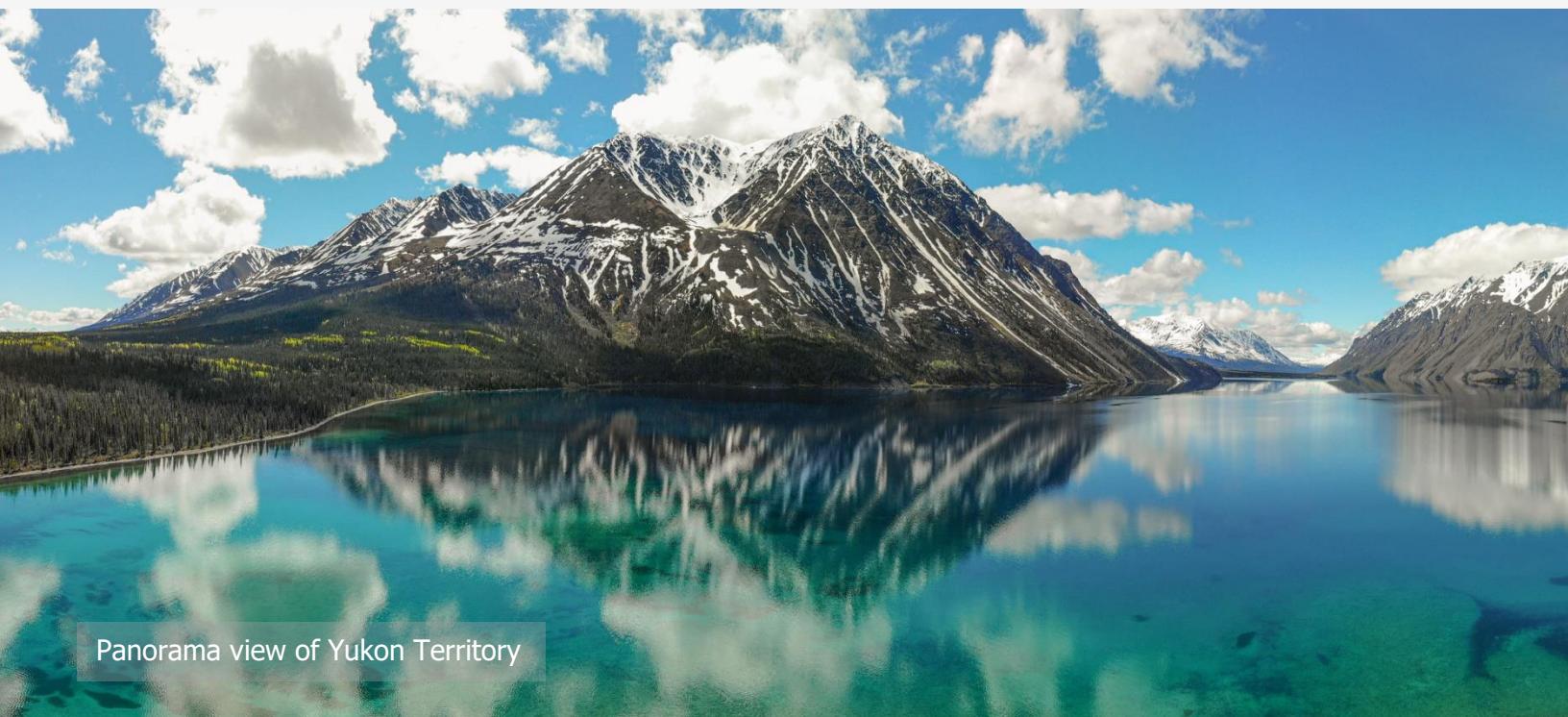


Stronger Seed. Stronger Agriculture. Stronger Future.



Panorama view of Yukon Territory

CSGA 2026 Annual General Meeting

Sponsorship Opportunities

July 3-5, 2026, Whitehorse, Yukon



Strong Foundation. Bright Future.
Fondations solides. Avenir prometteur.



A Message from CSGA's President

On behalf of the Canadian Seed Growers' Association, I am thrilled to welcome everyone to our 2026 Annual General Meeting in Whitehorse, Yukon.

Nestled between the majestic mountains and the winding Yukon River, Whitehorse offers stunning landscapes, rich history, and a vibrant northern culture.

From the northern lights dancing across the sky to the wild beauty of the surrounding wilderness, it's a location like no other—a perfect setting to gather, connect, and celebrate the people who drive Canada's seed sector forward.

This AGM is more than a meeting; it's an opportunity to strengthen relationships, share knowledge, and highlight the innovation, dedication, and excellence that define Canadian seed growers. I look forward to seeing you all in Whitehorse and to another inspiring year together!

Glenn Logan
President, CSGA



The mighty Yukon River
near Whitehorse

Hyatt Place Whitehorse

The perfect backdrop for an inspiring AGM experience in the North

The 2026 AGM will be hosted at Hyatt Place in the heart of downtown Whitehorse. Surrounded by breathtaking northern landscapes and just steps from the Yukon River, the hotel offers modern comfort, spacious meeting spaces, and easy access to local dining, cultural attractions, and the city's unique history.

Take in the northern lights, venture into the Yukon wilderness, and engage with Canada's seed community—all from the comfort and convenience of Hyatt Place Whitehorse.



Why Sponsor the AGM

Seed is where agriculture begins.

At CSGA, we partner with government and the broader seed sector to deliver a public good that keeps Canada's food safe, our farms productive, and our supply chains secure.

Behind every field of wheat, pulse shipment, and new variety is a network of people dedicated to quality and to a certification system that strengthens confidence across the entire seed sector. Clean, reliable seed is the foundation of Canada's global reputation as a supplier of consistent, high-quality agricultural products.

Our members represent the full spectrum of the seed sector. From seed growers, plant breeders, Seed Crop Inspectors, analysts and graders to organizations that support the seed sector and more. They are stewards of a legacy that feeds nations, fuels economies, and strengthens communities.

The CSGA Annual General Meeting is where these leaders converge to share knowledge, forge partnerships, and drive progress. By sponsoring, you're not just supporting an event—you're investing in the integrity, innovation, and resilience that power Canada's seed sector and agricultural future.

Carcross, Yukon



#CSGA2026 AGM 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 Whitehorse, YK in 2026! 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 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 X, 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.



SIGNATURE SPONSOR OPPORTUNITIES

Family Fun Night – Saturday, July 4

\$15,000

Join us for an evening of fun, food, and family-friendly entertainment at the beautiful **Takhini River Ranch**! Unwind, take in the scenic surroundings, delicious local cuisine, and enjoy activities for all ages. As the sponsor, you'll have the chance to greet attendees, engage with families, and showcase your brand in a relaxed, welcoming setting.



AGM Lanyards

\$8,000

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.



Awards Gala Dinner – Sunday, July 5

\$15,000

Held in the stunning **Kwanlin Dün Cultural Centre** in Whitehorse, Yukon, 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 showcase your brand throughout the evening.



Hotel Key Cards

\$7,000

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



Seaplane and Aurora Borealis in Yukon

SUPPORTING SPONSORSHIPS

Keynote Speaker – Saturday, July 4

\$6,500

Be part of an inspiring moment as our keynote speaker captivates the audience with insights and stories that will resonate with all attendees. As the sponsor, you'll have the opportunity to introduce the speaker and feature your signage prominently during the session.

Breakfast Buffets (2 opportunities)

\$5,000

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

Lunches (2 opportunities)

\$6,000

Showcase your brand as guests enjoy a hot buffet lunch on Saturday, July 4 and Sunday, July 5. Your signage will be prominently displayed on the tables, and you'll have the opportunity to welcome attendees from the podium as they take their seats.

Coffee Breaks (4 opportunities)

\$3,500

Morning and afternoon coffee and snack breaks are offered Saturday, July 4 and Sunday, July 5. Sponsors will be thanked from the podium at the opening session and featured on signage during the breaks.

Trade Booth Space (2 spaces)

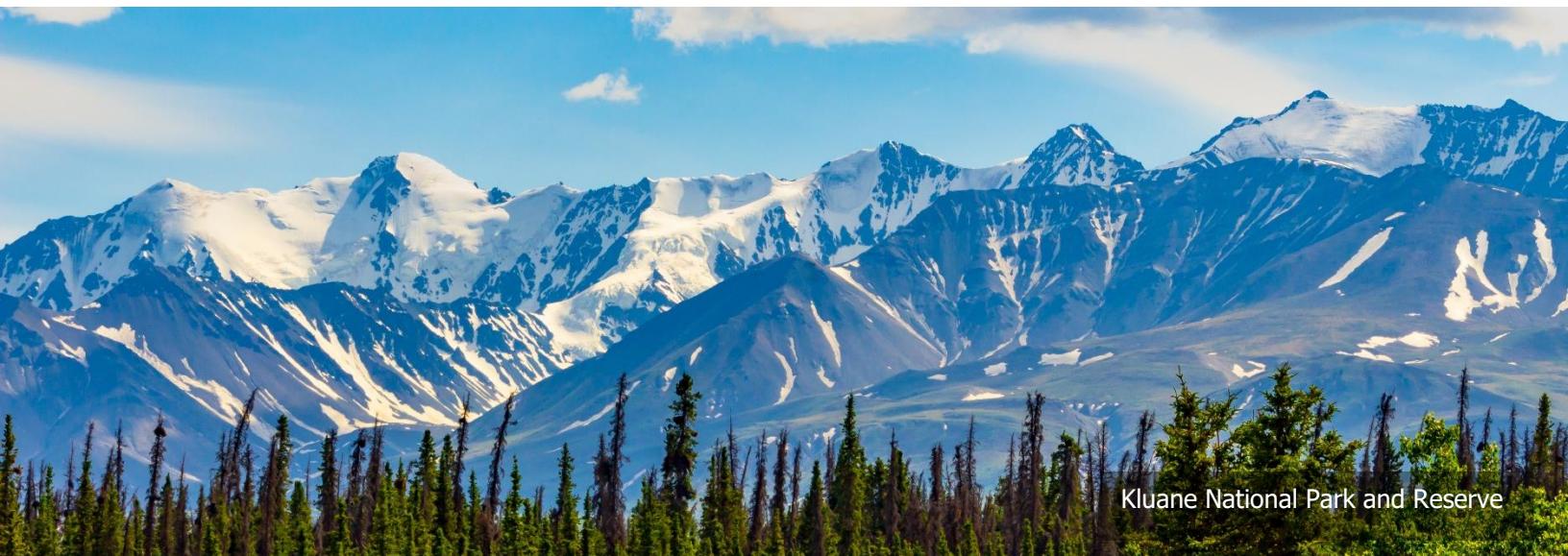
\$3,000/booth

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.

General Sponsorship

\$3,000 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!



Kluane National Park and Reserve

ACTIVITY SPONSORSHIPS

Companion's Program

Full Day: Saturday, July 4, \$6,000

A unique opportunity to support **the people who support our members!**



This year features a hands-on **glass-blowing** workshop, a delicious local Whitehorse lunch, and a relaxing afternoon at the stunning

Eclipse Nordic Hot Springs.

Your sponsorship helps give companions a memorable day while highlighting your brand in a warm and appreciative setting.



Children's Program

Full Day: Saturday, July 4, \$3,000

Help us inspire the **seed growers of the future!** The kids will enjoy a full-day adventure at **Wild Adventure Yukon**, packed with hands-on activities and unforgettable experiences, including gold panning, dog carting, the petting farm, and stops at iconic spots like the Carcross Desert and Bennett Lake Beach.



Pre-AGM Carcross/Miles Canyon Tour

Afternoon: Friday, July 3, \$5,000

Sponsor the pre-AGM afternoon bus tour to **Miles Canyon and Carcross** for an unforgettable Yukon adventure. Guests will enjoy stunning scenery, iconic landmarks, and a guided experience highlighting the region's natural beauty and history—an inspiring start to the AGM.

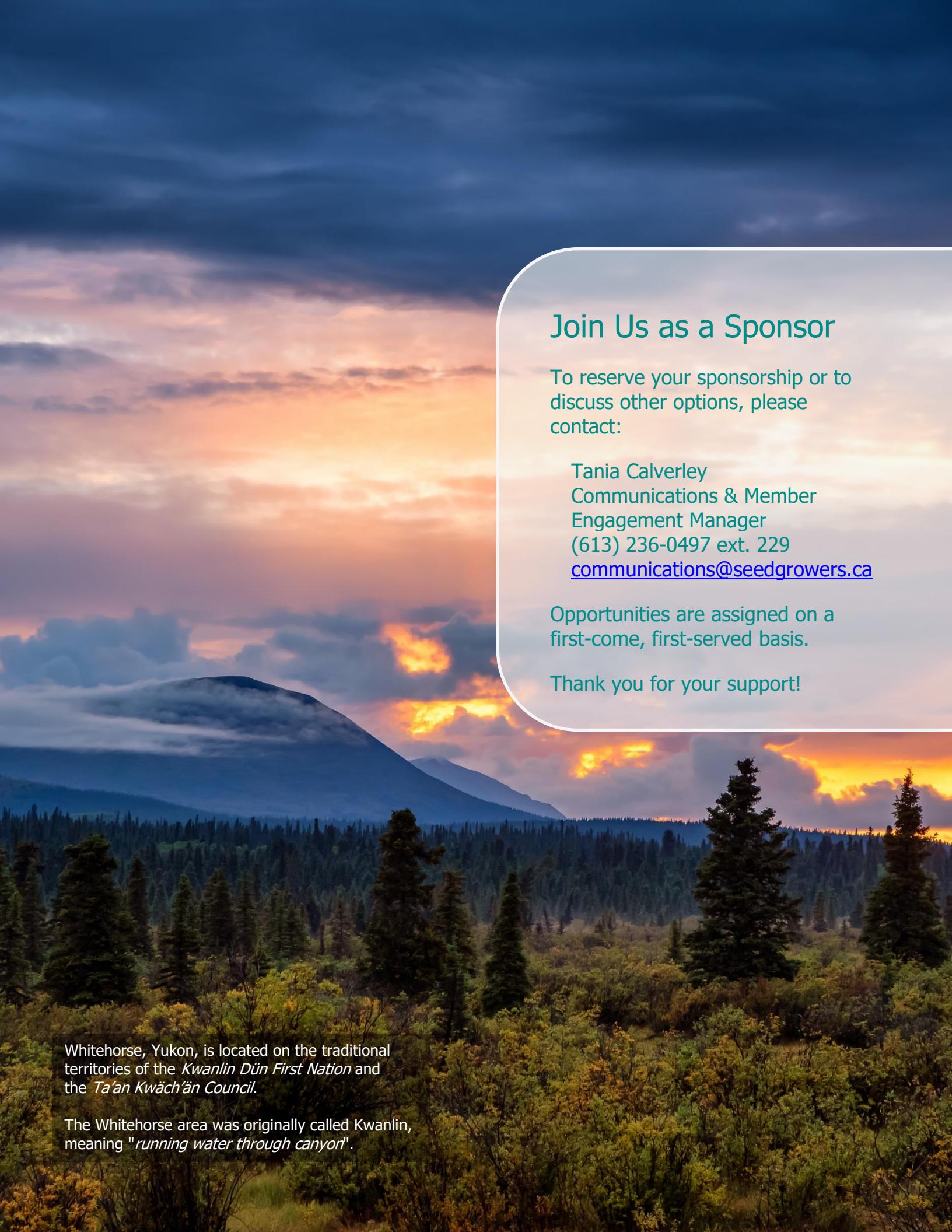


Pre-AGM Canoeing

Afternoon: Friday, July 3, \$3,000

With your sponsorship, participants can enjoy a half-day **canoeing adventure on the Takhini River**, gliding through stunning Yukon scenery while unwinding and connecting with fellow members. Two hours of paddling offer fresh air, breathtaking views, and relaxed networking—an unforgettable way to start the AGM week energized and inspired.





Join Us as a Sponsor

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

Tania Calverley
Communications & Member
Engagement Manager
(613) 236-0497 ext. 229
communications@seedgrowers.ca

Opportunities are assigned on a first-come, first-served basis.

Thank you for your support!

Whitehorse, Yukon, is located on the traditional territories of the *Kwanlin Dün First Nation* and the *Ta'an Kwäch'än Council*.

The Whitehorse area was originally called Kwanlin, meaning "running water through canyon".