



# BREAKFAST FROM THE FARM

## PARIS FAIRGROUNDS- JUNE 4

### THE EXPERIENCE

Saturday, June 4th, 2022 from 9 a.m. – 2 p.m. Breakfast from the Farm drive-through event, open to 500+ ticket holders.

In this “reverse parade” event format on-site displays of farm equipment and livestock, local farmer volunteers and “farm-facts” educational signage along the drive-through route will allow guests to learn about what they are seeing and what’s happening on farms in their community from the experts – Ontario farmers!

Attendees will receive a shopping bag filled with locally made and grown ingredients, like: pancake mix, maple syrup, eggs, dairy, produce and more!

BONUS content – We’ll be hosting virtual farm tours LIVE from Paris area farms that week!

### HOSTED BY: FARM & FOOD CARE ONTARIO IN PARTNERSHIP WITH THE PARIS AGRICULTURAL SOCIETY

**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 Paris Agricultural Society’s** mission is to promote and conserve agriculture throughout the County of Brant and surrounding areas through our annual fair and provide facilities to enrich the health and education of the community as a whole.

### MARKETING & REACH

FFCO leverages Facebook, Twitter, 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.



# OPPORTUNITIES TO GET INVOLVED

## SUPPORT THE EVENT!

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

- Nominate farmers or operations to be part of FFCO's week-of LIVE Virtual Farm tours.
- Your logo featured in primary placement on event marketing, day-of signage, and digital post-event communications to attendees.
- Access to co-branded partner promotional graphics to be shared on consumer facing platforms.
- 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.
- Acknowledgement through FFCO website and annual report.
- Social media recognition up to three times prior to, during and following the event.

### \$2500 – ADVOCATE LEVEL PARTNERSHIP

- Your logo featured on event marketing materials, day of signage and digital post-event communications to attendees.
- 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.
- Acknowledgement 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

- Your name on event marketing materials, day of signage and digital post-event communications to attendees.
- Opportunity to explore an on-site drive through booth/activation with an ag-education focus.
- 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.**

**Purchase a set of tickets** and bring your community to the event! We'll create a unique promotional code for your guests to register FREE! Cost – \$20/ticket Purchase Deadline: May 16, 2021

Partnership deadline: May 25, 2022

For more information or to be part of Breakfast from the Farm contact us at [events@farmfoodcare.org](mailto:events@farmfoodcare.org) or call 519-837-1326

