

# On The Edge of Canada

CSGA Annual General Meeting  
Sponsorship Opportunities

St. John's, Newfoundland  
July 8-10, 2023



St. John's Famous  
Jelly Bean Row

## WELCOME TO ST. JOHN'S!

CSGA is pleased to welcome attendees and their families to this year's Annual General Meeting in beautiful St. John's, Newfoundland.

On one of the four corners of the world, Newfoundland is one of the best places to see and appreciate nature in all its glory. Warm and welcoming, fun-loving and funny, Newfoundlanders are known for their natural creativity, unique language, and knack for storytelling. In fact, more varieties of English are spoken in Newfoundland and Labrador than anywhere else in the world! St. John's is known for its colourful homes on the rocky shores and its friendly folk.

We couldn't have picked a more perfect place to welcome you all back in person! I look forward to seeing you there.



Dale Connell  
President, CSGA



## "COME FROM AWAY" WITH US

### Your support is the foundation of our success

The Canadian Seed Growers' Association's Annual General Meeting (AGM) is an opportunity for leaders in the seed sector to come together to discuss important issues. At the AGM, members provide input on the Association's business for the coming year.

After three years of virtual-based meetings, we are very excited to be back in person. Where better to gather together, meet, greet and catch-up than St. John's?

We are committed to delivering an informative and productive agenda and strengthening our sector through professional and family networking opportunities. Your participation and support are critical to the success and enjoyability of our AGM.

#### [Sheraton Hotel Newfoundland](#)

Built on the old Fort William site at the base of Signal Hill, our downtown host hotel blends elegance with the vibrant and colourful atmosphere of one of the oldest cities in North America.



Cape Spear Lighthouse  
Near St. John's

## SPONSORSHIP BENEFITS

Our participants, speakers, panellists, sponsors, and partners have always made our Annual General Meetings exciting. This year will be even more meaningful as we come back together in person for the first time in three years.

In partnering with CSGA, you can demonstrate your commitment and support for Canadian seed growers and seed businesses. Plus, you will increase your company's visibility through our tailored communications.

All of our AGM sponsors will receive:

- ✓ Your logo on sponsor banners or signage at the event
- ✓ Your logo and web link included in the sponsorship section of the CSGA website
- ✓ Formal acknowledgment from the podium
- ✓ Opportunity to display printed materials at your event
- ✓ Pre- and post-event recognition in CSGA communications

We have outlined custom-made packages and their additional benefits on the next pages. Of course, we can talk about what else would work for your company.

We truly appreciate your ongoing support of our Association and want to ensure our event is a resounding success for you.

*Please note: Sponsor packages are subject to change. Sponsors will be consulted prior to any changes.*





# "A TIME" SPONSORSHIP OPPORTUNITIES

## Sunday Fun Night - Rally in the Alley

\$27,000 Sponsored and Hosted by:



Canada's Seed Partner

St. John's has more bars and pubs per capita than any other city in Canada! Most of them are located on the infamous George Street.

On the evening of Sunday, July 9, guests get to experience the famous nightlife of downtown St. John's. For adults 18+, you'll start with a traditional Fish and Chips Dinner, then an organized Pub Crawl that features local entertainment and cultural experiences in each venue. End the night with a live dance band.



### "A TIME" Added Sponsor Benefits

- ✓ Recognition as our signature event sponsor
- ✓ Opportunity for company representative to speak at their signature event
- ✓ Opportunity for other AGM customized benefits
- ✓ Advanced selection for next year's AGM
- ✓ Booth space, if requested
- ✓ Customized and branded carousel home page thank you banner (with Gala Lunch sponsor)
- ✓ Recognition via CSGA's social media channels

## Keynote Speaker

\$6,000

Nothing gets a business meeting going quite like a top-notch Keynote Speaker! In fact, the term stems from music – an a capella singer must hear a note to get the tune of a song right. That became the "key note."

Dr. Sylvain Charlebois, "The Food Professor," will set the tone for the CSGA 2023 AGM – full speed ahead!



Author of five books on global food systems, Sylvain is a research leader on food distribution, policy safety, security, and traceability.

His work has been featured in several newspapers and media groups, including *The Economist*, *Wall Street Journal*, *Foreign Affairs*, *Globe & Mail*, BBC, NBC, ABC.

**Did You Know?**  
 "A Time" means a fun and happy social setting?



# "CATTY" OPPORTUNITIES

## Optional Tours: Saturday, July 8 - Afternoon

### Whale and Puffin Watching

\$5,000

What is a trip to Newfoundland without Puffins and Whales? Your sponsorship cruises guests to the Witless Bay Ecological Reserve, home to North America's largest Atlantic puffin colony. With the largest population of Humpbacks returning each summer, there are bound to be a few breathtaking moments!



### Pippy Park 18-Hole Golf

\$5,000

Admiral's Green is a championship 18-hole course and a real pleasure to play.

With your sponsorship, guests get an inspired birds-eye view of North America's oldest City and miles of rugged coastline as they make their way through Pippy Park. They may even glimpse icebergs from the course!



#### Did You Know?

"Catty" means something really cool or awesome?

It's Mint, eh?



# "YES B'Y" OPPORTUNITIES

## Full Day Programs, Sunday, July 9

### Companion's Program

Historic St. John's, Cape Spear and a Taste of Newfoundland

\$5,000

Your sponsorship of this amazing day starts in Quidi Vidi, a fishing village founded in the 1600s. Guests will then tour the city of St. John's and Cape Spear, the most Easterly point in North America. They will enjoy brilliant vistas from Cabot Tower and Signal Hill. After a walk through a cliffside World War II gun battery (watch for whales and seabirds) and the oldest standing lighthouse in North America, they will enjoy lunch at the famous Chafe's Landing. Their day finishes with a stop at Newman's Wine Vault and the Masonic Temple for local treats, tea and coffee.



### Children's Program

Petty Harbour Aquarium

\$2,500

Kids of all ages will enjoy this catch-and-release aquarium. Experience hands-on touch tank exhibits, live animal displays, one-on-one science interpretation, and much more!

Kids will enjoy lunch and then a super fun afternoon at a Trampoline park!



#### Did You Know?

"Yes B'y" is a positive response to something.

Think of it as "For Sure!"



## "KITCHEN PARTY" OPPORTUNITIES

### Awards Luncheon - Monday, July 10

\$12,000

Held in the beautiful indoor garden Atrium, a hot plated lunch will be served as we celebrate excellence, dedication, and service in the seed sector.

As our Awards Luncheon sponsor, you can emcee the event, welcome delegates, and introduce the award recipients. Plus, the space is yours to brand.



#### Added sponsor benefits

- ✓ Recognition as a top-tier event sponsor
- ✓ Booth space if requested
- ✓ Customized and branded carousel home page thank you banner (with Sunday Fun Night sponsor)
- ✓ Recognition via CSGA's social media channels

### Lunch - Sunday, July 9

\$6,000

As guests enjoy a hot Newfoundland Buffet lunch, your signage will be featured during the meal, and you will be acknowledged from the podium at the opening session.

### Breakfast Buffets

\$5,000/buffet

A delicious hot breakfast buffet will be served Sunday, July 9 and Monday, July 10. Sponsors will be thanked from the podium at the opening session and featured on signage during their breakfast.

***SOLD:** Sunday Morning*

### Coffee Breaks

\$3,000/break

A morning and afternoon coffee and snack break are offered Sunday, July 9, and a morning break on Monday, July 10. Sponsors will be thanked from the podium at the opening session and featured on signage during their break.

#### Did You Know?

Crowd around a woodstove, step dance across the floor, tap your feet to the music, and it's a "Kitchen Party!"





## "Best Kind" SPONSORSHIP LEVELS

### AGM Lanyards

\$5,000

Everyone wears their name badge on lanyards. With this sponsorship, you can brand the AGM lanyards with your logo and be prominently displayed throughout the meetings.

### Hotel Key Cards

\$5,000

Be the brand everybody sees first thing in the morning, last thing at night and every time they enter their hotel room. Your company can design a full-colour hotel key given to all delegates when they check in. *Sponsor responsible for design costs*

#### Did You Know?

If you love something or think it's really good, you say it's "Best Kind."

### CSGA Private Hospitality Receptions

\$3,000

A great way to relax, make and renew acquaintances, and enjoy some 'shop-talk.' As the sponsor, these nightly private hospitality gatherings for the Board of Directors and CSGA Executive give you and your company great networking time and branding exposure.

### General Sponsorship

\$2,000 and under

From production and audiovisual to meeting interpretation services to printing needs and more... your general sponsorship of our 2023 AGM ensures our meeting runs smoothly and everyone has a great time!



Iceberg Alley, Bacon Cove  
1hr from St. John's  
Gord Follette Photography





## Don't Miss Out!

To reserve your sponsorship or to discuss other options, please contact

Tania Calverley  
Communications & Member Engagement Manager  
Tel: (613) 236-0497 ext. 229  
[tcalverley@seedgrowers.ca](mailto:tcalverley@seedgrowers.ca)

Opportunities will be assigned on a first-come, first-served basis.

Thank you for your support!

Bay Roberts  
One hour from St. John's