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Presenting our Ninth Breakfast on the Farm Cranston Dairy Farm, Ancaster June 23rd, 2018

The Cranston Dairy Farm has been in the Cranston family since 1955 and is currently run by Doug and Joan Cranston and their son, James. The Cranstons were recipients of the Outstanding Young Farmers of Ontario award in 1995. Their modern, open-concept “pack barn” is home to 80 milking cows. The family also runs a sweet corn farm in the summer.

Thanks to the incredible collaborative support of local and regional sponsors and donors, our event is **completely free to the public**. We promote the event widely through regional urban and suburban traditional media and social media markets to ensure we reach the people who can benefit the most from having a genuine, informative, and enjoyable farm experience – most often, for the very first time in their lives. Since inception, we have hosted more than 17,000 people at these terrific events.

Key Objectives:

- ☞ Create an appreciation about the great food we produce here in Ontario
- ☞ Show how modern and progressive farming achieves high quality while preserving sustainability
- ☞ Demonstrate the very deep care given to every plant and animal
- ☞ Provide an opportunity to meet a farmer, and hundreds of farming-knowledgeable and passionate volunteers and experts from ‘all walks for farm life’

Feature Attractions:

- ☞ Meet the actual family behind a “family farm”
- ☞ See how the Cranston family cares for their cows at all stages of their life
- ☞ Learn how environmental stewardship and sustainability practices are evolving
- ☞ See how crops are managed and combined to give cows the precise nutrition they need
- ☞ See and learn about a wide variety of modern farm machines and equipment
- ☞ Interact with people from different commodities and associations at their displays
- ☞ Meet and ask question of experts from all different farm and commodity production types

How to Sponsor or Contribute

Become a vital part of our collective success by providing core funding, food products, loans of equipment, professional expertise, displays or activities, and passionate volunteers!

To explore your role further:

- 1) Please complete the Sponsorship & Contribution Pledge Form on page 3. This form helps us to determine the fullest value of your support.
- 2) Review our Sponsorship Benefits chart below to see the items that correspond with your intended level of support.
- 3) Please scan and return the completed Sponsorship & Contribution Pledge Form to: joel@farmfoodcare.org
- 4) Joel will contact you to provide more information about the event, and explore the various ways you can become involved with our event. Also, please feel free to call Joel at (519) 546-9666.

Sponsorship Benefits

Recognition Level*		Pre-Event				Breakfast Day									
		Registration Website*		Facebook Page*		Outdoor Display Space**				VIP Guests Including Display Reps (Bypass Lineup)	Live Social Media	"Farm Tour Map" Brochure		Recognition Signage	
		Logo	Name	Logo	Name	30 x 10 space for your outdoor display in Explore Agriculture	20 x 10 space for your outdoor display in Explore Agriculture	10 x 10 space for your outdoor display in Explore Agriculture	Small Display Only		Live Tweets	Logo	Name	Logo	Name
\$5,000	Guardian	✓		✓		✓				15	2	✓		✓	
\$2,500	Advocate	✓		✓			✓			10	1	✓		✓	
\$1,000	Leader		✓		✓			✓		5	1		✓		✓
\$500	Collaborator		✓		✓				✓	2			✓		✓
\$250	Contributor		✓		✓					1			✓		

* Inclusion in print materials is possible for sponsorships confirmed by June 1st; Inclusion in web-based media will be performed within 2 business days of sponsor confirmation and sponsor provision of an electronic logo file.

** Large farm equipment and oversized displays having significant educational value for the general public will be accommodated to the very best of spatial limitations.

Sponsorship & Contribution Form

A vast array of inputs are needed for the success of our event in order to give participants their best possible farm experience! We rely on generous cash sponsorships, donations of consumable products and supplies, loans of equipment, free or very deeply-discounted professional services, and a small army of passionate volunteers who come from 'all walks of farm life.'

Company / Organization Name:

Contact Person Name:

Contact Phone:

Contact Email:

Sponsorship Funding

We pledge to provide cash sponsorship of: \$

Special note if any:

Products & Supplies

Examples: Food or beverage items, disposable food serving items, biosecurity consumables, etc.

We pledge to provide products/supplies with the total approximate value of (A): \$

We offer these products/supplies at a cost of (B): \$

The total value of this offer for sponsorship and recognition purposes is (A - B): \$

Product descriptions, quantities, volumes/weights, and special notes if any:

Professional Services & Expertise

Examples: First aid, catering, waste disposal, tent construction, etc.

We pledge to provide professional services or expertise having the total approximate value of (A): \$

We offer these services at a cost of (B): \$

The total value of this offer for sponsorship and recognition purposes is (A - B): \$

Service description, conditions and notes:

Loans of Equipment

Examples: Tents, generators, cooking appliances, refrigeration trucks, children's activity equipment (eg: "bouncy cow"), etc.

We pledge to offer a loan of equipment that has a fair-market rental cost of: \$

Equipment description, timing, special conditions or other notes:

Summary

Our total support for sponsorship and recognition purposes is the sum of the four sections above: \$

To see the benefits that correspond with your total support, please see the Sponsorship Benefits chart.

Payment Details

Thank you for supporting our Breakfast on the Farm event on June 23rd, 2018 at Cranston Dairy Farm!

Company / Organization Name:

Primary Contact Person Name:

Contact Phone:

Contact Email:

Company / Organization Address:

Method

Please Email
an Invoice

Cheque is enclosed or forthcoming
Please make cheques payable to:
Farm & Food Care Ontario
202-100 Stone Road West, Guelph, ON, N1G 5L3

Visa

MasterCard

If paying by Visa or MasterCard:

Credit Card Number:

Expiry MM/YY:

Cardholder Name:

Recognition & Stewardship

Your name for public recognition is to read as follows:

If your contribution is at the Guardian or Advocate level and/or if you are contributing food product:

At your earliest opportunity, please provide a higher resolution logo in an electronic format suitable for printing on posters and brochures such as a JPG file (150k+ and/or 400dpi+), or an EPS file.

Got it! We will email a logo by June 1st to joel@farmfoodcare.org

Exhibitor Details

Please check / complete / acknowledge the items below, as best as you can at present:

We plan to have an outdoor display of a size corresponding to our level of support as described in the Sponsorship Benefits chart on page 3:

We acknowledge that the display area(s) are not protected from the elements; we will bring our own tent / covering as required:

We acknowledge that tables and chairs are not provided; we will bring these items according to our needs:

Our display will have strong agricultural education and/or interactive quality:

General description of the booth / display:

Please contact Amy.Matheson@farmfoodcare.org to explore or discuss any aspects of your display.