



## WHO WE ARE :

The Future Agriculture Business Builders (FABB) organization's goal is to support and connect Alberta's young adults in agriculture by facilitating opportunities for learning, networking and mentorship. We strive to become Alberta's most respected and connected young adult network in the province's agricultural industry.

**Our Vision:** Young people engaging in agriculture with support to be leaders, strengthening the agriculture industry and their communities.

**Our Mission:** To build a community of young agricultural leaders and encourage success through education and networking.

## WHAT WE DO:

Because FABB is an organization dedicated to empowering young people involved in agriculture to develop their potential for leadership and business success, we annually present the Rock the Farm conference.

**Rock the Farm** is a conference that builds on the philosophy of social learning, offering practical sessions for young people, taught and coached by successful peers. This year's conference will include sessions on direct marketing, precision agriculture, agricultural business and finance, successful diversification and the process of succession planning. All sessions will be taught by a young person in agriculture who excels in their field and is passionate about helping others do the same. Created specifically for young people (18-35) in agriculture, Rock the Farm is a huge success every year.

But it's not all strategy, agronomics and numbers. FABB also puts on the **Lead the Farm** bi-annual conference, which focuses on leadership, succession planning and teamwork in today's agricultural industry. Because success is not always about simply maintaining your farm, it's about growing and transforming it.





FABB  
Rm 200 - 7000, 113 St.  
Edmonton, AB  
T6H 5T6  
www.fabb.ca

Re: Rock the Farm 2012 sponsorship

Dear Sponsor,

Thank you for the opportunity to demonstrate the benefits FABB can offer you as a sponsor. We know that leadership in agriculture is not just doing things right - it's doing the right things. In today's rapidly evolving industry, we recognize that youth is perhaps our greatest resource.

In 2006, FABB introduced **Rock the Farm**, a conference designed for young individuals in the agricultural industry. This conference proved to be a great success, allowing young people to network and access information tailored to the young producer generation. But **Rock the Farm** isn't just for farm kids; it is for anyone with a vested interest in agriculture, food production and the rural way of life. It is a truly engaging conference that offers diverse breakout session choices so all attendees can select the information most relevant to them.

For 2012, we want that trend of success to continue and in order to make that happen, we need your help. But for us, help is a two way street. Please review the lucrative sponsorship package that is attached and see what exposure to a young, dynamic and agriculturally-minded audience FABB can offer you. Feel free to contact us with any questions you might have.

Thank you for your consideration,

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Tony Jeglum  
President  
Future Agriculture Business Builders



# WHAT'S IN IT FOR YOU?

## 2011 SPONSORSHIP BENEFITS

### DIAMOND SPONSOR - \$10 000 +

- Logo on all advertising material – at Rock the Farm and externally
- Logo banner on every page of fabb.ca
- One 10 x 10 booth at RTF
- Complimentary registration for 4 delegates
- Promotional material in all conference rooms throughout RTF
- Signboard advertising as “Diamond Sponsor”
- Banner in conference rooms throughout event
- Table material
- Announcement throughout event as ‘Diamond Sponsor’
- Full page ad in event proceedings
- Logo on all giveaways and FABB promotional items
- Free postings on fabb.ca
- Company written blog post on fabb.ca
- Recognition throughout event as highest level of sponsorship

### Emerald Sponsor - \$5000 - \$9999

- Half-size logo on all advertising material – at Rock the Farm and externally
- Logo banner on every page of fabb.ca
- One 10 x 10 booth at RTF
- Complimentary registration for 2 delegates
- Promotional material in all conference rooms on day of sponsorship
- Signboard advertising as ‘Emerald Sponsor’
- Banner in conference rooms throughout event
- Table material
  - Announcement throughout event as ‘Emerald Sponsor’
  - Half-page ad in event proceedings
  - Logo on all delegate package, exterior labeling and insert material
  - Company blog post on fabb.ca
  - Free postings on fabb.ca



### Quartz Sponsor - \$2000 - \$4999



- Half-size logo on all advertising material – at Rock the Farm and externally
- Logo banner on event page on fabb.ca
- One 10 x 10 booth at RTF
- Complimentary registration for 1 delegate
- Promotional material on conference stage during meals
- Signboard advertising as ‘Quartz Sponsor’
- Banner on stage during sponsored meal
- Table material
- Announcement throughout event as ‘Quartz Sponsor’
- Quarter page ad in event proceedings
- Delegate package insert material
- Company blog post on fabb.ca
- Free postings on fabb.ca

## Granite Sponsor – up to \$2000

- Name listing on event page on fabb.ca
- Business name listing on advertising material
- One 10 x 10 booth at RTF
- Complimentary registration for 1 delegate
- Signboard advertising as ‘Granite Sponsor’
- Announcement throughout event as ‘Granite Sponsor’
- Logo ad in event proceedings
- Delegate package insert material

Want to be **more creative** than the average bear? We are open to sponsorship package creation. Some examples:

- Sponsor a specific session relevant to your business
  - Sponsor a keynote
  - Sponsor the hospitality suite

