



Canada's Outstanding  
Young Farmers  
Jeunes agriculteurs  
d'élite du Canada

## Sponsorship Benefit Programs

### National Sponsor (\$30,000)

COYF is offering sponsorship for the national program as well as the National Event.

As a National Sponsor, your organization will have many opportunities to exchange farm innovation ideas with the industry's emerging leaders – honourees, alumni and other influential attendees.

- Your alignment with Canada's Outstanding Young Farmers (COYF) demonstrates your strong commitment to the future of the agriculture industry and support of innovative and sustainable businesses.
- National sponsors receive recognition at both the national and regional events – both of which are excellent networking opportunities with honourees and alumni.
- Your organization will be recognized as one that sees the importance of agriculture to the Canadian economy. Members of COYF's average yearly gross revenue is over five times the Canadian average yearly gross farm revenue.

We would ask for a minimum three-year commitment of your sponsorship.

### Participation and Networking Opportunities:

- Invited to attend annual national event as well as seven regional events to meet with the innovative and young agriculture industry people (OYF ALUMNI)
- The program may be able to offer the following opportunities:
  - o Focus group with Honourees
  - o Participation in the forum as a panellist
  - o Sponsor tour stop on the Alumni bus trip
  - o Classroom-style presentation to the Alumni
  - o Share webinars with alumni
- Participation in the nomination process
- Opportunity to sit on the National Executive Board of Directors

### Marketing opportunities provided:

- Full-page colour ad in official program booklet (used at National Event and throughout the year in the regions) <https://oyfcanada.com/wp-content/uploads/2024/12/2024-Final-Program-Booklet.pdf>
- Quarter-page ad in OYF newsletter published 3 times per year and sent to all Alumni and Sponsors across Canada. <https://oyfcanada.com/wp-content/uploads/2025/01/Jan-2025-newsletter.pdf>
- Recognition in all press releases(11)
- Recognition on the OYF website <https://oyfcanada.com/language/en/>
- Recognition in all COYF audio/video productions <https://oyfcanada.com/language/en/videos-national/>
- Recognition on all COYF social media channels (**Facebook:** Canada's Outstanding Young Farmers **Instagram:** @canadaoyf **LinkedIn** @COYF)
- High profile recognition at the National Event
- Recognized at National Event Gala Reception and Banquet
- Recognition/display in National event hotel lobby & hospitality suite
- Opportunity to include brochures and/or promotional materials in registration kit for all National Event attendees

COYF will provide an annual Review/economic impact of the program

### Participation at Annual National Event:

- 2 complimentary registrations for the National Event
- 2 additional tickets to the Gala Banquet (4 in total)
- Attendance at Forum, Honouree Presentations and Hospitality Suite
- Hotel accommodation (two rooms - single or double occupancy) for duration of the National Event.  
In lieu of hotel rooms, you can receive 4 additional gala tickets
- Opportunity to be on stage when National Awards are presented to the two winning participants
- Speaking opportunity sometime during Friday National Event.

### Regional Events:

- Year-round recognition at Regional Events
- Invitation to attend Regional Events

### Expectations of the sponsors:

- Assist in finding regional nominees with documentation provided by COYF
- Participation in COYF program both nationally and regionally
- Leverage your sponsorship with COYF program whenever possible within your organization.

## **National Media Sponsor: (minimum \$30,000 in kind)**

As the National Media Sponsor, your organization will have many opportunities to exchange farm innovation ideas with the industry's emerging leaders – honourees, alumni and other influential attendees.

- Your alignment with Canada's Outstanding Young Farmers (COYF) demonstrates your strong commitment to the future of the agriculture industry and support of innovative and sustainable businesses.
- As National Media Sponsor your organization will receive recognition at both the national and regional events – both of which are excellent networking opportunities with honourees and alumni.
- Your organization will be recognized as one that values the farming industry and realizes its importance within the Canadian economy.

#### **Participation and Networking Opportunities:**

- Invited to attend honouree presentations
- Speaking opportunity at one meal during the National Event
- Participation in the nomination process

#### **Marketing benefits:**

- Full-page Black & White ad in official program booklet (used at National Event and throughout the year in the regions)
- Recognition in all press releases and on the OYF website
- High profile recognition at the National Event
- Recognized at National Gala Reception and Banquet
- Logo on National function tickets
- Recognition/display in National event hotel lobby
- Recognized in hospitality suite
- Opportunity to include brochures and/or promotional materials in registration kit for all National Event attendees

#### **National Event:**

- 2 complimentary tickets to the Awards Banquet
- Attendance at Forum, Honouree Presentations and Hospitality Suite
- Opportunity to be on stage when National Awards are presented to the two winning participants
- Speaking opportunity at one meal function during event

#### **Regional Events:**

- Year-round recognition at all Regional Events
- Invitation to attend all seven Regional Events

#### **Expectations:**

- Pledge to find regional nominees
- Your participation in COYF program both nationally and regionally

- Leverage your sponsorship with COYF program

## **National Supporter (donates \$10,000 in kind support/cash combination)**

As a National Supporter, your organization will have the opportunity to exchange farm innovation ideas with the industry's emerging leaders – honourees, alumni and other influential attendees.

- Your alignment with Canada's Outstanding Young Farmers (COYF) demonstrates your strong commitment to the future of the agriculture industry and support of innovative and sustainable businesses.
- National supporters receive recognition at both the national and regional events – both of which are excellent networking opportunities with honourees and alumni.
- Your organization will be recognized as one that values the farming industry and realizes its importance within the Canadian economy.

### **Participation and Networking Opportunities:**

- Invited to attend honouree presentations
- Participation in the nomination process

### **Marketing benefits:**

- Full-page Black & White ad in official program booklet (used at National Event and throughout the year in the regions)
- Recognition in all press releases and on the OYF website
- High profile recognition at the National Event
- Recognized at National Gala Reception and Banquet
- Recognition/display in National event hotel lobby
- Recognized in hospitality suite
- Opportunity to include brochures and/or promotional materials in registration kit for all National Event attendees

### **National Event:**

- 2 tickets to the Awards Banquet
- Attendance at Forum, Honouree Presentations and Hospitality Suite

### **Regional Events:**

- Year-round recognition at all Regional Events
- Invitation to attend all seven Regional Events

### Expectations:

- Pledge to find regional nominees
- Your participation in COYF program both nationally and regionally
- Leverage your sponsorship with COYF program

## National Event Sponsorship

National Event Sponsors support Canada's Outstanding Young Farmers (COYF) by funding specific elements of the National event held each year in different locations across Canada. There are many alternative options available that will give your organization the opportunity to be a part of Canada's premier National Event.

## Regional Event Sponsorship

- Organizations can associate their businesses with excellence in agriculture by becoming a regional event sponsor
- Regional event sponsors demonstrate a commitment to raising the profile of Canadian agriculture by recognizing the leaders within their farming community
- As a regional sponsor you can tap into the knowledge of the most innovative, creative and effective growers in their communities and regions across Canada
- Participating in the current dialogue within the agriculture industry will keep your organization up-to-date on the most innovative farming practices
- Increase your company's profile with sponsoring a regional event
- Leverage your company or association with Canada's Outstanding Young Farmers program

As each region has their own unique sponsorship program, please contact the regional chairperson in each region as listed on [www.oyfcanada.com](http://www.oyfcanada.com)