

CANADIAN AGRI-FOOD IN A RISKY WORLD

Oct. 1 & 2, 2025 | OTTAWA

***CONFERENCE SPONSORSHIP
OPPORTUNITIES***

Why Sponsor?



The agriculture and agri-food sector has always faced risk from weather, markets, and value-chain disruptions, but those risks appear to be coming faster and more furiously. While optimism is a vital component of the sector's success, there is a need for a heavy dose of realism in an increasingly complex and changing world.

A clear strategy is critical to ensure the sector reaches its full potential by managing those risks, tackling the challenges and seizing the opportunities ahead.

CAP I's third annual **Exchange** conference, **Canadian Agri-Food in a Risky World**, will engage agri-food leaders to consider the risks facing the sector and discuss their impact on Canada's future agri-food policies. The conference includes a mix of networking opportunities, informative panels, and interactive workshops to foster dialogue on the need to think differently about agriculture policy and risk and consider whether a new approach is needed.

Delegates are expected from federal and provincial governments, farm groups, industry associations, businesses, civil society, and more.



The Canadian Agri-Food Policy Institute (CAP I) is Canada's agri-food policy think tank. CAP I is a neutral venue to convene agri-food leaders to come together, share insights and advance ideas on emerging issues facing this important sector. CAP I works with public and private partners to advance policy solutions together to meet the growing needs of consumers in Canada and around the world through a more resilient, sustainable, productive, competitive, and profitable agri-food system.



Since 2020, an unprecedented private-public coalition has been engaged in a unique collaboration to define how the sustainability of Canada's agri-food sector ought to be measured. The coalition produced Canada's first agri-food sustainability index in 2023, the National Index on Agri-Food Performance, and in 2024 formalized the coalition by establishing the Centre for Agri-Food Benchmarking to improve the Index, promote its use and broaden outreach. The Centre intends to be recognized as the authority for benchmarking Canada's agri-food sustainability outcomes

Sponsorship Opportunities

Presenting Sponsor

\$25,000 | EXCLUSIVE | 1 AVAILABLE

- Opportunity to provide remarks on Day 1 and Day 2 of the conference
- Introduce a keynote speaker (Day 1 or Day 2 to be confirmed)
- Engage with CAPI in pre and post event communications (reports, podcast episode, etc.)
- Recognition of sponsorship by conference MC
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 6 participants
- 4 invitations to welcome dinner for speakers and sponsors (Sep. 30)

Lunch Sponsor

\$15,000 | EXCLUSIVE | 2 AVAILABLE

Lunch each day, each with exclusive sponsorship

- Opportunity to provide remarks prior to lunch
- Ability to display promotional material around lunch buffet tables*
- Recognition of sponsorship by conference MC
- Recognition of lunch sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 4 participants
- 2 invitations to welcome dinner for speakers and sponsors (Sep. 30)

Reception Sponsor

\$9,500 | EXCLUSIVE | 1 AVAILABLE

- Opportunity to deliver remarks at reception
- Recognition of sponsorship by conference MC
- Recognition of reception sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 2 participants
- 2 invitations to welcome dinner for speakers and sponsors (Sep. 30)

For more information, contact: Bree Jones, Director, Partnerships and Business Development at jonesb@capi-icpa.ca

*Subject to Event Manager approval. Sponsor to set up.

Sponsorship Opportunities

Welcome Dinner Sponsor

\$7,500 | EXCLUSIVE | 1 AVAILABLE

- Opportunity to deliver remarks at an **exclusive dinner for speakers and sponsors**
- Recognition of sponsorship during dinner and event
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 2 participants
- 2 invitations to welcome dinner for speakers and sponsors (Sep. 30)

Keynote Sponsor

\$7,500 | EXCLUSIVE | 1 AVAILABLE

- Opportunity to introduce keynote speaker
- Recognition of sponsorship by conference MC
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 2 participants
- 2 invitations to welcome dinner for speakers and sponsors (Sep. 30)

Workshop Sponsor

\$6,500 | EXCLUSIVE | 2 AVAILABLE

Multiple sessions, each with exclusive sponsorship

- Ability to display logo on screen during introduction of guests
- Recognition of sponsorship by conference MC
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event reports
- Admission for 1 participant
- 1 invitation to welcome dinner for speakers and sponsors (Sep. 30)

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Sponsorship Opportunities

Fireside Chat or Panel Sponsor

\$5,000 | EXCLUSIVE | 7 AVAILABLE

Multiple sessions, each with exclusive sponsorship

- Ability to display logo on screen during introduction of guests
- Recognition of sponsorship by conference MC
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings etc.
- Admission for 1 participant
- 1 invitation to welcome dinner for speakers and sponsors (Sep. 30)

Networking Break Sponsor

\$5,000 | EXCLUSIVE | 4 AVAILABLE

Multiple breaks, each with exclusive sponsorship

- Ability to display promotional material in conference venue (1 - 2 pop up banners)
- Recognition of sponsorship by conference MC
- Recognition of sponsorship on social media and promotion of the event
- Logo in program, all promotional material and onscreen during event
- Recognition in post event communications such as reports, recordings, etc.
- Admission for 1 participant
- 1 invitation to welcome dinner for speakers and sponsors (Sep. 30)

Conference Supporter

\$3,000 | MULTIPLE AVAILABLE

- Logo in program, all promotional material and onscreen during event
- Recognition of sponsorship by conference MC
- 1 invitation to welcome dinner for speakers and sponsors (Sep. 30)

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