



FARMING SMARTER



We change the way people farm

FUEL AG INNOVATION



SPONSOR OPPORTUNITIES

WE CHANGE THE WAY PEOPLE FARM

Farming Smarter **bridges people with ideas, conducts practical research, and shares unbiased knowledge & results** with farmers and agronomists.

We have income generating programs that provide cash to leverage in grant applications. However, as a registered Canadian charity & non-profit association, we depend on grants, sponsorship, and donations.

Rest assured Farming Smarter keeps contributions in southern Alberta. You can help us do amazing things that benefit you and our community!



BUILDING AND INSPIRING A CULTURE OF INNOVATION IN WESTERN CANADIAN AGRICULTURE



Farming Smarter exists to drive agriculture innovation at the farm level. We attract a community of passionate innovators and provide **agronomic testing, scientific knowledge, and the right connections** for them to succeed.

Innovation drives us, not profit. This makes us a trusted source for **regional adaptation of profitable and resilient crops, cropping systems and agronomic practices**. Farming Smarter instills a culture of innovation and takes a bottom-up approach that is gritty, practical, and achievable. As a flexible and responsive organization, we take chances, break the rules, and encourage failure so we can learn. We adapt and excel at innovation development and adoption. This is crucial to keep farmers competitive and viable in a complex and dynamic environment.

Innovators can rest easy knowing we scan the world for new and old ideas that may apply locally. When they turn to us, they are confident our information is grounded and relevant. We love agriculture and offer our community **informative, safe, and enjoyable experiences**. They feel part of a diverse community who enjoy learning, networking, and bouncing ideas off each other.

Innovation is hard and about long-term results. We invite anyone interested in agriculture innovation to work with us and together we can **change the way people farm**.

OUR TEAM

Farming Smarter succeeds because our team brings **knowledge, skills, and personalities** to all we do! A team of 10 full-time staff with diverse educations and backgrounds push the organization forward. We keep in constant touch with the southern Alberta agriculture community including fellow researchers. We take a global perspective and bring it to our local audience. We're a tight knit group that enjoys **working together, solving problems, and sharing laughs**.

Farming Smarter works with the post-secondary institutions that train our next generation of agriculture specialists. We consult with instructors, have impact into curriculum and **hire students as research technicians**.



▶ OUR PROGRAMS



AGRONOMY RESEARCH PROGRAM

We change the way people farm through experimentation and collaboration

We deliver high quality, impactful & innovative agricultural research for western Canadian farmers. This program leverages grants to deliver unbiased, science-based, and relevant knowledge from small plot research to drive innovation at the farm-level.

A typical year sees 30-50 trials in thousands of plots in three different areas of southern Alberta. **We are experts and leaders in the adoption of novel and high-value specialty crops in western Canada.** Hemp, quinoa, grain corn, sugar beets, and winter crops such as lentils, peas, durum, oats etc. are some of the most recent examples.

Its focus is agronomic management of crop production systems in southern Alberta. **We evaluate and expand upon agronomic best management practices for established and novel crops.** Our focus areas include how crop management practices affect soil health, carbon sequestration, nutrient use efficiency, and soil erosion.



KNOWLEDGE AND NETWORK PROGRAM

We change the way people farm with enriching and interactive learning experiences

Tap into the largest network of crop producers in southern Alberta. It is a large audience made up of people and farms in search of excellence through steady innovation. This network feeds back into our research projects through **dialogue at events, one-on-one conversations, and activities that lead to bridge building between people.**

This program reaches 1,000 people face to face each year through events and over 2,000 monthly with digital newsletters. Our team uses every available communication technology and tactic to keep everyone engaged in vibrant conversations. **Our website information portal opens a world of opportunity to all our followers.** Our site draws traffic from around the world to read, listen, and watch. Visitors sign up for live and virtual events and find local experts that open the door to explore innovation.

FUEL AG INNOVATION

FIELD TESTED PROGRAM

We change the way people farm through grounded on-farm innovation

Bring us your idea to benefit crop production in southern Alberta and we'll help you take that idea to the finish line. We have the **equipment, expertise, and attention to detail** to get a product or practice proven in the fields and showcased to farmers and agronomists making crop production decisions. The program has a network of 30 active fields and a collective that seeks innovation at the farm level.

The program uses plot and on-farm research – **design, implementation, consultation, and data analysis** - to assure regional adaptation and adoption led by local involvement. It is a practical application of science to solve problems & grab opportunities within the industry.



COMMERCIAL INNOVATION PROGRAM

We change the way people farm with unbiased trusted results

Farming Smarter generates income by offering an unbiased, third-party, research service. We test for product registration, variety suitability, pest management, PGRs, fertility products and agronomic practices.

We have over a decade of experience delivering 75 - 100 trials/year to 20 - 25 companies per year from small plot and field scale trials, including trials with proprietary information requirements.

Customer satisfaction is our main priority, and we follow the direction of each client regarding processes, data collection/analysis and reports to meet client objectives.

FUEL AG INNOVATION

SHINE A SPOTLIGHT ON YOUR BUSINESS

Reach the agriculture-focused audience in southern Alberta and beyond!

Farming Smarter is smack-dab in the middle of southern Alberta's food hub comprised of more than **1.5 million acres** of irrigated land, **4,470 farms** and more than **65 specialty crops** grown here (Canada's Premier Food Corridor). Agriculture is more than a career at Farming Smarter and for those involved in the farming community. **It is a way of life.** A way of life that depends year-to-year on crops that produce, crops that fight drought, and crops that resist the constant presence of pesky pests.

Farming Smarter helps farms advance by taking the risk out of an innovative concept or idea through on-the-ground research. Rather than a farmer gambling on the unknown, our teams **investigate, verify and adapt** agronomic practices until we prove them viable. The agriculture community in Alberta, Canada and across the globe rely on Farming Smarter to deliver **solid, unbiased information.**

Because we are not a government agency, we strive to be a critical supplier of knowledge and research by accessing **grants, sponsorship, and donations.** But it is a scramble every year because new challenges come along that need specialized research.

Yes, we are a research and learning association, but in reality, we are in the business of sustaining farmers and food supply. **There are multiple ways you can support this vital agricultural association.**

- Donate cash or a gift in-kind and receive a tax receipt.
- Donate land, products or services and select the benefit that suits you from the options below.
- Be an event sponsor and engage with an audience of farmers, agronomists and industry leaders eager to discover new insights.
- Promote your brand on our popular newsletters, videos and media platforms that reach thousands across Canada's agricultural sector.

► YOUR CHOICE

Choose how you interact with the industry that drives food security and sustainability beyond southern Alberta. At Farming Smarter, we believe in partnerships and win-win situations. **Please contact us to create a custom package specifically for your needs.**

Speak to a Farming Smarter representative and discuss how we can work together for mutual benefit. We are an innovation driver in all ways including working with partners to lift your profile on our rising tide. **Tell us what you need.**



Call Farming Smarter 403-317-0022

YOUR OPTIONS

▶ EVENT PRESENCE

These key events draw people from all areas of the agri-food sector. You can become involved by purchasing an annual all-event pass that includes events listed below. We find most of our supporters select the annual event option as it offers a cost saving.

- Annual all-event pass (**includes all individual events** listed below) **\$925/each**
Individual events:
 - Farming Smarter conference & Trade show **\$250/person**
 - Digital Pesticide Applicator Workshops (2) **\$150/person/per workshop**
 - Farming Smarter Field School (2) **\$150/person/per day**
 - Pop-up events as scheduled
- Multiple annual all-event passes **\$850/each**
- Trade show booth (Conference or Field School) **\$900/each**
- Field School large outdoor booth **\$850/each**

Watch farmingsmarter.com/events to see pop-up events or to register for any event.

▶ EVENT SENSATION

Reach people where they're happiest - at the table! Our farmer events bring together around **100 local farmers, agronomists, and industry delegates**, offering a great opportunity to connect in a relaxed atmosphere over stimulating conversations and great food.

The meal sponsorships include prominent placement of **stand-up banners and offering gratitude** before a meal. We also invite you to provide a **small, branded gift** for delegates.

- Buy everyone a superb lunch at one event **\$7,500**
- Buy everyone breakfast at the conference **\$5,000**
- Buy coffee & snacks for one event day **\$3,000**
- Deliver us 4,000 branded 500ml bottles of water by June 1 to distribute at summer events

▶ ADVERTISE ME

Farming Smarter creates a lot of content and uses every channel available to **put research supported information in front of farmers and agronomists** who need it. If you want that audience to also see your brand, consider one of these ways to advertise with us.

▶ DO IT IN PERSON

This is an effective recognition opportunity to showcase your brand in front of people attending our learning events.

- **Sign on our Fence of Fame** **\$750**
Over 2,000 people will see your 4-foot x 4-foot logo prominently displayed on the fence surrounding our visitor welcome area for all outdoor events. You supply us the sign, we supply the eyeballs.

► DO IT IN VIDEO

Farming Smarter produces hundreds of videos each year. We film every speaker at every event as a separate video, weekly Plot Shot updates from the field May - September, and topic specific videos as needed. **We post all videos on our website, our YouTube channel, and share on social media as they release.**

EVENT VIDEOS

Event videos include conference speaker videos, Field School speaker videos, and Pesticide Applicator Workshop presentation videos.

- **Speaker sponsor** **\$3,000**
Sponsor one speaker at a public event, introduce the speaker at the event, submit a 10 second video ad for us to play on the speaker video when released. Bonus: display your logo on the agenda beside the speaker's name/topic.
- **Event day videos logo placement** **\$5,000 per event day**
Your logo goes at the beginning of every speaker video from one day of one event before we release them on YouTube.

SEASONAL PLOT SHOT VIDEOS

Sponsor one speaker at a public event. We place your logo on the agenda next to the speaker's name. You introduce the speaker at the event. Submit a 10-second video ad and we will add it to the speaker video before posting to YouTube. Approximately 20 videos per season.

- **Plot Shot videos logo** **\$10,000**
Place your logo at the beginning of every Plot Shot video for one season.
- **Plot Shot videos ad** **\$20,000**
Submit a 10-second video ad for us to play on each Plot Shot for one season. Option to change ad once a month.

► DO IT IN PRINT

- **Magazine ad**
Farming Smarter magazine publishes in March & November of each year. It reaches **14,000 readers** across Manitoba, Saskatchewan and Alberta inside The Western Producer.
 - Advertorial (500 words & 1 photo) **\$2500**
 - Inside back or front & outside back **\$2000**
 - Full page **\$1750**
 - Half page **\$1250**

**Ask about our 2'fer deal!*

► DO IT IN ONLINE

- **E-newsletter content/ad**
We have two monthly email lists. Our paid subscriber list is approximate 75 people intent on learning with us as research projects progress and pay for the chance to be the first to know everything. **Our subscribed email list is free and has about 2,200 people from all over the country** keeping an eye on what we're doing.

Ad files should come to us at 1200x675px in png or similar format.

News bites should come as text not over 400 words with a photo.

- One ad or news bite in both newsletters **\$650**
- One paid subscriber email ad or news bite **\$500**
- One free subscriber email ad or news bite **\$250**

Farming Smarter appreciates the many sponsors and donors who partner with us to grow farm resilience.



To learn more about what we can grow together visit farmingsmarter.com