



# Congrès Holstein Canada 2018

## April 10 to 14, 2018

Hôtel Hilton  
1100 Boulevard René-Lévesque E  
Québec (Québec) G1R 4P3

October 16, 2017

### **2018 National Holstein Canada Convention: an opportunity to be seen**

Holstein Canada and the host branch, Holstein Québec, are pleased to inform you that the 2018 National Holstein Canada Convention will take place on April 10 to 14, 2018 at the Hilton Hotel, in Quebec City.

The National Holstein Canada Convention is an important event that aims to honour Canadian breeders who have distinguished themselves throughout the year and give provide them with the opportunity to strengthen ties, network and share their views on breeding and the Association.

It is a great opportunity for our province to make this large-scale event a national showcase for its breeding industry and our valued partners. We are offering you this opportunity to once again demonstrate, through your involvement, that the vitality of the Quebec breeding industry is a matter of priority.

You will find enclosed with this letter the different sponsorship options that we are offering.

Please note that some options are exclusive. In order to avoid the inconvenience that a late confirmation would involve, we recommend responding on or before October 17<sup>th</sup>, 2017.

We look forward to receiving your support.

Yours sincerely,

Marie-Édith Droulers  
President  
2018 National Holstein Convention Organizing  
Committee

Patricia Normandin  
Interim General Manager  
Holstein Québec

Att: Sponsorship proposal

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Hosted by :

**Holstein Québec**

3955, boulevard Laurier Ouest  
Saint-Hyacinthe (Québec) J2S 3T8, CANADA  
Téléphone : 450 778-9636  
Télécopie : 450 778-9637  
info@holsteinquebec.com  
[www.holsteinquebec.com](http://www.holsteinquebec.com)



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## SPONSORSHIP PROPOSAL

**PLATINUM SPONSORSHIP (2 available) ..... SOLD ..... \$25,000 + taxes**

- Your logo on the official Convention briefcase (500 briefcases will be handed out);
- A 10' X 5' Booth the day of your sponsored event;
- Your logo displayed in the Convention PowerPoint presentation at annual general meetings of Quebec Holstein clubs;
- Your logo posted on the home page of the Convention website;
- Your logo displayed in Convention advertisements;
- 1 page ad in the Farm tours souvenir program;
- Your logo displayed in the 2018 National Convention PowerPoint presentation;
- Facebook visibility during the event;
- Your logo in the sponsor section of the convention website;
- Brochure/flyer in the official Convention briefcase (500 copies supplied by the sponsor);
- Your logo and name on a page inserted in the official Convention briefcase;
- Your logo on the sponsor' pop-up throughout the event.

**Master Breeder Gala exclusive sponsorship SOLD**

- Visibility in the on-line event schedule;
- Sponsor recognition near the escalators;
- Your logo displayed at each table;
- Your logo displayed in the PowerPoint presentation during the evening;
- 8 tickets for the Master Breeder' Gala;
- 2 tickets for the Traditions and Innovations Party.

**Master Breeder Gala Wine Sponsor**

Your logo at each table ..... \$7,500 + taxes

**Traditions and Innovations Party exclusive sponsorship ..... \$10,000 + taxes**  
(2 available – Title and in partnership with another sponsor)

- Visibility in the event schedule;
- Display at the entrance of the banquet hall;
- Your logo displayed at each table;
- Your logo displayed in the PowerPoint presentation during the evening;
- 8 tickets for the Traditions and Innovations Party;
- 2 tickets for the Master Breeder Gala.

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

- **Your logo posted on the home page of the Convention website;**
- **Your logo displayed in Convention advertising ;**
- **1 page ad in the Farm tour souvenir program;**
- Your logo displayed in the 2018 National Convention PowerPoint presentation;
- Facebook visibility during the event;
- Your logo in the sponsor section of the convention website;
- Brochure/flyer in the official Convention briefcase (500 copies supplied by the sponsor);
- Your logo and name on a page inserted in the official Convention briefcase;
- Your logo on the sponsor pop-up throughout the event;
- 2 tickets for the Traditions and Innovations Party;
- 2 tickets for the Master Breeder Gala.

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

- **Your logo displayed in the 2018 National Convention PowerPoint presentation;**
- **Facebook visibility during the event;**
- ½ page ad in the Farm tour souvenir program;
- Your logo in the sponsor section of the convention' website;
- Brochure/flyer in the official Convention briefcase (500 copies supplied by the sponsor);
- Your logo and name on a page inserted in the official Convention briefcase;
- Your logo on the sponsor pop-up throughout the event;
- 2 tickets for the Traditions and Innovations Party;
- 2 tickets for the Mixology Proof Night.

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

- ½ page ad in the Farm tour souvenir program;
- Your logo in the sponsor section of the convention' website;
- Brochure/flyer in the official Convention briefcase (500 copies supplied by the sponsor);
- Your logo and name on a page inserted in the official Convention briefcase;
- Your logo on the sponsor pop-up throughout the event;
- 2 tickets for the Traditions and Innovations Party;
- 2 tickets for the Mixology Proof Night.

### **MIXOLOGY PROOF NIGHT (5 available - exclusive to insemination centers)..... \$2,000 + taxes**

The sponsor must prepare a cocktail for 200 people

- Visibility on site (booth or/and banner);
- Facebook visibility during the event;
- Visibility in the event schedule;
- Your logo on the tickets;
- 2 tickets for the evening.

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### À LA CARTE SPONSORSHIP

**GIFTS IN THE HOTEL ROOM (EXCLUSIVE) ..... SOLD ..... \$4,000 + taxes**  
Sponsor must supply 500 gifts

**IDENTIFICATION LANYARD (EXCLUSIVE) ..... SOLD ..... \$2,000 + taxes**  
Sponsor must supply 500 units.

**INSERTS IN THE OFFICIAL BRIEFCASE (Commercial)..... \$400 + taxes**  
500 copies supplied by the sponsor (documentation or promotional items)

**FARM TOURS - BUS SPONSORSHIP (3 available)..... SOLD ..... \$2,000 + taxes**  
Including:

- Tour identified under your name in the Convention program;;
- Your logo on the tour presentation video;
- Facebook visibility during the event;
- Bus identified under your name;
- Possibility of presenting a promotional video while travelling.

**FARM TOURS – LUNCH SPONSORSHIP (EXCLUSIVE)..... SOLD ..... \$1,500 + taxes**  
Including:

- Display during lunch.

**FARM TOURS – BAG SPONSORSHIP (EXCLUSIVE) ..... SOLD ..... \$1,000 + taxes**  
Including:

- Your logo on the bag handed out during the farm visits (150 handed out).

**FARM TOURS – VIDEO SPONSORSHIP (3 available) ..... SOLD ..... \$1,000 + taxes**  
Including:

- Your logo on the tour presentation video.

**QUEBEC SPRING SHOW – BUS SPONSORSHIP (EXCLUSIVE) .... SOLD ..... \$1,000 + taxes**  
Including:

- Facebook visibility during the event;
- Bus identified under your name;
- Possibility of presenting a promotional video while travelling.

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### À LA CARTE SPONSORSHIP (following)

**WELCOME COCKTAIL ..... SOLD ..... \$1,000 + taxes**

Including

- Visibility on site during the cocktail (booth or/and banner);
- Facebook visibility during the event;
- Visibility in the event schedule.

#### **FARM TOURS SOUVENIR PROGRAMM**

**500 copies handed out**

1 page ..... **\$750 + taxes**  
 ½ page ..... **\$400 + taxes**  
 ¼ page ..... **\$250 + taxes**  
 Business card ..... **\$100 + taxes**

**FARM TOURS - PLASTIC BOOTS AND BIOSECURITY (EXCLUSIVE) .... SOLD .... \$500 + taxes**

**5000 pairs of boots to be supplied by the sponsor**

Including:

- Mention of the sponsorship in the Farm tours souvenir program;
- Your logo on the biosecurity poster at each farm.

**INSERTS IN THE OFFICIAL BRIEFCASE (Breeder and clubs) ..... \$250 + taxes**

500 copies supplied by sponsor (documentation or promotional items)

**CENTERPIECE TRADITIONS AND INNOVATIONS (Breeders and clubs) ..... \$200 + taxes**

Your name displayed on each table

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**The deadline for reserving your sponsorship is October 17<sup>th</sup>, 2017.**

|   |
|---|
| Company: _____                                  |
| Address: _____                                  |
| City: _____ Province: _____                     |
| Postal Code: _____                              |
| Phone: (____) _____ Fax: (____) _____           |
| E-mail: _____                                   |
| Contact person: _____                           |
| Signature: _____                                |
| <b>Sponsorship preference:</b>                  |
| <input type="checkbox"/> Platinum sponsorship   |
| <input type="checkbox"/> Gold sponsorship       |
| <input type="checkbox"/> Silver sponsorship     |
| <input type="checkbox"/> Bronze sponsorship     |
| <input type="checkbox"/> À la carte sponsorship |
| <b>Specify :</b> _____                          |

### DETAILS FOR DELIVERY OF PROMOTIONAL MATERIAL

#### **2018 HOLSTEIN CANADA CONVENTION**

3955, Laurier Blvd. West

Saint-Hyacinthe (Quebec) J2S 3T8, CANADA

[congresnational2018@holsteinquebec.com](mailto:congresnational2018@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.**

#### **Important dates:**

April 11: National Sale in Victoriaville and the welcome cocktail at the Hilton Hotel

April 12: Holstein Show at the Quebec Spring Show and Mixology Proof Night

April 13: Farm tours and Traditions and Innovations Party

April 14: Annual General Meeting and Master Breeder Gala

#### **Material delivery**

##### ➤ **Your logo :**

**Deadline: October 15, 2017**

Type: jpg 300 dpi or .eps

By e-mail at [congresnational2018@holsteinquebec.com](mailto:congresnational2018@holsteinquebec.com)

##### ➤ **Display (sign, banner), inserts, advertising and promotional items :**

Must be delivered to Holstein Québec **by March 15, 2018**

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**HolsteinQuébec**

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