

CARVING NICHE

GROWING THE GRASS FED BEEF MARKET

Dear Supporter,

I am writing to let you know about opportunities for partnership and sponsorship with "*Carving our Niche: Growing the Grass Fed Beef Market.*"

This one-day conference will be taking place on February 24th, 2014, from 9am to 5pm at the Black Creek Conference Centre in Toronto. The purpose of the conference is to discuss and share ideas regarding the production, marketing, promotion, and sale of grass fed beef in Ontario, with the goal of scaling up the sector to meet market demands. We are bringing together stakeholders from across the value chain to focus on the major challenges and key issues affecting the industry and to collaborate on effective solutions. Our expected 120 attendees will consist of chefs, producers, processors, distributors, retailers and other experienced professionals.

The hope is that this event will provide the foundation for other similar events in the future. The budget is minimal and dependent almost entirely on funding from government and private organizations. We are requesting both advisory and financial support to assist with the costs and planning of the conference, including paying for speakers (many of whom are farmers) from across the province to attend, some hospitality expenses, as well as administrative costs and staffing.

Here are the details about partnership, sponsorship, and trade show exhibitor opportunities.

Planning Partner

Partners with this conference will:

- Promote the event through their networks.
- Send and pay for a minimum of 1 delegate from their organization to attend.
- Provide feedback and advice about the conference program.
- Have their logo displayed on all conference promotional materials.
- Receive a discounted rate for an exhibitor booth.



Conference Sponsor

\$100: Trade show booth, 1 ticket to the conference, logo prominently displayed on all conference materials (print and digital)

\$500: Trade show booth, 2 tickets to the conference, logo prominently displayed on all conference materials (print and digital)

\$1,000: Trade show booth, 3 tickets to the conference, opportunity for speaker timeslot, logo prominently displayed on all conference materials

Product donations to be showcased at lunch or at the cooking demonstration are also welcome.

Trade Show Exhibitor

- Fee is \$75 for the day (Planning Partners are eligible for a discounted rate)
- Booths are standard 6' x 8' with one table provided
- All exhibitors will be acknowledged in printed program and on conference website

With actors from across the grass fed beef value chain in attendance, this conference will provide a place for building new relationships, exploring new opportunities, and setting a foundation for future conversations.

Please be in touch if you are considering any of these opportunities for involvement or with any other questions about the conference. You can find more information at www.sustainontario.com/carving-our-niche.

I look forward to hearing from you,

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