



2026 CAAR CONNECT CONVENTION SPONSORSHIP PACKAGE

NOVEMBER 17 – 19
HOTEL SASKATCHEWAN
REGINA, SK

Contact:

Tracey Shelton, Convention Manager

tracey@caar.org

204.995.2102

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$30,000

Exclusive opportunity to be the overall sponsor of the 2026 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.
- 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 Gala and Sip Saskatchewan welcome reception.
- Full page ad in convention program.
- Social Media: Featured as presenting sponsor with three dedicated posts/video interview.
- Sponsor Video: Opportunity to play company-supplied video during the convention.
- CAAR Communicator: One company spotlight in monthly e-newsletter.
- Opportunity to provide promotional item or materials to all delegates.

DIAMOND SPONSOR - \$20,000

Exclusive opportunity to sponsor the CAAR Connect Convention Gala

Benefits & recognition include:

- Company name and logo on screen during convention gala and on gala menu.
- Event signage: Logo on onsite event print and digital signage.
- Verbal recognition: Acknowledged as CAAR Convention gala sponsor during event.
- Opportunity to bring greetings during the CAAR Gala.
- Two full convention registrations.
- Complimentary Cruise & Connect table.
- Reserved table at CAAR Gala.
- Half page ad in convention program.
- Social Media: Featured as banquet sponsor with two dedicated posts/video interview.
- Sponsor Video/Feature: Opportunity to play company-supplied video during banquet.
- CAAR Communicator: One company spotlight in monthly e-newsletter.
- Opportunity to provide promotional item or materials to all delegates.

PLATINUM SPONSOR - \$15,000

Exclusive opportunity to sponsor the Sip Saskatchewan welcome reception

Benefits & recognition include:

- Company name and logo on screen during Sip Saskatchewan welcome reception.
 - Event signage: Logo on onsite event print and digital signage.
 - Verbal recognition: Acknowledgement as Sip Saskatchewan sponsor.
 - Opportunity to speak during the Sip Saskatchewan welcome reception.
 - Two full convention registrations.
 - Complimentary Cruise & Connect table.
 - Reserved table at Sip Saskatchewan welcome reception.
 - Social Media: Two dedicated posts and video interview as the Sip Saskatchewan welcome reception sponsor.
 - Sponsor Video/Feature: Opportunity to play company-supplied video at the Sip Saskatchewan welcome reception.
 - CAAR Communicator: One company spotlight in monthly e-newsletter.
 - Opportunity to provide promotional item or materials to all delegates.
-

GOLD SPONSOR - \$10,000

Exclusive opportunity to sponsor one of the following:

1. Happy Hour reception prior to CAAR Convention Gala.
2. Speaker sponsor
3. Lunch – Wednesday
4. Auction

Benefits & recognition include:

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

SILVER SPONSOR - \$7,500

Opportunity to sponsor one of the following items:

1. Breakfast (Two opportunities - Wednesday or Thursday)
2. Lanyards
3. Convention WIFI with custom access

Benefits & recognition include:

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

BRONZE SPONSOR - \$5,000

Opportunity to sponsor one of the following items:

1. Networking breaks (Wednesday morning or afternoon/Thursday morning)
2. Charging stations
3. Hotel key cards
4. Gala wine sponsor
5. Photo booth sponsor

Benefits & recognition include:

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

OTHER OPPORTUNITIES

CRUISE & CONNECT TABLE

Display table: \$2,500 for Members / \$3,500 for Non-Members

Cocktail 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 Sip Saskatchewan welcome reception Tuesday evening, the breaks on Wednesday and Thursday morning, and the Happy Hour prior to the 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 OR display table in prominent location during Sip Saskatchewan welcome reception and Happy Hour reception, with ability to display marketing materials.
- **Convention Registration:** One full convention registration.
- **Logo Recognition:** Logo placement on screen during Sip Saskatchewan and Happy Hour events.
- **Email and social media:** Pre-convention email to delegates promoting Cruise & Connect exhibitors.

UNITE | EDUCATE | ADVOCATE - LIVE AUCTION DONATIONS

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.

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

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