can be made out to “**2020 National Holstein Convention Committee**” and can be sent with this form to:

Elaine Pruim

Box 400

Osler, SK S0K 3A0

Invoices will be sent out via email for confirmation of your sponsorship.