

BREAKFAST FROM THE FARM

LONDON- OCTOBER 2, 2021



THE EXPERIENCE:

Saturday, October 2nd, 2021 from 9 a.m. - 1 p.m. Breakfast from the Farm drive-through event, open to 800 ticket holders.



On-site displays of farm equipment and other signage and “booths” along the drive-through route will feature opportunities for ag-education from the safety of vehicles.



Attendees will receive a gift bag, featuring ingredients to help them prepare an all-Ontario family breakfast from their homes! These bags will also feature a copy of *The Real Dirt on Farming* publication, sponsor swag and ag-education resources.



In celebration of Ontario Agriculture Week (October 4-10), in the week following the event, attendees will be invited to take part in a series of LIVE virtual farm tours featuring farms from the community.

HOSTED BY: FARM & FOOD CARE ONTARIO IN PARTNERSHIP WITH THE WESTERN FAIR DISTRICT

Farm & Food Care Ontario (FFCO) is a registered Canadian charity and whole-sector coalition made up of representatives from all farming types and associated businesses and positions itself as the helpful expert on Ontario agriculture. Farm & Food Care Ontario brings farmers, agricultural professionals, related businesses, government organizations and other groups together with a mandate to build public trust in food and farming in Ontario and across Canada.

The Western Fair District (WFD) is a multi-faceted, not-for-profit, Agricultural Society, based in the heart of London, Ontario. WFD is a member-driven organization supported by an extensive group of volunteers and staff. Through its programming and facilities, it is a leading year-round agriculture, entertainment, commercial, sports and recreation destination for residents of the city of London and far beyond, anchored by its signature event, the annual Western Fair.

MARKETING & REACH

FFCO leverages Facebook, Twitter, and Instagram reaching over 30,000 followers, community event channels and a network of strong local agri-food champions to help spread the word about these events. Additional targeted promotions will also be put in place to boost registration.

OPPORTUNITIES TO GET INVOLVED

Cash Partnership:

This event is made possible by sponsors and partners who believe in the value of investing in their local community, and support these local initiatives. Demonstrate your support of food and farming in your local community and be recognized in our digital and on-site marketing!

\$5000 - GUARDIAN LEVEL PARTNERSHIP

- Opportunity to suggest featured farmers/growers for week-of LIVE Virtual Farm tours.
- Logo placement on video content streamed on multiple platforms (Facebook/YouTube).
- Prominent brand representation in all event marketing materials.
- Virtual exhibitor booth, including logo placement, opportunity to share video links, PDF resources, links to consumer-facing websites/draws/surveys.
- Opportunity to explore an on-site drive-through booth/activation with an ag-education focus.
- Sponsored product/organization information featured in breakfast bag
- Logo representation included on event-day signage.
- Acknowledgment through FFCO website and annual report.
- Social media recognition up to three times prior to, during and following the event.

\$2500 - ADVOCATE LEVEL PARTNERSHIP

- Brand representation in all event marketing materials.
- Virtual exhibitor booth, including logo placement, opportunity to share video, PDF handouts, links to consumer-facing websites/draws/surveys.
- Opportunity to explore an on-site drive-through booth/activation with an ag-education focus.
- Sponsored product/organization information featured in breakfast bag.
- Brand representation in on-site event-day signage.
- Acknowledgment through FFCO website and annual report.
- Social media recognition up to two times prior to, during and following the event.



OPPORTUNITIES TO GET INVOLVED

\$1000 – LEADER LEVEL PARTNERSHIP

- Brand representation in all event marketing materials.
- Virtual exhibitor booth, including logo placement, opportunity to share video, PDF handouts, links to consumer facing websites/draws/surveys.
- Visual representation in on-site event-day signage.
- Acknowledgement through FFCO website and annual report.
- Social Media recognition via one post prior to or during the event.

\$500 – COLLABORATOR LEVEL PARTNERSHIP

- Named recognition of support in event marketing materials on-site event-day signage and through FFCO website and annual report.

In-kind donations of goods and services to support the event will be recognized at their equivalent cash values.

\$200- PURCHASE A SET OF TICKETS TO SHARE WITH YOUR CLIENTS OR STAKEHOLDERS!

- Receive a custom code, valid for 10 general tickets that can be used towards any available timeslot.
- Tickets are per car and include:
 - Over \$50 of Made-in-Ontario breakfast ingredients including pancake mix, eggs, maple syrup, milk, butter and more! (contactless pick-up)
 - A drive-through event featuring farm equipment, farm animals and more chances to win prizes
 - Access to five virtual tours of Ottawa-area farms
 - The chance to WIN local prize packages!

PARTNERSHIP DEADLINE: SEPTEMBER 22, 2021

For more information contact Alicia Becker alicia@farmfoodcare.org,
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