



*Growing Together:  
Celebrating 30 Years of Uniting an Industry*

## **2025 CAAR CONNECT CONVENTION SPONSORSHIP PACKAGE**

NOVEMBER 18 – 20 | SHERATON CAVALIER | SASKATOON, SK

Contact:

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## **SPONSORSHIP OPPORTUNITIES**

### **PRESENTING SPONSOR: \$30,000**

#### **Exclusive opportunity to be the overall sponsor of the 2025 CAAR Connect Convention**

*Benefits & recognition include:*

- Company name and logo on all convention marketing materials with recognition as presenting sponsor, including all print and digital communication.
- Event signage: Logo on event print and digital signage, including main stage.
- Verbal recognition: Acknowledgement as presenting sponsor during the convention.
- Opportunity to speak and do an introduction during the opening of the convention.
- Three full convention registrations.
- Complimentary Cruise & Connect table in prime location.
- Reserved table at CAAR 30<sup>th</sup> Anniversary Gala and Science of the Six Pack event.
- Full page ad in convention program.
- Full page ad in the CAAR Communicator magazine.
- Social Media: Featured as presenting sponsor with three dedicated posts/video interview.
- Sponsor Video/Feature: Opportunity to play company video during the convention.
- CAAR Network: One company spotlight in bi-weekly newsletter.
- Opportunity to provide promotional item or materials to all delegates.

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### **30<sup>th</sup> ANNIVERSARY SPONSOR - \$20,000**

#### **Exclusive opportunity to sponsor the CAAR 30<sup>th</sup> Anniversary Gala**

*Benefits & recognition include:*

- Company name and logo on screen during 30<sup>th</sup> Anniversary Gala and on gala menu.
- Event signage: Logo on onsite event print and digital signage, including main stage.
- Verbal recognition: Acknowledged as CAAR 30<sup>th</sup> Anniversary Gala sponsor during event.
- Opportunity to speak during the CAAR 30<sup>th</sup> Anniversary Gala.
- Two full convention registrations.
- Complimentary Cruise & Connect table.
- Reserved table at CAAR 30<sup>th</sup> Anniversary Gala.
- Half page ad in convention program.
- Company name and logo in sponsor ad in CAAR Communicator.
- Social Media: Featured as banquet sponsor with two dedicated posts/video interview.
- Sponsor Video/Feature: Opportunity to play company video during banquet.
- CAAR Network: One company spotlight in bi-weekly newsletter.
- Opportunity to provide promotional item or materials to all delegates.

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### **CELEBRATION SPONSOR - \$15,000**

#### **Exclusive opportunity to sponsor the Science of the Six Pack opening reception**

*Benefits & recognition include:*

- Company name and logo on screen during Science of the Six Pack reception.
  - Event signage: Logo on onsite event print and digital signage, including main stage.
  - Verbal recognition: Acknowledgement as Science of the Six Pack sponsor.
  - Opportunity to speak during the Science of the Six Pack reception.
  - Two full convention registrations.
  - Complimentary Cruise & Connect table.
  - Reserved table at Science of the Six Pack reception.
  - Company name and logo in sponsor ad in CAAR Communicator
  - Social Media: Two dedicated posts and video interview as Science of the Six Pack sponsor.
  - Sponsor Video/Feature: Opportunity to play company video at Science of the Six Pack.
  - CAAR Network: One company spotlight in bi-weekly newsletter.
  - Opportunity to provide promotional item or materials to all delegates.
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## LEGACY SPONSOR - \$10,000

### Exclusive opportunity to sponsor one of the following:

1. Happy Hour reception prior to 30<sup>th</sup> Anniversary Banquet.
2. Speaker sponsor
3. 30<sup>th</sup> anniversary gift
4. Lunch – Wednesday
5. CAAR Awards

#### *Benefits & recognition include:*

- Company name and logo on screen during event, if applicable.
- Event signage: Logo on onsite event print and digital signage.
- Company name and logo in all electronic promotion of CAAR Convention.
- Verbal recognition: Acknowledgement as sponsor during applicable event.
- One full convention registration.
- Quarter page ad in convention program.
- Company name and logo in sponsor ad in CAAR Communicator.
- Social Media: Featured as convention sponsor with one dedicated post/video interview.
- CAAR Network: One company spotlight in bi-weekly newsletter.

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## CONNECT SPONSOR - \$7,500

### Opportunity to sponsor one of the following items:

1. Breakfast (Two opportunities - Wednesday or Thursday)
2. Networking breaks (Two opportunities – ~~Wednesday morning~~ **(SOLD)** or afternoon)
3. Lanyards
4. Convention WIFI with custom access

#### *Benefits & recognition include:*

- Event signage: Logo on onsite event print and digital signage.
- Company name and logo in all electronic promotion of CAAR Convention.
- Verbal recognition: Acknowledgement as sponsor during event.
- Introduction opportunity during sponsored session if applicable.
- Name and logo on sponsored item, if applicable.
- Company name and logo in sponsor ad in CAAR Communicator
- Social Media: Featured as convention sponsor with one dedicated post.

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## MILESTONE SPONSOR - \$5,000

### Opportunity to sponsor one of the following items:

1. Charging stations
2. ~~Hotel key cards~~ **(SOLD)**
3. 30<sup>th</sup> Anniversary Gala wine sponsor

#### *Benefits & recognition include:*

- Event signage: Logo on onsite event print and digital signage.
  - Company name and logo in all electronic promotion of CAAR Convention.
  - Company name and logo in sponsor ad in CAAR Communicator.
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## **OTHER OPPORTUNITIES**

### **CRUISE & CONNECT TABLE - \$2,000 for Members / \$3,000 for Non-Members**

Do you want to connect with CAAR retailer members? Network directly with key ag retailers and showcase your company at your own branded Cruise & Connect table!

Exhibitors will have an exclusive opportunity to promote their business and engage directly with convention delegates at their own branded Cruise & Connect table. The Cruise & Connect tables will be promoted and open during the Science of the Six Pack opening reception Tuesday evening, the breaks on Wednesday and the Happy Hour prior to the 30<sup>th</sup> Anniversary Gala on Wednesday evening.

It's an opportunity to talk one-on-one with current and potential customers and suppliers with a dedicated space that's exclusive to you!

**INCLUDES:**

- **Dedicated Display Space:** Cocktail table and two stools in prominent location during Science of the Six Pack Opening Reception and Happy Hour reception, with ability to display banner and marketing materials.
- **Convention Registration:** One full convention registration.
- **Logo Recognition:** Logo placement on screen during Science of the Six Pack and Happy Hour events.
- **Email and social media:** Pre-convention email to delegates promoting Cruise & Connect exhibitors.

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### **UNITE | EDUCATE | ADVOCATE - LIVE AUCTION**

Looking for another way to get involved in the CAAR Convention? Donate an item or a prize package for our live auction and help support our education and training initiatives!

The money raised from the live auction will help CAAR build and develop a comprehensive training hub to educate and equip agronomists to be farmers' trusted advisors. Donations of all types and sizes are welcome – from bulk product to fun prize packages that can be bid on by all attendees. Donors will be recognized on screen during the live auction and in pre-convention emails promoting the event.

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**For more details or  
to secure your sponsorship,  
please contact:**

**Tracey Shelton, Convention Manager**  
**tracey@caar.org | 204.995.2102**