



THE CANADIAN CENTRE FOR
FOOD INTEGRITY



2019
CANADIAN
PUBLIC TRUST
Summit
**From Insights...
to Actions**

THE CANADIAN CENTRE FOR FOOD INTEGRITY is Canada's leader in food system trust collaboration. We bring together the diversity of today's food system – from farmers, ranchers and food companies, restaurants, retailers and food processors to governments, universities and non-governmental organizations.

FARM & FOOD CARE SASKATCHEWAN supports farmers and food partners working together to build consumer trust and public confidence in Saskatchewan food production. We help connect consumers to food and farming. FFCSK is an amplifier for public trust initiatives in the Province of Saskatchewan.

Together, we bring you the 2019 Canadian Public Trust Summit; a forum for building relationships and learning more about how to engage and build trust in our food system together. It is an exciting and unique opportunity to network with leaders from across supply chains and across the country, who are equally passionate about earning trust in our food.

**Join us and help make this dynamic program
come to life in Saskatoon, Saskatchewan!**



From Insights...to Actions

Co-Hosted by The Canadian Centre for Food Integrity and Farm & Food Care Saskatchewan

DATE: November 13-14, 2019

**LOCATION: Delta Hotels by Marriott
Saskatoon Downtown**

November 13: Morning program

- Registration
- **Release of the 2019 Canadian CFI Public Trust Research**
- **Keynote:** *Defying the Limits of Transparency, Trust and Collaboration* by Dr. Dave Williams – Astronaut/ Author

November 13: Afternoon program

- **Keynote:** *Elevating Canada's Place within the Global Food Economy* by Dr. Evan Fraser – Arrell Food Institute, University of Guelph.
- Navigating the Media Panel

November 13: Evening program

- Networking Reception
- **Canadian Food Celebration & Award Gala:**
CCFI Dinner Bell Award
FFC SK Food and Farming Champion Award

November 14: Morning program

Breakout Sessions: Workshops and toolkits

- Navigating Modern Media: Tips for successfully engaging media in 2020 and beyond.
- Collaboration: Moving from concept to working reality.
- Connecting with Values: Jobs to be done using CCFI Research.
- Dealing with Tough Topics: Questions you hope you're never asked.

Who will be there?

The entire supply chain will be represented with thought leaders and decision makers from farm, processors, government, academia, retailers and foodservice from coast to coast. Food influencers such as chefs and dietitians, media and food bloggers will also join in.

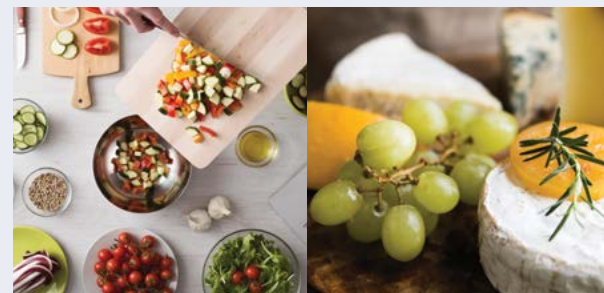
Book your sponsorship package today!



Arnie Strub
arnie@foodintegrity.ca
519.265.4234 x 224



Clinton Monchuk
clinton@farmfoodcaresk.org
306.341.4750



2019

2019 Summit Sponsorship Opportunities

Why invest in the Public Trust Summit?

As a sponsor of the 2019 Public Trust Summit, you demonstrate your commitment to building trust and confidence in Canada's food system. You will reach and gain profile with hundreds of key leaders and decision-makers. Sponsoring this Summit will elevate your company's profile among major food sector leaders in Canada.

- **Speak and Engage** – share insights with audience and engage delegates
- **Network** – Connect and build new partnerships
- **Inspire**– Demonstrate your leadership and inspire the audience with your corporate vision
- **Exhibit** – Showcase your programs and products

Presenting Summit Sponsor \$25,000

- Bring greetings to the entire plenary
- Private meet and greet with sponsored keynote speakers
- Two complimentary registrations, plus discounted Award Gala tickets available.
- Reserved Table for you and guests for the Award Gala
- Full page advertisement in the Summit Program
- Verbal recognition as presenting sponsor throughout the Summit
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, table signage and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Speaker Sponsor \$15,000 (Limited to 3)

- Present a keynote speaker with recognition in the program agenda
- Private meet and greet with sponsored keynote speaker
- One complimentary registration, plus discounted Award Gala tickets available.
- Reserved Table for you and guests for the Award Gala
- Half page advertisement in the Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, table signage and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Award Gala Dinner Sponsor \$15,000

- Added Benefit: Opportunity to Feature a Food Product at Dinner**
- Signage recognition with logos
 - One complimentary registration, plus discounted Award Gala tickets available.
 - Reserved Table for you and guests for the Award Gala
 - Half page advertisement in the Summit Program
 - Company logo and corporate message on slide rotation throughout Summit
 - Company logo on Summit website, on-site signage, menu signage and Summit agenda
 - Acknowledgement of support through social media channels
 - Dinner Menu recognition
 - Opportunity to hand out SWAG

Breakfast Sponsor \$10,000 Lunch Sponsor \$10,000

- Added Benefit: Opportunity to Feature a Food Product**
- Display your Pop-up Banners in the buffet area
 - One complimentary registration, plus discounted Award Gala tickets available.
 - Half page advertisement in the Summit Program
 - Company logo and corporate message on slide rotation throughout Summit
 - Company logo on Summit website, on-site signage, and Summit agenda
 - Acknowledgement of support through social media channels
 - Opportunity to hand out SWAG

Dinner Reception Sponsor \$7,500

- Signage in the reception area
- One complimentary registration, plus discounted Award Gala tickets available.
- Quarter page advertisement in the Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Networking Break Sponsor \$7,500 (Limited to 3)

- Signage in the networking area
- One complimentary registration, plus discounted Award Gala tickets available.
- Quarter page advertisement in the Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Simultaneous Audio Translation Sponsor \$6,500

- One complimentary registration
- Quarter page advertisement in Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, table signage and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Wi-Fi Sponsor \$6,500

- One complimentary registration
- Quarter page advertisement in Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, table signage and Summit agenda
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Registration Sponsor \$6,500 (Limited to 2)

- Signage with the logo recognition or in the registration area
- One complimentary registration
- Quarter page advertisement in Summit Program
- Company logo and corporate message on slide rotation throughout Summit
- Company logo on Summit website, on-site signage, and Summit agenda
- Display your pop-up banner at the registration table
- Acknowledgement of support through social media channels
- Opportunity to hand out SWAG

Summit Champion \$5,000

- Company logo on Summit website, on-site signage and Summit agenda
- Acknowledgement of support through social media channels
- Quarter page advertisement in Summit Program
- Company logo on slide –rotating throughout Summit on presentation screen
- One complimentary registration
- Opportunity to hand out SWAG
- Show your overall support

Provincial Supporter \$3,000

- Company logo on Summit website, on-site signage
- Acknowledgement of support through social media channels
- Listing in Summit Program
- One complimentary registration

Local Sponsor \$1,500

- Company listing on Summit website, on-site signage and Summit program
- One complimentary registration



What did previous 2017 and 2018 Summit attendees think?

Rated 82%-89% in overall satisfaction. Speakers reached 85%-90%.

80%-91% of attendees would recommend others attend the next Summit.

The Reach – media and social

Media coverage of the 2018 event and the public trust research was widespread, including Food in Canada, MSN.ca, Canadian Grocer, Morningstar, Shaw Connect, The Canadian Business Journal, The Chronical Journal, for a total of 187 postings with 9.8M potential viewers.

#CCFI2018 through social media, with over 535 original mentions on Twitter alone, reached over 150,000 people and trended #1 in Canada throughout the Summit.

Positive words used the most during #CCFI18 were trust, public, share, insights and BigIdeas.



"The transparency workshop was very useful and insightful. It was great to be able to see the reality of transparency instead of how transparent we seem to imagine we are"

"Appreciated hearing from non-ag speakers who provide perspective and different ideas that we need to hear"