



FARMING
SMARTER

We change the way people farm



FUELING AG INNOVATION



2024/2025 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.

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.

CORNERSTONE SPONSORSHIP



With your financial help, we will continue to advance agriculture innovation in southern Alberta through **locally relevant research projects and learning opportunities/resources**. We bring the agriculture community together at events where people share ideas and discuss priorities. Our events and our digital platforms offer great opportunities for you to **connect with our audience and gain brand awareness**. These packages offer substantial discounts for your marketing budget.

We know there are many demands for financial support. We hope our values can align with yours to change the way people farm in a way that helps the industry prosper.

PLATINUM \$25,000 RECOGNITION

- 6 event passes for each event
- Lunch sponsor for 3 in person event days
- Title sponsor for one digital event (Pesticide Applicator Workshop)
- Trade show booth at Farming Smarter Conference & Field School
- Banner in Farming Smarter e-news and event notices

GOLD \$20,000 RECOGNITION

- 5 event passes per event
- Lunch sponsor for one in person event day
- Beer or coffee sponsor for 2 days
- Title sponsor for one digital event (Pesticide Applicator Workshop)
- Trade show booth at Farming Smarter Conference & Field School
- Banner in Farming Smarter e-news and event notices

SILVER \$15,000 RECOGNITION

- 4 event passes per event
- Breakfast sponsor for one day of conference
- Three Topic/Speaker session sponsorships
- Trade show booth at Farming Smarter Conference & Field School
- Banner in Farming Smarter e-news and event notices



FUELING AG INNOVATION

▶ FACE TO FACE EVENT SPONSORSHIPS



Our Knowledge & Network events offer you great **access to leading edge thinkers** in an atmosphere of sharing ideas with minds wide open. People come to learn, explore and network, so take advantage of this time to **stand out among the crowd**.

- ▶ **FARMING SMARTER CONFERENCE & TRADE SHOW**
- ▶ **FARMING SMARTER FIELD SCHOOL**
- ▶ **ALBERTA OPEN FARM DAYS**

TRADE SHOW BOOTHS

You have two opportunities to engage directly with our audience in 2024. Our annual conference & trade show in February and our annual Field School in June. These events provide space to set up a booth for two days and talk to participants during long breaks. These are significantly different events from each other, and both offer unique opportunities.

MARKETING PERKS: COMPANY LOGO

- On website event post
- In event email notices
- On slide show during break (conference only)

CONFERENCE & TRADE SHOW

Our conference takes place indoors in an intimate setting with lots of opportunities to interact with participants and have your brand displayed prominently. Add to your presence with one of the additional sponsorships for food, beverages, or speakers.

\$1,000 INCLUDES

- 1 event pass
- 10' x 10' exhibitor booth
- Standard booth skirted table with 2 chairs
- Wi-Fi & power

FIELD SCHOOL

This event takes place outside at our research farm with room for expansive displays of equipment or demonstrations. The agenda includes lots of opportunities to interact with participants and have your brand displayed prominently. Add to your presence with one of the additional sponsorships for food, beverages, or speakers.

LARGE OUTDOOR: \$850

- 1 event pass
- 35x35' Space for outdoor exhibits
- 8 ft table with 2 chairs – optional

MAIN TENT: \$1,000

- 1 event pass
- 10x10' space
- 8 ft table with 2 chairs – optional
- Wi-Fi



WE CHANGE THE WAY PEOPLE FARM



▶ **ADD TO YOUR TRADE SHOW PRESENCE WITH ONE OF THE ADDITIONAL SPONSORSHIPS FOR FOOD, BEVERAGES, OR SPEAKERS.**

BREAKFAST (FARMING SMARTER CONFERENCE ONLY)

\$5,000

- 2 event passes
- You offer a few words of gratitude before the meal
- Your logo displayed on main screens
- Prominently placed sponsor-supplied banner or signage
- Prominently placed 3' x 2' logo sign
- Your logo on starting banner of conference videos
- Logo on digital and print conference agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship

They say, "breakfast is the most important meal of the day."

Be important to our conference goers by supplying that all important meal!

LUNCH

\$7,500

- 4 event passes
- You offer a few words of gratitude before the meal
- Your logo displayed on main screens
- Prominently placed sponsor-supplied banner or signage
- Prominently placed 3' x 2' logo sign
- Your logo on starting banner of videos
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship

You know the saying, "The way to a person's heart is through their stomach." Win all the hearts by buying them lunch!

NETWORK SESSION HOST

\$5,000

- 2 event passes
- Your logo displayed on main screens
- Prominently placed sponsor-supplied banner or signage
- Prominently placed 3' x 2' logo sign
- Your logo on starting banner of videos
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship

Marketing expert Porter Gale says, "Your network is your net worth."

Host the portion of the day devoted to doing business by sharing stories and laughs.



COFFEE SUPREME

\$3,000

- 2 event passes
- Your brand/logo displayed during breaks
- Sponsor-supplied banner or signage at each station
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails

Ahhh, coffee... "If it wasn't for coffee, I'd have no discernible personality at all." David Letterman.

Bring personality to our event! You buy coffee, tea, juice, and pop for one day.

JOHN BEERE SPONSOR (FIELD SCHOOL)

\$3,000

Take this exclusive opportunity to fill our John Beere for lunch refreshment and win accolades from all present!

- 2 event passes
- Verbal recognition during event
- Sponsor-supplied banner or signage in prominent location
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails



SESSION/SPEAKER SPONSOR

\$2,000

- 1 event pass
- You introduce speaker or verbal recognition by emcee
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post

Pick one of our amazing speakers or session/topics to highlight your organization.

FUELING AG INNOVATION

▶ ALBERTA OPEN FARM DAY OPPORTUNITIES



This is a not-for-profit agriculture advocacy event. Alberta Open Farm Days (OFD) is a **provincial initiative that connects farms to the greater community**. Farming Smarter hosts a large event at our research farm that sits on the eastern edge of Lethbridge. Our event **attracts over 300 people each year**.

We invite other non-profit and ag industry ambassadors to set up booths and create a **festive learning environment for visitors**. This is a labor intensive event for all involved and we appreciate any contribution to ease the costs.

LEARNING CENTRE SPONSORSHIP

\$1,500

Learning Centres grab attention as key learning areas for OFD visitors. Bring a minimum 20x20 tent (branded optional). These centers focus learning on a specific topic such as

- Agronomy – how to grow crops
- Equipment – what equipment does a farmer need
- Inputs – awareness of role, cost, and concentration of various inputs
- Community – weaving all aspects of the community together
- Sweet Spot – wheat & sugar beets make people smile with candy & baked goods
- Finance – financial tools farm families need
- Farm Animals – petting zoo & 4H clubs

Recognition

- Prominent visibility on site
- Scavenger hunt learning outcome location
- Opportunity to connect one-on-one with participants
- Logo on map/agenda in both digital and print
- Customized social media post recognizing your sponsorship
- Recognized for sponsorship in event promo emails
- Hyperlinked logo (you choose) on the Farming Smarter website event post

WAGON SPONSORSHIP

\$2,500

Wagon rides take people on a morning or afternoon crop tour

- Banner/sign on sides of trailer
- Opportunity to connect with all participants during the ride
- Customized social media post recognizing your sponsorship
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Sponsor-supplied branded water in cooler on trailer
- Logo on map/agenda in both digital and print

EVENT SUPPORTER

\$500

Provide in-kind or cash support for this important initiative

- Set up an interactive learning booth (this can be in-kind for non-profit groups)
- Hyperlinked logo (you choose) on the Farming Smarter website event post

OFD Pledge \$ any amount Small donations have an interesting way of adding up. Help us cover labour and supplies! Visit the get involved page of our website farmingsmarter.com or call 403-317-0022 to donate.

VIRTUAL EVENT POTENTIAL



March Pesticide Applicator Workshop

TITLE SPONSOR

\$5,000

- 5 event registrations
- Logo on the agenda (digital)
- Your logo on starting banner of event videos
- Verbal recognition during event
- Recognized for sponsorship in event promo emails
- Custom social media post recognizing sponsorship
- Your brand/logo highlighted on screen in cycle during breaks
- Hyperlinked recognition on the Farming Smarter website event post

SESSION/SPEAKER SPONSOR

\$2,000

- 2 event registrations
- You may introduce speaker or verbal recognition by event emcee
- Hyperlinked logo on the Farming Smarter website event post
- Logo on digital agendas

DIGITAL EVENT SPONSOR

\$1,000

- 1 event registration
- Hyperlinked logo on the Farming Smarter website event post
- Your brand/logo highlighted on screen in cycle during breaks
- Your logo on starting banner of event videos





AGRONOMY BATTLES SPONSORSHIPS

▼
BOW ISLAND
NOVEMBER 19, 2025

▼
TABER
NOVEMBER 26, 2025

▼
ENCHANT
DECEMBER 3, 2025

LUNCH

\$2,500

- 4 event passes
- You offer a few words of gratitude before the meal
- Prominently placed sponsor-supplied banner or signage
- Logo on screen during breaks
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship

COFFEE SUPREME

\$1,000

- 2 event passes
- Your brand/logo displayed during breaks
- Sponsor-supplied banner or signage at each station
- Logo on screen during breaks
- Logo on digital and print agendas
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails

BOOTH

\$500

- 1 event pass
- 8 ft table
- Hyperlinked logo (you choose) on the Farming Smarter website event post



FUELING AG INNOVATION

▶ SMART PARTNER PROGRAM

PROGRAM SUPPORTER

\$5,000

You choose to support Farming Smarter in a way that best fits your values, interests, and ability.

As a working research farm and knowledge & network hub, Farming Smarter needs a variety of supports. We ask that Program Supporters donate any combination from the list below that can add up to \$5000/year. In return, we tap you into our network of paid subscribers and public following.

Potential Donations

- Cash
- Services
- Land & buildings
- Field research partners
- Crop inputs (fertilizer, chemical, seed)
- Fuel
- Equipment – irrigation, transportation, tools
- Vehicles
- Event Venues
- Event door prizes
- Event catering
- Event beverages
- Event snacks

Recognition

- One Trade Show booth at each of the conference and Field School
- Logo on all event videos starting banners
- One free pass to each event in 2025
- Exclusive to Smart Partners 4x4 ft sign on Fence of Fame
- One free ad in enews - subscriber & public - partner choice of month to run
- Linked listing on the Smart Partner Program webpage
- Listing on center page spread of spring magazine
- Inclusion in Agronomy Smarts sales brochure



SUBSCRIBER STIMULUS

Farming Smarter sells subscriptions to southern Alberta's farmers and agronomists determined to stay ahead of the pack by following current research from an unbiased and trusted source.

Support this initiative by offering products and services exclusively to our subscribers. Please budget to provide the offer to 100 subscribers.

Smart subscribers get event passes and the most current information – that is on-going research results with weekly and seasonal updates from our project trials. They value the learning and credential support they get through this program. They receive access to an online learning classroom, recent videos, twice weekly news bulletins and monthly news roundup email.

Subscriber stimulus examples

- High quality/desirable items (branded)
- Free or discounted product or service
- Memorable experience or activity
- Event or learning opportunity

Contact Claudette, 403-359-4471
claudette@farmingsmarter.com for more information.



2025 EVENT SCHEDULE

JUNE 25 & 26

Farming Smarter Field School

JULY 16

Summer Field Tour

AUGUST 16

Alberta Open Farm Days

AGRONOMY BATTLES

November 19, Bow Island

Nov 26, Taber

Dec 3, Enchant



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