



# Farm & Food Care Ontario invites you to join us for Gala, in a box!

Dear partner,

In a year where everything is different, Farm & Food Care Ontario is planning a unique fall celebration of the exceptional individuals and corporate partners in the agri-food industry. Registered guests will receive a personalized box in advance of the evening including the essentials for a Gala celebration in their own home.

This year's event builds on over 12 years of successful FFCO Galas. In a typical year we would welcome 250+ industry leaders and frontline farming and food processing partners from across Ontario to an evening of awards, fundraising, networking and celebration. This year, guests will be encouraged to invite friends and family members in their social bubbles to join them around their own dining room tables and virtually celebrate together as the fall harvest season comes to an end.

We hope that you will join us and invite you to consider sponsoring this exciting event. In the following pages we hope you'll find appealing opportunities for unique partnership and recognition. If you don't find what you're looking for, we would be happy to connect.

Bonnie den Haan  
**Chair, Board of Directors**

Alicia Becker  
**Community  
Engagement Manager**

November 14  
5:00 PM to  
8:00 PM



## OUR VISION – A VIRTUAL EVENT THAT BRINGS THE EXPERIENCE HOME

Guests will register online to receive a personalized Gala-in-a-box delivery that will include key ingredients, swag unique elements for participation on the day of the event.

- Live Cooking Demonstration (featuring all-Ontario ingredients)
- Virtual Beer/Cider tasting (featuring partnerships with local breweries and cideries)
- All-Ontario Tourism auction – to raise funds for Farm & Food Care Ontario's activities
- Live Program (hosted live) featuring:
  - 2 industry awards (Feed Ontario – Paul Mistele Award, FFCO Champion Award)
  - Launch of the newest edition of *The Real Dirt on Farming* magazine
  - Interactive opportunities for virtual networking and celebration!

# Sponsorship: 3 ways to get involved

## BE PART OF THE EVENT

Receive brand recognition as a main player in bringing this event to life! Logo placement and links to your brand website included in registration marketing materials, day-of event in rotating slide show, recognition by our Emcee and in follow-up email to participants and FFCO Newsletter feature.

### **Guest Experience Sponsor –\$5000**

Additional recognition opportunity – bring greetings to guests live on the day of the event and/or host a specific element of the evening program.

Receive 5 Gala-in-a-box packages with beer tasting expansion packs\* to be delivered to your organization or 5 individual addresses at no extra cost!

### **Gala champion (Logo Recognition)- \$250**

Purchase your Gala-in-a-box packages\* to make up a table and add logo recognition within the Gala program and FFCO Newsletter feature. Packages can be delivered to your organization or individual addresses at no extra cost!

Cash Sponsorship Deadline: October 19, 2020

Guest Package Registration Deadline: October 23, 2020

\*Each package serves up to 2 people



## DELIVER THE EXPERIENCE

Help get the Gala boxes into the hands of our guests by sponsorship of the delivery experience! Logo placement and links to your brands website included on registration and marketing materials, in packaging and Gala-box elements, day-of rotating slide show and FFCO Newsletter feature.

### **Delivery Sponsor - \$2500 + in kind**

Receive recognition in customized Gala-in-a-box packaging materials “this box brought to you by...” and by providing theme appropriate swag items to be included in guest packages.

Receive 2 Gala-in-a-box packages with beer tasting expansion packs\* to be delivered to your organization or 2 individual addresses at no extra cost!

Cash Sponsorship Deadline: October 19, 2020

### **Swag Sponsor – \$1000 + in kind**

Sponsor elements of the swag package by supporting the purchase of all-Ontario snack and/or drink items to be included as part of guest packages. Logo recognition on sponsored item and/or in packaging.

### **Wholesale Product Partner and In Kind Donor**

Provide in-kind product donations or wholesale or discounted pricing and let us find a co-branding sponsor to bring your products to our guests in our customized swag packages. Priorities for this category are all-Ontario snack items to be included as "appetizers" for our event and include in the box.

Product delivery deadline - October 16, 2020

\*Each package serves up to 2 people



## Sponsorship: 3 ways to get involved

### HIGHLIGHT THE BEAUTY OF YOUR LOCAL COMMUNITY!

Show our guests an all-Ontario experience they'll remember. Our fundraising program for the event will include an online silent auction featuring a range of Ontario Tourism packages and experiences that we hope will inspire guests to explore the beauty of their own back yard. All proceeds will support the important public trust building work of Farm & Food Care Ontario.

We are seeking in-kind donations and cash sponsorships towards Ontario Tourism packages or elements to feature in our printed auction catalogue and online in our live silent auction.

Logo and brand recognition in our auction catalogue and on our auction site as well as day-of event scrolling slide show and in our FFCO Newsletter feature.

**Tourism Package Cash or in-kind Sponsorship**  
– Value of partnership variable



### We look forward to connecting with you!

For more information, to activate your sponsorship or to customize a sponsorship package contact Alicia Becker at [alicia@farmfoodcare.org](mailto:alicia@farmfoodcare.org) or by calling 519-242-5986

November 14  
5:00 PM to 8:00 PM

Registration begins  
September 21st at  
[FarmFoodCareON.org](http://FarmFoodCareON.org)

