

# In The City Of Gardens

CSGA 2025 Annual General Meeting  
Sponsorship Opportunities

Victoria, British Columbia  
July 3-5, 2025



Historic British Columbia Provincial  
Parliament Building, Victoria



## WELCOME TO VICTORIA!

CSGA is excited to welcome everyone and their families to this year's Annual General Meeting in the picturesque city of Victoria, British Columbia.

Victoria, nestled on the southern tip of Vancouver Island, is renowned for its breathtaking natural beauty, historic charm, and vibrant cultural scene.

With its mild climate, lush gardens, and picturesque waterfront, it's no wonder Victoria is known as the "City of Gardens." The city's rich history and friendly atmosphere make it a perfect backdrop for reconnecting and sharing stories.

We couldn't have chosen a better location to gather once again. I look forward to seeing you all in beautiful Victoria!



Glenn Logan  
President, CSGA

## “*THE PERFECT EDEN*” IS CALLING YOU

### 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. We are committed to delivering an informative and productive agenda and strengthening our sector through professional and family networking opportunities.

Join us as an AGM sponsor in Victoria and showcase your brand in one of Canada's most scenic and vibrant cities, where business and natural beauty come together to create unforgettable experiences!

We are pleased to offer our top sponsors brand recognition across CSGA communications, reaching a wide audience. Your participation and support are critical to the success and enjoyability of our AGM.

#### **Inn at Laurel Point**

This year's AGM will be hosted at the beautiful Inn at Laurel Point, located at the entrance to Victoria's Inner Harbour on beautiful Laurel Point. With stunning views of the harbour and serene surroundings on the edge of the capital city, the Inn is a mix of ocean air and tranquil gardens to create a rare retreat in the city.



The Inn at Laurel Point

## SPONSORSHIP BENEFITS

Our participants, speakers, panellists, sponsors, and partners have always made our Annual General Meetings exciting. We're ready to bring the energy and momentum to Victoria, BC in 2025! By partnering with CSGA, you're demonstrating commitment and support for Canadian seed growers and seed businesses.

### For All Sponsors

#### *Valuable Benefits to Show Our Appreciation*

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

### Exclusive Benefits for Signature Sponsors

#### *\$7,000+ for Maximum Visibility and Impact*

- ✓ "Signature Sponsor" recognition in all CSGA AGM communications
- ✓ Exclusive speaking opportunity to address attendees directly at the AGM, highlighting your support and commitment
- ✓ :30 sec video played during business session
- ✓ Enhanced website exposure in a homepage banner on the CSGA website
- ✓ Unique Social Media Shout-Outs and dedicated thank-you posts on CSGA's Twitter, LinkedIn and Facebook channels

On the next pages, we have outlined custom-made packages and their additional benefits. Of course, we can discuss what else would work for your company. Thank you for your ongoing support of our Association. We want to ensure that our event is a resounding success for you.

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



Victoria Inner Harbour

## SIGNATURE SPONSOR OPPORTUNITIES

### Family Fun Night – Friday, July 4

\$15,000

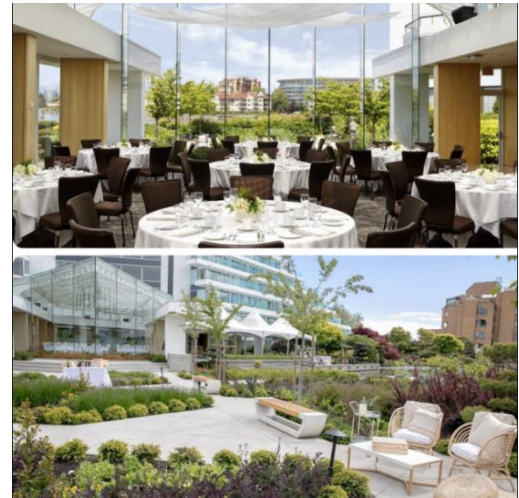
Get ready for a night of laughter, games, and good times! This is the perfect opportunity for meeting attendees and their families to unwind, enjoy exciting entertainment, and reconnect. As the event sponsor, you'll be front and center to welcome guests and make the night your own with exclusive branding opportunities.



### Awards Gala Dinner – Saturday, July 5

\$15,000

Held in the beautiful Terrace Ballroom, the Awards Gala celebrates the sector's finest and their contributions to CSGA, the seed sector, and Canadian agriculture. As a sponsor, you can welcome delegates, emcee the event, and brand the space as your own.



### AGM Lanyards

\$7,500

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.



# WILD TOURS SPONSORSHIPS

## Optional Tours: Thursday, July 3 - Afternoon

### Deep Sea Fishing

**\$7,000 - Signature Sponsor!**

Who wouldn't want to fish 'the Salmon Highway' in July? Your sponsorship gives guests an epic ocean voyage along the rugged West Coast, offering some amazing scenery and top-notch fishing. In fact, their arms your arms will be tired from bringing in so many salmon!



### Cedar Hill 18-Hole Golf

**\$3,000**

With your sponsorship, guests can experience Cedar Hill's 67-par course, with picturesque views of the Olympic Mountains. Even non-golfers will enjoy the picturesque 3.5 km chip trail that surrounds the course.



### COMING SOON!

**Signature Sponsor!**

Another exciting event is on the horizon—stay tuned for all the details! As a sponsor, you'll have the chance to play a key role in shaping this unique experience. Curious to learn more? Let's talk!!



# ACTIVITY SPONSORSHIPS

## Full Day Programs: Friday, July 4

### Companion's Program

#### *Malahat Skywalk and Butchart Gardens*

\$5,000

Your sponsorship creates an unforgettable experience for the companions of our business program delegates! They'll embark on an island adventure with a visit to the breathtaking Malahat SkyWalk, the stunning Butchart Gardens, and a specially curated lunch in an extraordinary setting.



### Children's Program

#### *Wildplay Adventure Park*

\$2,500

While business program delegates are in meetings, with your sponsorship, their kids will enjoy an action-packed day at Victoria's WildPlay Adventure Park! They'll tackle wobbly bridges, cargo nets, rope swings, and zip lines—it's nonstop fun!



## SUPPORTING SPONSORSHIPS

### Hotel Key Cards

\$6,500

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 to give to all delegates when they check in.

*Sponsor responsible for design costs*

### Keynote Speaker

\$6,000

The keynote is always an AGM highlight, bringing everyone together to hear fresh ideas and big-picture insights. As the sponsor, your logo will be front and center during the session. This is a great opportunity to make a lasting impression on our engaged audience!

### Trade Booth Space *(3 2 spaces remain)*

\$3,000/booth

Showcase your brand with an 8x8' trade booth space! With a prominent location, connect directly with attendees, showcase your products or services, and build valuable relationships.

### Lunch – Friday, July 4

\$6,000

Your signage is featured along the tables and during the meal as guests enjoy a hot buffet lunch. Welcome guests from the podium as they take their seats.

### Breakfast Buffets *(2 opportunities)*

\$5,000/buffet

A delicious hot breakfast buffet will be served Friday, July 4 and Saturday, July 5. Sponsors will be thanked from the podium at the opening session and featured on signage during breakfasts.

### Coffee Breaks *(4 opportunities)*

\$3,000/break

On Friday, July 4, and Saturday, July 5, a morning and afternoon coffee and snack break are offered. Sponsors will be thanked from the podium at the opening session and featured on signage during the breaks.

### General Sponsorship

\$2,000 and under

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



Beacon Hill Park Bridge





## 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!

Greater Victoria is honoured to be based on the traditional territory of the lək̓ʷəŋən-speaking and W̱SÁNEĆ peoples.