



Western Canada's Outdoor Farm Expo

July 21-23, 2020

Glacier FarmMedia Discovery Farm Langham  
Northwest of Saskatoon, SK on Hwy. 16

# SPONSORSHIP OPPORTUNITIES

## ENHANCE YOUR EXPOSURE

Make the most of your investment at **Ag in Motion** with a customized sponsorship package that is tailored to increase your company's impact on the professional farmers who attend. Our expert event sponsorship team will work with you to reach your marketing objectives through the sponsorship.

### WHY SPONSOR?

#### BRAND

Increase visibility, recognition and loyalty

#### SALES & LEADS

New business with existing customers and access to new customers

#### ENGAGEMENT

Direct involvement with targeted farmer audience

#### RELATIONSHIPS

Build and strengthen through face-to-face interaction

#### PARTNERSHIPS

Collaborate with agricultural professionals

### CUSTOMIZED PACKAGES

Customizations could include featuring products or services, presenting demonstrations and programming, and even naming and branding rights of pavilions and other areas. Promotion of these packages is tailored for each, and can include tactics like additional exposure in the Official Show Guide and other communications channels, on-site signage, social media promotion, sponsor logo recognition and more.

**SPONSORSHIP EXECUTIONS ARE CUSTOMIZED FOR EACH SPONSORSHIP PACKAGE.**



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## THE BASICS

EVERY SPONSORSHIP PACKAGE IN EACH OF THE LEVELS INCLUDES LOGO AND SPONSORSHIP RECOGNITION:

- on a dedicated sponsor page in the Ag in Motion Official Show Guide (40,000 distributed through *The Western Producer* and at Expo gates)
- on aginmotion.ca, linked to company website
- through signage on-site

The pricing and commitments indicate the base of each level.

Customized packages are created using this template as the starting point.

*Ag in Motion is pleased to recognize industry partners. Please contact Carol Carson for further information.*

**Carol Carson**  
 SPONSORSHIP MANAGER  
 ccarson@farmmedia.com  
 1-800-563-5441 Ext. 90043

### PLATINUM SPONSOR – \$25,000

- Sponsor logo on home page of aginmotion.ca (with link to company website)
- Editorial in the Ag in Motion Official Show Guide (40,000 distributed through *The Western Producer* and at Expo Gates)
- Sponsor logo on Ag in Motion Guide Book & Site Map, distributed at the gates during the Expo (12,000 - 15,000 printed)
- 250 admission passes
- Sponsor flag hung on perimeter of show site
- Sponsor recognition on Ag in Motion social media accounts – Facebook, Instagram and Twitter
- Enhanced listing for the Online Exhibitor Directory to include logos, images, video panels, online press releases, access to online leads and more

### GOLD SPONSOR – \$10,000

- Editorial in the Ag in Motion Official Show Guide (40,000 distributed through *The Western Producer* and at Expo Gates)
- 200 admission passes
- Sponsor flag hung on perimeter of show site
- Sponsor recognition on Ag in Motion social media accounts – Facebook, Instagram and Twitter

### SILVER SPONSOR – \$5,000

- 100 admission passes
- Sponsor flag hung on perimeter of show site

### SHOW SPONSOR – \$2,500

- 25 admission passes