



## HOLSTEIN CANADA CONGRESS 2023

April 12 to 15, 2023

Sheraton Center Montréal Hôtel  
1201, René-Lévesque Blvd West  
Montréal (Québec) H3B 2L7

October 24<sup>th</sup>, 2022

### 2023 Holstein Canada convention: a legendary experience.

Ladies and Gentleman,

During the spring 2023, the breeders and members of the dairy industry will meet again for the 140<sup>th</sup> annual general meeting of Holstein Canada, hosted and organized by Holstein Quebec. This event will take place at the Sheraton Center in Montreal and will gather all the Canadian Holstein Breeder community in addition to give the chance to the Quebec members and the large Montreal region member to participate in person easily.

Distributed through three days, the program celebrates the best of the Canadian Holstein during the Quebec Spring-show, give the opportunity to visit some of the best managed herds in the Montreal area, gratifies the 21 winners of the prestigious Master Breeder shield of the association during the Master Breeder Gala and welcome members from across Canada during the annual general meeting of the Holstein Canada membership.

After more than 20 years in the metropolis of Montreal, here we are again allowing us to have discussions that are both enlightened and constructive, conversations in the corridors where the dialogue make it possible to clarify the arguments in a frank camaraderie, and where links will be renewed or created. This will be a great opportunity for participants to get together and celebrate before the return of the busier spring season.

This is why we are asking for your financial contribution. It's a beautiful opportunity for you to show your business in front and confirm your commitment to our industry and her people. You will find in the annex different levels of sponsorships which are offered to you.

We hope you will join us in making this convention a legendary experience at the Sheraton Center of Montreal from 12 to 15 of April, 2023.

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*Louis St-Aubin*

President of the organizing committee,  
Holstein Canada congress committee

*Jenny Henchoz*  
committee coordinator  
Holstein Québec

Your host

**Holstein Québec**

3955, Laurier Blvd. West  
Saint-Hyacinthe (Québec) J2S 3T8, CANADA  
Phone : 450 778-9636  
Fax : 450 778-9637  
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## SPONSORSHIP PROPOSAL

### PLATINIUM SPONSORSHIP.....value of more than 10 000\$ before taxes

- Your logo displayed in the Convention PowerPoint presentation at the Annual General meeting of Holstein Quebec Club with the Platinum sponsor mention;
- Mention of your sponsorship during the Annual General Meeting of Holstein Canada;
- Your logo displayed on the PowerPoint presentation during the 2023 Holstein Quebec congress;
- Your logo displayed in the national congress advertisement;
- Your logo on the Home page of the national congress website with a permalink to your website;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- 1 (one) page of advertising in the Farm tour souvenir program;
- Insertion of a brochure / flyer in the official delegate bag of the national congress (350 copies to be provide from the sponsor);
- Your logo on a sheet displayed in the official delegate bag of the national congress;
- Your logo on the sponsor pop-up throughout the event;
- Presentation of a pop-up or banner (max 3' by 6') near the main entrance of the Annual General Meeting of Holstein Canada;
- Go Habs Go evening (Thursday): 2 free tickets;
- Party 100% Montreal evening (Friday): 4 free tickets;
- Master Breeder Gala (Saturday): 6 free tickets.

*If you buy a value of more than \$10,000 total, the Platinum visibility plan will be granted to you in addition to the visibility attached to the plan(s) chosen. Note that the highest visibility placement will be awarded in case of double positioning for sponsorships as well as the highest number of tickets for each event.*

### GOLD SPONSORSHIP .....10 000 \$ + taxes

- Your logo displayed on the PowerPoint presentation during the 2023 Holstein Quebec congress;
- Insertion of a notepad or other item in your image in the official delegate bag of the national congress (350 items to be provide from the sponsor);
- Your logo displayed in the national congress advertisement;
- Your logo on the Home page of the national congress website with a permalink to your website;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- 1 (one) page of advertising in the Farm tour souvenir program;
- Insert of a brochure / flyer in the official delegate bag of the national congress (350 copies to be provide from the sponsor);
- Your logo on a sheet displayed in the delegate bag of the national congress;
- Your logo on the sponsor pop-up throughout the event;
- Presentation of a pop-up or banner (max 3' x 6') near the main entrance of the Annual General Meeting of Holstein Canada;

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- Speaking during the Party 100% Montreal evening (Friday night, max. 2 minutes);
- Go Habs Go evening (Thursday): 2 free tickets;
- Party 100% Montreal evening (Friday): 2 free tickets;
- Master Breeder Gala (Saturday): 4 free tickets.

**SILVER SPONSORSHIP .....6 000 \$ +taxes**

- Your logo displayed on the PowerPoint presentation during the 2023 Holstein Quebec congress;
- Insertion of a pen, highlighter or notepad in your image in the official delegate bag of the national congress (350 items to be provide from the sponsor);
- Visibility on the event Facebook page with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- ½ (half) page of advertising in the Farm tour souvenir program;
- Insert of a brochure / flyer in the official delegate bag of the national congress (350 copies to be provide from the sponsor);
- Your logo on a sheet displayed in the delegate bag of the national congress;
- Your logo on the sponsor pop-up throughout the event;
- Presentation of a pop-up or banner (max 3' X 6') near the main entrance of the annual general meeting of Holstein Canada;
- Go Habs Go evening (Thursday): 2 free tickets;
- Party 100% Montreal evening (Friday): 2 free tickets;
- Master Breeder Gala (Saturday): 2 free tickets.

**BRONZE SPONSORSHIP .....4 000 \$ +taxes**

- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- ½ (half) page of advertising in the Farm tour souvenir program;
- Insert of a Brochure / flyer in the official delegate bag of the national congress (350 copies to be provide from the sponsor);
- Your logo on a sheet displayed in the delegate bag of the national congress;
- Your logo on the sponsor pop-up throughout the event;
- Presentation of a pop-up or banner (max 3' X 6') near the main entrance of the annual general meeting of Holstein Canada;
- Go Habs Go evening (Thursday): 2 free tickets;
- Party 100% Montreal evening (Friday): 2 free tickets;

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## **SPECIAL EVENT PARTERSHIPS**

**Sold**

### **EXCLUSIVE SPONSOR OF THE MASTERS BREEDERS GALA.....10 000 \$ +taxes**

*Evening where the Holstein industry will showcase the arduous and majestic work of 21 Canadian breeders.*

- Mention of your exclusive sponsorship as the Presenter of the evening;
- Visibility on the schedule of the event;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Presentation of a pop-up or banner (max 3 feet by 6 feet) near the main entrance of the registration table for the Master Breeder gala;
- Your logo on every table;
- Your logo on the mains screens during the evening;
- 1 (one) page of advertising in the Farm tour souvenir program;
- Go Habs Go evening (thursday): 2 free tickets;
- Party 100% Montreal evening (friday): 4 free tickets;
- Master Breeder Gala (saturday): 8 free tickets.

### **EXCLUSIVE SPONSOR OF THE PARTY 100% MONTREAL EVENING (2 plans available) .....8 000 \$ +taxes**

- Mention of your exclusive sponsorship as the Presenter of the evening;
- Welcoming speech before the show;
- Possibility of offering a “shoot” style drink during the intermission (at the expense of the sponsor, logistics to be done with the organization; the Platinum visibility value could be attached to it);
- Visibility on the schedule of the event;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Presentation of a pop-up or banner (max 3’ X 6’) near the stage and the buffet;
- Your logo on the mains screens during the evening;
- Party 100% Montreal evening (Friday): 8 free tickets;
- Master Breeder Gala (Saturday): 2 free tickets.

**Sold**

### **WINE SPONSOR, MASTER BREEDER GALA (exclusive, 1 plan available).....6 000 \$ +taxes**

- Visibility on the schedule of the event;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Presentation of a pop-up or banner (max 3’ X 6’) near the main entrance of the registration table for the Master Breeder gala;
- Your logo on every table;
- Your logo on the mains screens during the evening;
- Go Habs Go evening (Thursday): 2 free tickets;
- Party 100% Montreal evening (Friday): 2 free tickets;
- Master Breeder Gala (Saturday): 8 free tickets.

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**SPONSORS OF THE GO HABS GO EVENING (2 plans available).....5 000 \$ + taxes**

*Last game of the season for the Montreal Canadiens with an exceptional rivalry between the Habs and Boston, to have a colorful evening!*

- Visibility on the schedule of the event;
- Display near the activity (pop-up);
- Visibility on the event Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- 1 (one) page of advertising in the Farm tour souvenir program;
- Go Habs Go evening (Thursday): 4 free tickets;

**À LA CARTE SPONSORSHIP**

**Sold**

**FARMS TOUR (exclusive, 1 plan available).....12 000 \$ + taxes**

- Name of the tours picked by your company;
- Activity of the farm tour with your name in the schedule with the mention "Farm tour presented by...";
- Your logo on the video presenting the 3 (three) circuit;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Back cover of the Farm tour souvenir program (color process);
- Possibility of presenting a promotional video while traveling;
- Your logo on a biosecurity display on every farm of the tour  
(Plastic boots (5000 pairs) supply by the sponsor)

**OFFICIAL DELEGATE BAG OF THE NATIONAL CONGRESS (2 plans available) .....5 000 \$ + taxes**

Your logo on the official delegate bag of the national congress

**GIFTS IN THE HOTEL ROOM (exclusive) .....4 000 \$ + taxes**

Sponsor must supply 500 gifts

**QUEBEC SPRING SHOW : BUS TOUR SPONSORSHIP.....3 000 \$ + taxes**

- Mention that your company is the official carrier of the Quebec Spring Show visitors;
- Visibility on the Facebook page event and a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- One bus in the direction of the Quebec Spring Show identified under your name;
- Your logo on a sheet displayed in the delegate bag of the national congress;
- Possibility of presenting a promotional video while travelling

**ADVERTISING DURING THE LIVETREAM – QUEBEC SPRING SHOW.....2 500 \$ + taxes**

- 30 second ad (video provided by the sponsors, bilingual in preference)
- Broadcast once every show (4 times total);
- Visibility on the event Facebook page and a permalink to your website;
- Your logo in the Sponsors section of the national congress website;

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**IDENTIFICATION LANYARD (exclusive, 1 plan available).....\$2,000 + taxes**  
Sponsor must supply 500 units.

**BREAKFAST AT THE QUEBEC SPRING SHOW.....1 000 \$ + taxes**

- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Lunch box given to participants on the bus, identified with your name

**WELCOME COCKTAIL (Wednesday evening, directly at the Sheraton Center) .....3 500 \$ + taxes**

- Visibility during the cocktail;
- Visibility on the Facebook page event with a permalink to your website;
- Your logo in the sponsors section of the national congress website;
- Visibility on the schedule of the event.

### FARM TOURS SOUVENIR PROGRAMM

- **350 copies handed out**
- 1 page.....\$750 + taxes
- ½ page.....\$400 + taxes
- ¼ page.....\$250 + taxes
- Business card .....\$200 + taxes

**FARM TOUR : LUNCH SPONSHORSHIP (3 plans available) .....500 \$ + taxes**  
Visibility during the lunch on one of the three circuits

**INSERT IN THE OFFICIAL DELEGATE BAG OF THE NATIONAL CONGRESS.....500 \$ + taxes**  
350 copies supply by the sponsor (documentation or promotional items)

### SPONSORSHIPS RESERVED TO THE BREEDERS AND CLUBS

**INSERT IN THE OFFICIAL DELEGATE BAG OF THE NATIONAL CONGRESS.....250 \$ + taxes**  
350 copies supply by the sponsor (documentation or promotional items)

**MASTER PIECE TABLE CENTER, PARTY 100% MONTRÉAL.....200 \$ + taxes**  
Your logo on every table on the Friday supper

**SPONSORSHIP OF THE REUSABLE BAG.....100 \$ + taxes**  
Your logo or farm name on the bag given during the farm tour (150 bags)

➤ **Display, insertion, advertising and promotional items:**  
Delivery at Holstein Quebec by December 1st, 2022

➤ **Note that no ticket included in the packages can be redeemed for cash or exchanged**

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Company : _____
Address : _____
City : _____ Province : _____
Postal Code : _____
Phone. : (____) _____ Fax : (____) _____
E-mail: _____
Website : _____
Contact person : _____
Signature : _____
<b>Sponsorship preference :</b>
<input type="checkbox"/> Gold sponsorship
<input type="checkbox"/> Platine (if you have more than 10 000\$ before taxes)
<input type="checkbox"/> Silver sponsorship
<input type="checkbox"/> À la carte : _____
<input type="checkbox"/> Bronze sponsorship

### DETAILS FOR DELIVERY OF PROMOTIONAL MATERIAL

#### **HOLSTEIN CANADA CONVENTION 2023**

**Jenny Henchoz**

3955, Laurier Blvd. West

Saint-Hyacinthe (Quebec) J2S 3T8, CANADA

henchoz@holsteinquebec.com ▪ Tel.: 450 778-9636 ▪ Fax: 450 778-9637

**Do not include a cheque with your confirmation, you will receive an invoice from us..**

#### **Importantes dates :**

April 12 : Welcoming Cocktail at the Sheraton Center

April 13 : Quebec Spring show Holstein judgement and Go Habs Go evening

April 14: Farm tour and 100% Montreal evening

April 15 : Annual general meeting and Master Breeder gala

#### **Material delivery**

➤ **Your logo and advertise:**

**Deadline : december 1st, 2022**

Type : jpg 300 dpi or .eps

**Promotional items, insertion and banner**

**February 1<sup>st</sup>, 2023**

By email at [henchoz@holsteinquebec.com](mailto:henchoz@holsteinquebec.com)

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