

Amazing Agriculture Adventure

SPONSORSHIP PROPOSAL

SEPTEMBER 2024





The Amazing Agriculture Adventure returns in September 2024!

Over four days, 700 students and 40 teachers from 20 schools will explore Manitoba's livestock industry by visiting stations highlighting Beef, Chicken, Eggs, Pork, Bees, Veterinary, 4H, Watersheds, and more!

For many students, the Amazing Agriculture Adventure (AAA) is their first visit to a farm. For others, the experience deepens their understanding of where their food comes from, how animals are cared for, and why agriculture is so important in our daily lives.

This event is a true partnership with industry: 200 passionate, knowledgeable volunteers support AAA over four days. Educators tell us this event sparks conversations about agriculture and food in their classroom all year round.

You can help make this adventure unforgettable by becoming a AAA Sponsor today.



Check out our [2023 AAA Impact Report](#) to find out more about how this event creates amazing experiences for students.

EVENT DETAILS

WHO

700 Grades 3-6/9-12 students
and 40 teachers

WHEN

Tuesday, Sept. 24 to
Friday, Sept. 27, 2024*

WHERE

Bruce D. Campbell Farm
and Food Discovery Centre

TIME

10 a.m. - 1:30 p.m. daily

REGISTRATION FEE

\$6 per student

* Friday's event is a special AAA
Career Exploration Day
for Grades 9 to 12 students

SPONSORSHIP OPPORTUNITIES

AAA Power Sponsor - \$30,000

Available: 1

Our event, powered by...YOU!

This exclusive naming opportunity recognizes your commitment to agriculture education, and to inspiring the next generation of innovators and leaders.

Recognition

In appreciation of your company's proposed support of \$30,000, we would be honoured to provide the following recognition:



Prominent Brand Recognition

Your logo placement on the AAA landing page and on the Sponsor Thank-You page of any teacher- and volunteer-facing print materials and signage related to AAA

Digital Acknowledgement

Thank-you on AITC-M's social media channels before, during and after AAA

Impact Stories

Online impact report with information, stories and media you can share with your audiences after the event

Community Engagement

You'll have the opportunity to send a volunteer to our event to host the class(es) you are sponsoring and witness the full impact of your sponsorship first-hand!

Full-Day Hero

\$6,000

Available: 4

Sponsor bus and registration fees for 8 classes (240 students) for one full day of AAA.

Half-Day Hero

\$3,000

Available: 16

Sponsor bus and registration fees for 4 classes (120 students) for half a day of AAA.

Classroom Hero

\$1,000

Available: 32

Sponsor bus and registration fees for one classroom (30 students) of students.

Recognition

In appreciation of your support, we would be honoured to provide the following recognition:



- Logo placement on the AAA landing page
- Logo placement on the Sponsor Thank-You page of any teacher- and volunteer-facing print materials and signage related to AAA
- Thank-you on AITC-M's social media channels before, during and after AAA
- Online impact report with information, stories and media you can share with your audiences after the event
- The opportunity to send a volunteer to our event to host the class(es) you are sponsoring and witness the full impact of your sponsorship first-hand!

Full Tummy Sponsor - \$5,000

Available: 1

Sponsor lunch for 200 volunteers for all four days of AAA.

Recognition

In appreciation of your support, we would be honoured to provide the following recognition:



- Logo and recognition on signage in teacher and volunteer area and lunch area
- All recognitions offered in the Hero categories listed above

Teacher Thank-You

\$2,000

Available: 1

Show your love for Manitoba's teachers by sponsoring a gift package for each of the 40 educators who attends AAA.

Volunteer Thank-You

\$2,000

Available: 1

AAA wouldn't be possible without our volunteers. Help us show our appreciation for their hard work by sponsoring thank-you gifts for our 200 volunteers.

Recognition

In appreciation of your support of \$2,000, we would be honoured to provide the following recognition:



- Same recognitions as Hero sponsors, plus:
- The opportunity to include branded gift item in thank-you bag

Journey Sponsor - \$750

Available: Up to 32

Cover the cost of one school bus ride to and from AAA for one classroom of 30 students.

Recognition

In appreciation of your support of \$750, we would be honoured to provide the following recognition:



- Name on the AAA landing page
- Name on the Sponsor Thank-You page of any teacher- and volunteer-facing print materials and signage related to AAA
- Thank-you on AITC-M's social media channels before, during and after AAA
- Online impact report with information, stories and media you can share with your audiences after the event

NEXT STEPS

Your sponsorship will make a significant difference in educating the next generation about agriculture and inspiring them towards careers in this vital industry.

For more information on how you can support AAA, please contact:

Ryan McBride

Partner Relations Manager

Email: ryan@aitc.mb.ca

Phone: 204-898-1070

“Kids were keen to listen to what we had to say, and their big brains were absolute sponges trying to soak up every bit of information they heard.” – 2023 AAA volunteer

THANK YOU TO THE COMMODITY PARTNERS HELPING TO MAKE AAA AN UNFORGETTABLE ADVENTURE

DAIRY FARMERS OF MANITOBA
CANADA 4-H - MANITOBA
GOVERNMENT OF MANITOBA
MANITOBA ASSOCIATION OF WATERSHEDS
MANITOBA BEEF & FORAGE INITIATIVES
MANITOBA BEEF PRODUCERS
MANITOBA CHICKEN PRODUCERS
MANITOBA EGG FARMERS
MANITOBA PORK