

Agriculture & Food Co-op Conference

March 24 & 25, 2022

**Thompson Rivers University
Kamloops, BC**

Sponsored by **Vancity**



SPONSORSHIP OPPORTUNITIES

E-mail coopinnovation@bccca.coop for more information or to sign up!



BC's first-ever Agriculture & Food Conference, presented by the British Columbia Co-op Association (BCCA) is a collaborative in-person space where members, academics, policy makers, and 'co-op curious' folks can network, dive into deeper conversations, and participate in sessions with practical takeaways.

Why get involved?

Reconnecting with the roots of cooperatives, this inaugural conference for BC agriculture and food co-ops will convene speakers, sector leaders, agents throughout the value chain, academics, and community members in a way that will impact best practices for co-operative governance, financing, and public policy. This will be a dynamic space for a diverse group of people to meet, network, and collaborate.

Your support will be essential to this year's first-ever event in BC for agriculture and food co-operatives. We invite you to review our range of sponsorship offerings and choose an offering that makes the best sense for your organization. Your decision will positively impact the experience of our conference-goers and will influence how the BCCA team will share out your brand and co-operative spirit with the agricultural co-operative community, supporters in Western Canada, and beyond.

Co-operative Facts

1,069

Number of co-operatives in BC

85

Number of agriculture and food co-operatives in BC (72 producer co-ops)

3.4%

Co-operatives GDP contribution to the Canadian economy

2M

Number of British Columbians who belong to a co-operative or credit union

186K

Number of co-op sector jobs across Canada



About the BCCA

We are conveners. We are market builders. We are collaborators.

The BCCA is the knowledge and resource centre for co-ops in British Columbia, where co-ops and credit unions come together to collaborate, network, get support, learn, and contribute knowledge to shape BC's co-op movement. The BCCA is part of a global co-op movement led by the International Co-operative Alliance (ICA). Through this alliance, we gain support to accelerate and strengthen our local co-op movement, build partnerships with other social impact organizations, and contribute to the transition to a social economy in BC.

The BCCA has a strong and growing online presence, and an engaged membership of senior leaders in the co-operative sector who are empowered to make purchasing decisions for their organizations, making them the ideal audience to get in front of with your organization.

Program

Thursday, March 24

BCCA Conference Terrace Room	
Welcome - Mountain Room	
Land Management Co-ops	
Break	
Ag and Food Co-op Success Stories: Re-generating Co-op Identity	
Co-op Investment for Growth and Diversification	
Lunch	
Disaster Recovery & Community Resilience with Co-ops	
Break	
Governance I: Co-op Resiliency Through Difficult Conversations and Conflict Competence	
Dinner	
The Stir Food Hub Tour	

Friday, March 25

BCCA Conference Terrace Room	Big Data Symposium Mountain Room
Feed BC Program and Institutional Markets: Exploring the Role of Co-ops	Opportunities & Challenges of Ag Data
Break	
Celebrating the Co-op Model in Value Add and Processing	Voluntary Code of Conduct and Lessons Learned
Governance II: Best Practices for Co-op Health	Data Policy Initiatives
Lunch	
Decolonizing and Inter-Cultural Relationships Workshop	Farmer Data Initiatives
Break	
Decolonizing and Inter-Cultural Relationships Workshop Continued	Bringing Producers in the Conversation
	Summary, Q & A, and Calls to Action
Gala Event	



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

\$10,000



- Your logo above the event title
- Two delegate tickets to the conference
- Two delegate tickets to the Friday Reception
- Identified as Title Sponsor on BCCA website
- Feature display board at trade show
- Recognized as Title Sponsor on BCCA website
- Organization mentioned on Facebook post
- Recognition on social media
- Recognition from the stage as Platinum Sponsor x 5
- Two tickets will be donated on your behalf to emerging young people in the co-operative sector
- Five-minute speaking opportunity during opening remarks
- Logo on all conference event graphics
- Logo on event lanyard

- Banners across multiple locations on both mobile and web apps, including on the home screen, at the bottom of each session profile, and on each attendee profile page
- Virtual exhibitor booth to showcase your services and can include a video and up to two handouts
- Recognition in all scheduled announcements
- Stand up banner at event x 2

Whova Sponsor

\$7,500

- Exclusive Whova sponsorship rights
- Two delegate ticket for the conference
- Two delegate ticket to the Friday Reception
- Recognition on social media
- Identified as Whova sponsor on BCCA website and at the bottom of each Whova session profile and attendee profiles
- Virtual exhibitor booth (in Whova) to showcase your services; can include a video and up to two handouts

- Recognition from the stage as Whova sponsor x 4
- Three-minute speaking opportunity during Friday reception
- Logo on all conference event graphics
- Stand-up banner at event x 2

Friday Gala Sponsor

\$7,500

- Exclusive Sponsorship of Friday Night Gala event
- Stand-up banner at event
- Identified as the Friday Gala sponsor on BCCA website and in Whova attendee profiles
- Virtual exhibitor booth (in Whova) to showcase your services; can include a video and one handout

- Recognition from the stage as Reception Sponsor x 3
- Logo on all conference event graphics
- Recognition on social media

Lunch Sponsor (2)

\$5,000



- Exclusive Lunch sponsorship rights (Thursday or Friday)
- One delegate ticket for the conference
- One delegate ticket for the Friday Reception
- Identified as the Lunch sponsor on BCCA website and in Whova attendee profiles
- Virtual exhibitor booth (in Whova) to showcase your services; can include a video and one handout

- Recognition from the stage as Lunch sponsor x 3
- Logo on all conference event graphics
- Recognition on social media
- Stand-up banner at event

Breakfast Sponsor

\$5,000



- Exclusive Breakfast sponsorship rights (Thursday & Friday)
- One delegate ticket for the conference
- One delegate ticket for the Friday Reception
- Identified as the Breakfast sponsor on BCCA website and in Whova attendee profiles
- Virtual exhibitor booth (in Whova) to showcase your services; can include a video and one handout

- Recognition from the stage as Breakfast sponsor x 3
- Logo on all conference event graphics
- Recognition on social media
- Stand-up banner at event

Morning Break Sponsor (2)		\$2,500
<ul style="list-style-type: none"> • Morning Break sponsorship rights (Thursday & Friday) • Logo on all conference event graphics 	<ul style="list-style-type: none"> • Identified as Morning Break sponsor on BCCA website and in Whova • Virtual Exhibitor booth (in Whova) to showcase your services and can include one handout 	<ul style="list-style-type: none"> • Recognition on social media • Recognition from the stage x 1 • Stand-up banner
Afternoon Break Sponsor		\$2,500
<ul style="list-style-type: none"> • Exclusive Afternoon Break sponsorship rights • Logo on all conference event graphics 	<ul style="list-style-type: none"> • Identified as Afternoon Break sponsor on BCCA website and in Whova • Virtual Exhibitor booth (in Whova) to showcase your services and can include one handout 	<ul style="list-style-type: none"> • Recognition on social media • Recognition from the stage x 1 • Stand-up banner
The Stir Food Hub Tour Sponsor		\$2,500
<ul style="list-style-type: none"> • Exclusive The Stir Food Hub Tour Sponsorship • Logo on all conference event graphics 	<ul style="list-style-type: none"> • Identified as The Stir Food Hub Tour sponsor on BCCA website and in Whova • Virtual Exhibitor booth (in Whova) to showcase your services and can include one handout 	<ul style="list-style-type: none"> • Recognition on social media • Recognition from the stage x 1 • Stand-up banner
Decolonizing and Inter-Cultural Relations Workshop Sponsorship		\$2,500
<ul style="list-style-type: none"> • Exclusive Sponsorship of the Decolonizing and Inter-Cultural Relations Workshop, scheduled for the afternoon of Friday, March 25 • Logo on all conference event graphics 	<ul style="list-style-type: none"> • Identified as the Decolonization and Inter-cultural Relations Workshop sponsor on BCCA website and in Whova • Virtual Exhibitor booth (in Whova) to showcase your services and can include one handout 	<ul style="list-style-type: none"> • Recognition on social media • Recognition from the stage x 1 • Stand-up banner
Sustainer Sponsorship - 4 sold		\$1,000
<ul style="list-style-type: none"> • Identified as Sustainer sponsor on BCCA website 	<ul style="list-style-type: none"> • Logo on all conference event graphics 	<ul style="list-style-type: none"> • Recognition on social media

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