

The background of the entire page is a photograph of a rural landscape. In the foreground, there are several large, cylindrical hay bales scattered across a green field. In the background, there is a line of trees under a clear sky. The overall tone is natural and agricultural.

2027

ORGANIC ALBERTA **CONFERENCE & TRADE SHOW**

MARCH 4 & 5
LACOMBE MEMORIAL
CENTRE

organic[®]
ALBERTA

Sponsorship Proposal



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ABOUT THE CONFERENCE TEAM



Organic Alberta represents, supports, and advances Alberta's organic community, including over 603 certified organic operations. We promote the organic brand, support producers, improve production practices, and foster business development, guided by the principles of health, ecology, fairness, and care.

The Organic Alberta Conference & Trade Show brings together hundreds of producers, processors, and agricultural professionals for networking, learning, and showcasing sustainable and organic agriculture.

The first section of this Sponsorship Kit outlines opportunities to support Alberta's organic and farm-direct food organizations. By sponsoring, your company will connect with engaged producers and industry leaders, raise visibility, and demonstrate commitment to a sustainable future for Alberta agriculture.



ABOUT THE EVENT

March 4th & 5th at the Lacombe Memorial Centre

Each year, the Organic Alberta Conference and Trade Show is where Alberta's producers, processors, and agricultural professionals come together to connect, learn, and grow. This dynamic two-day event celebrates both innovation and community, bringing together local voices and global ideas to strengthen Alberta's organic movement.

The 2027 conference will feature:

- Hundreds of attendees from across Alberta and beyond
- Organic, in-transition, and conventional farmers exploring sustainable and regenerative practices
- Agritourism operators and farm-direct producers sharing insights on on-farm experiences, direct-to-consumer sales, and rural tourism
- Key industry leaders, researchers, and innovators presenting practical solutions and new ideas
- Dozens of exhibitors and sponsors showcasing the best in organic production, agritourism services, and local food entrepreneurship

This is where connections are made, ideas spark action, and your brand becomes part of the story shaping the future of food and farming in Alberta.

As a sponsor, your business will be front and center with the people driving growth and innovation across Alberta's organic, farm-direct, and agritourism sectors, while supporting a truly local celebration of sustainability, community, and connection.

Event Highlights

Alberta's largest gathering of organic producers, agritourism operators, and farm-direct businesses

Proven and practical information for organic and regenerative farmers (including grain, livestock, and horticulture)

Inspiring keynote speakers, technical sessions, and farmer-to-farmer learning

Vibrant trade show featuring suppliers serving organic, farm-direct, and agritourism markets

New opportunities and leads to grow your business and your impact

WHY SPONSOR?

This year's conference is all about strengthening Alberta's organic agriculture sector, agritourism, and the farms that bring people together through food, community, and connection. The 2027 Organic Alberta Conference & Trade Show gathers farmers, agritourism operators, processors, retailers, and partners who believe that community roots create lasting growth.

By sponsoring this event, your organization helps build a stronger organic and agritourism network across Alberta, while showcasing your commitment to resilience and rural development. You'll gain:

- **MEANINGFUL VISIBILITY** among leaders in organic agriculture, farm-direct sales, and agritourism.
- **GENUINE CONNECTIONS** with producers, buyers, and community members who care about organic food and who are strengthening farm businesses and rural communities through tourism.
- **RECOGNITION AND REACH** through marketing, websites, and communications.
- **DIRECT ENGAGEMENT** with your target audience of producers, agricultural professionals, and decision-makers
- **A PLATFORM** to demonstrate leadership in organic, climate resilient, regenerative practices, farm-direct food culture, and rural economic growth.
- **OPPORTUNITIES TO BUILD TRUST** and relationships that last well beyond the event

***“We love supporting the conference!
Great exposure and meaningful connections”
- Friend of the Organic Alberta Conference***



80% of Organic Alberta sponsors renew sponsorship the following year



Your brand featured across conference materials, signage, and session stages.



90% of attendees said they met someone who could be a partner or resource going forward

TRADE SHOW ONLY

We're pleased to offer a dedicated trade show-only package for exhibitors who want to connect directly with producers without participating in the full conference sponsorship program. This option provides affordable, targeted access to attendees, including a booth space in our trade show area and valuable opportunities for face-to-face engagement throughout the event. It's an ideal choice for organizations looking to maintain a strong presence while keeping budgets streamlined.

Nonprofit Trade Show Booth **\$500**

The nonprofit trade show booth offers a chance to share your mission with conference attendees who care about community-driven change. Includes one trade show booth, giving your team a space to connect with attendees and showcase your initiatives.

Trade Show Booth **\$850**

Showcase your business to an engaged audience of producers, buyers, and industry leaders from across Alberta's organic sector. This option includes one trade show booth and one complimentary delegate registration, offering valuable exposure and networking opportunities to help grow your reach in the organic market.



SPONSORSHIP OPPORTUNITIES

Legacy Sponsor

\$6,000

Legacy Sponsors receive top-tier recognition as champions of Alberta's organic and farm-direct sectors. Enjoy premium logo placement, a top-tier acknowledgment in the trade show and event partner guide, four delegate registrations, and two adjoining booths in a prime trade show location. Additional perks include on-stage gala recognition, co-branded promotions, a featured sponsor profile and video interview, plus post-conference exposure through a highlight reel and live podcast or keynote interview opportunity.

Harvest Sponsor

\$4,000

Our most popular package, Harvest Sponsors get prominent logo placement on all materials, a prominent acknowledgment in the trade show and event partner guide, three complimentary delegate registrations, and one trade show booth. Sponsors can introduce a session or speaker, receive pre- and post-event recognition, a social media spotlight, and a pre-conference podcast acknowledgment.

Growth Sponsor

\$2,500

Growth Sponsors strengthen connections across Alberta's organic and farm-direct sectors. Your medium logo will appear on the Organic Alberta and AFFPA websites, signage, and marketing materials. Includes two complimentary delegate registrations, one trade show booth, verbal recognition during opening remarks, and mention in event emails.

Seed Sponsor

\$1,500

Ideal for small businesses and startups, the Seed Sponsor tier helps you grow your presence in Alberta's organic and farm-direct communities. Your logo will appear on the event website and signage, accompanied by a social media thank-you post, one complimentary delegate registration, and one trade show booth to showcase your brand.

SPONSORSHIP BENEFITS AT A GLANCE

<i>Feature</i>	<i>Seed Sponsor \$1,500</i>	<i>Growth Sponsor \$2,500</i>	<i>Harvest Sponsor \$4,000</i>	<i>Legacy Sponsor \$6,000</i>
<i>Tradeshow Booth</i>	✓	✓	✓	✓ Premium Placement (Two Booths)
<i>Delegate Registration</i>	✓ One	✓ Two	✓ Three	✓ Four
<i>Logo Placement</i>	✓ Website & Signage	✓ Medium Visibility	✓ Prominent Visibility	✓ Top-Tier Placement
<i>Promotional Opportunities</i>	✓ Social Media Thank You	✓ Pre- and Post-Event Mentions (Social & Email)	✓ Sponsor Spotlight & Pre- and Post-Event Features	✓ Co-branded Promotion (Web, Social, Email), Highlight Reel, Sponsor Profile & Video
<i>Speaking Opportunities</i>		✓ Verbal Recognition at Opening Remarks	✓ Introduce a Session or Speaker	✓ On-Stage Recognition and Speaking Opportunity During Gala Dinner
<i>Trade Show & Event Partner Guide</i>			✓ Prominent Visibility	✓ Top-Tier Placement
<i>Media Opportunities</i>			✓ Pre-Conference Podcast Feature	✓ Live Podcast Interview Feature with Keynote



FOOD SPONSORSHIP OPPORTUNITIES

Banquet Dinner Sponsor

\$3,000

Celebrate Alberta's organic and farm-direct community as our Banquet Dinner Sponsor. Your brand will be featured on buffet tables, on stage during dinner, and recognized by the emcee, with additional visibility on Organic Alberta and AFFPA websites and social media platforms, highlighting your support for local food and connection.

Lunch Sponsor

\$2,000

Bring attendees together over lunch as our Lunch Sponsor. Your signage will appear on buffet tables and on stage, with emcee recognition and exposure on the conference website and social media, showcasing your commitment to local community and connection.

Session Sponsor

\$1,000

Support learning and leadership in Alberta's organic and farm-direct sectors as a Session Sponsor. Your signage will be displayed in session rooms, with emcee recognition and logo placement online, keeping your brand visible to engaged attendees while reinforcing your local support.

Snack or Coffee Sponsor

\$500

Keep attendees energized as our Snack or Coffee Sponsor. Your signage will appear on snack or coffee tables, with recognition on the website and social media, a simple way to share in the local hospitality that fuels conversation.

In-Kind Sponsor

CONTACT US

Show your support for Alberta's organic community through in-kind food contributions. Your support not only raises your brand's visibility but also showcases the very best of local organic production to key industry stakeholders.

NEXT STEPS

SPONSORSHIP FORM

1

Complete the sponsorship form at the bottom of the page linked above

2

Send us your logo (.png or .jpg) for promotions

3

Send us your payment

- E-Transfer: info@organicalberta.org
- Cheque: PO Box 57055, Jasper Gate, Edmonton AB, T5P 0K7

QUESTIONS?

Thank you for your interest in sponsoring our upcoming Conference & Trade Show! We're excited about the possibility of partnering with you and helping you connect with growers, processors, and industry leaders across the organic sector.

Please contact us if you have any questions!

📞 780-807-5992

conference@organicalberta.org