



The Canadian agri-food industry has a unique opportunity to shine globally, when Canada hosts the International Federation of Agricultural Journalists (IFAJ) annual conference in September 2011, in Guelph and Niagara regions of Ontario.

As sponsorship chair for the IFAJ 2011 event – themed “**Experience New World Agriculture**” – I’m asking your company to consider supporting the conference with one of several sponsorship opportunities, outlined later in this letter.

IFAJ is the professional organization for agricultural journalists and communicators in democratic countries around the globe. It comprises 30 member countries, representing more than 3,000 members. The organizing committee for IFAJ 2011 anticipates attendance of up to 250 delegates in Canada.

This event offers a number of benefits to sponsors.

1. **Unique opportunity for Ontario to host the world.** This is truly a “once in a career” event. When the IFAJ conference comes to Canada in 2011, it will be only the second time in history Canada has hosted this international congress. The first event was held more than 40 years ago in conjunction with EXPO '67 in Montreal. After the 2011 event, it may not return to Canadian soil in our professional lifetime.
2. **Unprecedented opportunity to showcase Canadian agriculture and food.** With the conference based in Guelph and Niagara regions of Ontario, we know the Ontario agriculture sector will receive exceptional profile in all conference events.
3. **Experience Ontario agri-food innovations and accomplishments.** A full day-and-a-half of the three-day conference is dedicated to touring Ontario farms and agribusinesses. We’ll be sharing our pride when we showcase farms, wineries, business ventures and value-added food operations.
4. **Tell stories about Canada around the world.** IFAJ congresses are working events, attracting the top agricultural journalists from around the world with an appetite for good stories. We are providing the fodder and connections for print and broadcast media from up to 30 countries that embrace freedom of the press.
5. **Position Canada in the global agricultural economy.** As a major exporting nation, Canada has important stories to tell a global audience about agricultural and food issues. Decision makers and opinion leaders will have the opportunity to explain Canada’s side of internationally significant stories.





The conference is less than two years away, and plans are well underway with an organizing committee that includes Canadian Farm Writers' Federation (CFWF) members from across Canada. CFWF is the national organizations for agricultural communicators in Canada. We hope to secure the majority of sponsors during 2010, recognizing that spreading sponsorship over more than one budget year may be an attractive option. Payment schedules, as part of a sponsorship agreement, will be developed to reflect suitable timelines for the sponsor.

The IFAJ 2011 is unlike any other event in Canada, and offers a unique opportunity for all of Canadian agriculture to host an international delegation of agricultural journalists and showcase the best that Canada has to offer. On behalf of the IFAJ 2011 organizing committee, I'm asking for your support and look forward to the opportunity to discuss these sponsor opportunities in the near future.

Best regards,

Jane Robinson
Sponsorship Chair
IFAJ 2011 Organizing Committee
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Encl.





**IFAJ 2011 Annual Congress “Experience New World Agriculture”
September 14 – 18, 2011
Guelph and Niagara Region, Ontario**

Draft Agenda (*as of March 2010*)

DATE (location)	ACTIVITY
Monday, September 13	Delegates start arriving in Guelph
Tuesday, September 14 <i>(Guelph and area)</i>	IFAJ executive meeting IFAJ committee meetings Optional day trips – Canada’s Outdoor Farm Show; destinations in Toronto
Wednesday, September 15 <i>(Guelph)</i>	Morning: IFAJ delegate meeting Afternoon: Introduction to Canadian agriculture and issues Evening: Welcome to Canada event
Thursday, September 16 <i>(around the province)</i>	Tours Three tours (approximately 100 people each) head to three different regions of the province, each ending up on a Great Lake (Ontario, Erie and Huron) visiting representative agricultural operations and businesses along the way. Each tour overnights in different areas of the province – Chatham area, Belleville area and Grand Bend area
Friday, September 17 <i>(around the province and Niagara Falls)</i>	Tours and Niagara Falls The three tours continue, making their way to Niagara Falls by late afternoon Evening: Event for all delegates in Niagara region
Saturday, September 18 <i>(Niagara Falls)</i>	Morning: Professional development workshops Afternoon: Free time in Niagara Falls Evening: Finale event
Sunday, September 19	Delegates depart – home or optional post-congress tour(s)

www.ifaj2011.com

Conference Co-Chairs:

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About IFAJ

IFAJ gives agricultural journalists and communicators a platform for professional development and international networking. IFAJ is a non-political, not-for-profit professional association with membership covering 30 countries that embrace freedom of the press. IFAJ serves current members and reaches out to new member countries in South America, Asia and developing nations.

Agriculture is an evolving industry that provides the most basic needs – food, fibre and energy - for a growing population. In many parts of the world farmers play a key role in populating and maintaining the countryside. Providing helpful information to the world's farmers, as well as reporting new trends to consumers, is critical to the future of the planet.

The world's agricultural media – in newspapers, magazines, radio, broadcast and Internet – report on dozens of issues daily, weekly and monthly:

- Local production, marketing practices and farm profitability
- Biofuel, globalization and world markets
- Trade and farm policy issues
- The increasing need to drive down costs and lift production
- Consumer pressure for safe food and sustainable production practices
- New technologies and best practices
- The challenge to feed the world's poor
- Better environmental sustainability

From Africa to America, from Europe to Japan, the members of IFAJ are professionals whose mission is to tell the world about agriculture. They are journalists, editors, photographers, designers and communicators involved in national associations of agricultural communicators in the free world. Their audiences are farmers, consumers, and everyone in between.

The IFAJ is volunteer organization lead by elected leaders. Members in each affiliated country are represented by an individual who serves on the IFAJ executive committee. This leadership group meets twice a year to conduct IFAJ business and formulate policy for its members. A part-time executive secretary helps facilitate the organization's work.





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Sponsorship Opportunities

Sponsor Level	Opportunities	Details
Platinum \$40,000 Sector Exclusivity Three Opportunities <i>ONE CONFIRMED – Crop Protection Sector</i>	<ul style="list-style-type: none"> • Opening Reception (Guelph) • Friday Evening (Niagara Falls) • Saturday Banquet (Niagara Falls) 	<ul style="list-style-type: none"> • Exclusive premier event sponsorship • Exclusive sector sponsor • Presentation speaker on sector at Wednesday’s “Introduction to Canada” event • Opportunity for remarks during sponsored event on Canadian agricultural news • Company recognition during event (signage, PPT logo, program, welcome remarks) • Colour logo on all promotional material and signage including website (with link to corporate site) • Two full-page colour ads in official program • Three free registrations (excluding hotel)
Gold \$25,000 Five Exclusive Opportunities <i>ONE CONFIRMED</i>	<ul style="list-style-type: none"> • Hospitality Suite • Saturday Speakers Program • Thursday/Friday Tours (3) 	<ul style="list-style-type: none"> • Exclusive event sponsorship • Opportunity for remarks during sponsored event on Canadian agricultural news • Company recognition during event (signage, PPT logo, program, welcome remarks) • Colour logo on all promotional material and signage including website (with link to corporate site) • One full-page colour ad in official program • Two free registrations (excluding hotel)





Experience New World Agriculture

<p>Silver \$10,000 Three Exclusive Opportunities</p>	<ul style="list-style-type: none"> • Airport Shuttle Service • Wednesday Lunch • Saturday Lunch 	<ul style="list-style-type: none"> • Meal or transportation sponsorship • Opportunity for corporate material distributed during sponsored event • Company recognition during event (signage, PPT logo, program, welcome remarks) • Colour logo on all promotional material and signage including website (with link to corporate site) • Half-page colour ad in official program • One free registrations (excluding hotel)
<p>Bronze \$7,500 Three Exclusive Opportunities</p>	<ul style="list-style-type: none"> • Wednesday Breakfast • Thursday Breakfast • Saturday Breakfast 	<ul style="list-style-type: none"> • Meal sponsorship • Opportunity for corporate material distributed during sponsored event • Company recognition at sponsored event (signage) • Colour logo on all promotional material and signage including website (with link to corporate site) • Quarter-page colour ad in official program
<p>Friends \$1,500 - \$5,000</p>	<ul style="list-style-type: none"> • Joint Breakfast (with another Friends sponsor) • Wednesday Nutrition Breaks • Saturday Nutrition Breaks • Friday Tour Snacks 	<ul style="list-style-type: none"> • Meal or general sponsorship • Company recognition during event (signage) • Company listing in official program • Company listing in all promotional material and signage including website (with link to corporate site)

Sponsorship Chair:

Jane Robinson

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