



SPONSORSHIP PROPOSAL

Manitoba 2025 Program Showcase Event

CENTRO CABOTO CENTRE

1055 WILKES AVE, WINNIPEG, MB R3P 2L7

Agriculture 
in the Classroom
— MANITOBA —

PREPARED FOR
MANITOBA PORK



Jackson Bachewich
Agriculture in the Classroom–Manitoba (AIRC–M)
Development Consultant
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Susan Riese
Director, Public Relations, Communications and Learning
28 Terracon Place, Winnipeg MB, R2J 4G7

Dear Susan,

I am writing to invite Manitoba Pork to partner with us for our upcoming Agriculture in the Classroom–Manitoba 2025 Program Showcase Event. This event, which will take place on April 24 at the Centro Caboto Centre in Winnipeg, provides an excellent opportunity to highlight Manitoba Pork's brand and your commitment to Manitoba's agriculture community, and its future.

This event offers Manitoba Pork a platform to spotlight your dedication to sustainable farming and superior animal husbandry — values which AIRC–M shares, — while showcasing your high-quality products to a large audience of professionals from within and outside the agriculture sector. Your support would not only highlight your role in shaping Manitoba's future in agriculture, but also provides direct contact and potential relationships with our next generation of leaders in the ag industry.

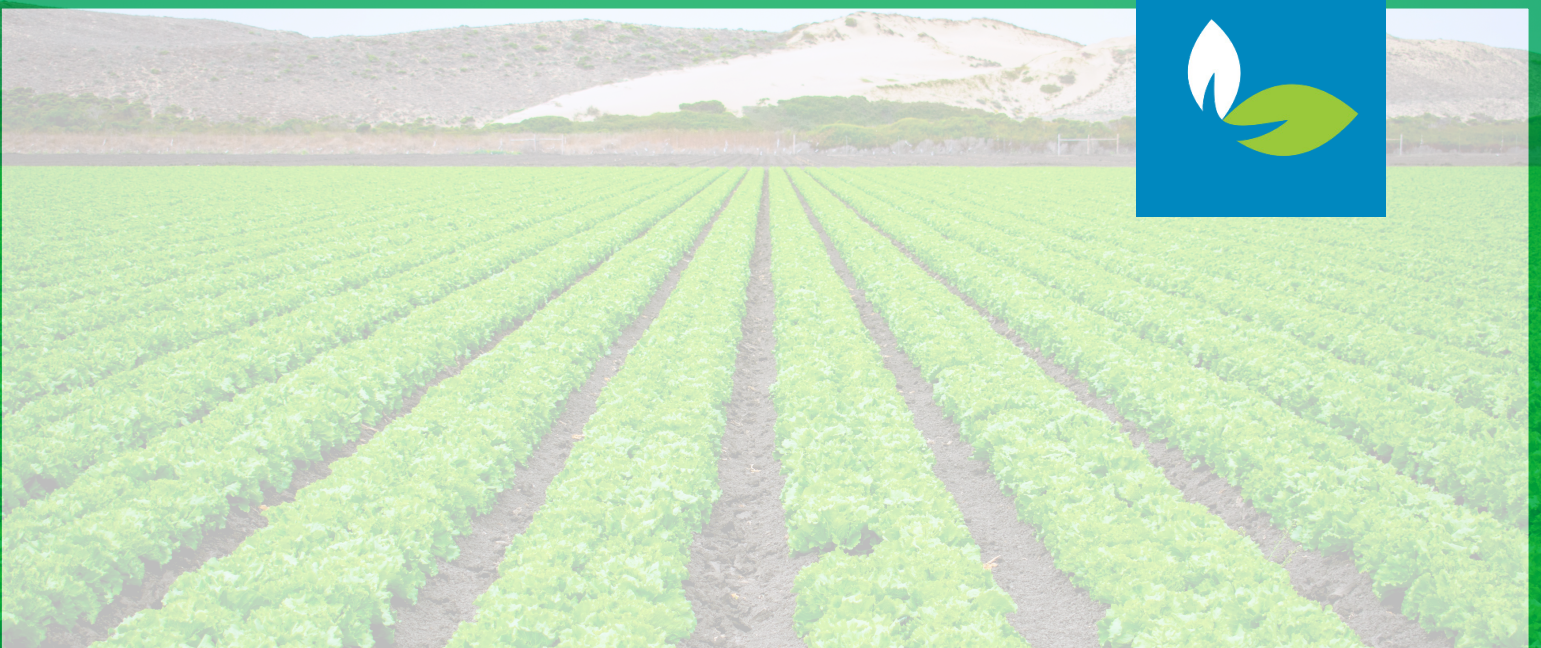
The Program Showcase event provides AIRC–M and Manitoba Pork the opportunity to work hand-in-hand to create an agriculturally literate Manitoban youth. Together we can help shape the next generation of leaders, workers, and citizens who care and are passionate about agriculture. By supporting our efforts, you would further demonstrate Manitoba Pork's commitment to creating a sustainable future and ensuring that today's youth are agriculturally literate to educators, government representatives, and other community members.

We're asking for your financial support and a contribution of Manitoba Pork food product and branded merchandise in exchange for endorsing your brand before, during, and after the event. Through this event we will market and promote Manitoba Pork as an organization along with promoting your great product, to show how much Manitoba Pork means to the agriculture sector in Manitoba.

Thank you for considering sponsoring our event, and I welcome the opportunity to discuss how we can collaborate to make Manitoba Pork a big part of this year's showcase. Together we can inspire the future by supporting agriculture education.

Sincerely,

Jackson Bachewich
Development Consultant
Jacksonbachewich34@gmail.com



OUR ASK

- \$1500 title sponsorship to help put on the event and create signage and marketing material for Manitoba Pork.
- Manitoba Pork food product for approximately 300 people.
- Manitoba Pork branded merchandise for giveaways.

MANITOBA PORK RECEIVES

- Exclusive Branding and Partial Naming Rights
- Prominent Brand Visibility Throughout the Event
- Speaking Opportunity
- Custom Newsletters
- Information Booth
- Product Incorporated in Catering

About The Event



We invite Manitoba Pork to be part of our exciting Agriculture in the Classroom–Manitoba (AITC–M) Program Showcase Event!

This event offers Manitoba Pork a platform to spotlight your dedication to sustainable farming and superior animal husbandry — values which AITC–M shares — while showcasing your high-quality products to a large audience of professionals from within and outside the agriculture industry.

About Agriculture in the Classroom–Manitoba and our 2025 Program Showcase Event

AITC–M is dedicated to creating an agriculturally literate youth in Manitoba, reaching thousands of students and educators each year through hands-on education programs.

We have seen over 37,500 students register for our programs and have had over 2,000 teacher champions since 2020. The support of key partners such as Manitoba Pork has helped us create 407,314 inspiring student experiences, helping us to shape the future leaders of Manitoba's agriculture industry.

The 2025 AITC–M Program Showcase Event will bring together important publics who are crucial in helping Manitoba Pork achieve its business objectives, and our shared values.

These include:

- **Industry Leaders:** These are Agriculture industry professionals who will view Manitoba Pork as a leader in Manitoba's agriculture future.
- **Educators:** These are the people responsible for teaching young Manitobans. By connecting with them, Manitoba Pork will show itself as a trusted partner in education.
- **Students:** The next generation of agricultural workers and leaders. They represent the future of Manitoba's agriculture industry and will walk away with a memorable impression of Manitoba Pork's role in Manitoba's agriculture and their personal future.
- **Government Representatives:** They focus on agriculture, education, and workforce development, Manitoba Pork can demonstrate its role in the future of Manitoba's agriculture sector to the people who make decisions.

The event features an awards presentation to recognize key supporters and contributors, offers an opportunity to network with sector leaders and educators, and includes food and drink from local providers with ties to Manitoba's agriculture industry.

Event Details

Date: Thursday, April 24, 2025

Time: 4:00 PM to 8:00 PM

Location: Centro Caboto Centre, Winnipeg

The Opportunity



Manitoba Pork has long been a cornerstone of Manitoba's agriculture community, not only as a leader in pork production but as a supporter of our province's future. By partnering with AITC-M as a title sponsor for our 2025 Program Showcase Event, Manitoba Pork will expand its connection to the agriculture community, enhance its brand visibility, and play a key role in shaping the next generation of agricultural leaders. Together, we can achieve a lasting impact on the future of agriculture in Manitoba. Title sponsorship would include:

- \$1,500 title sponsorship to help host the event.
- Manitoba Pork food product for approximately 300 people.
 - Using a variety of products to create 10 unique meals in collaboration with our caterers.
- Manitoba Pork branded merchandise for giveaways

Sponsorship Benefits:

By partnering with AITC-M for the 2025 Program Showcase Event, Manitoba Pork will:

- Have brand visibility and reinforcement of your organization's vision and product at a premiere industry event.
- Highlight the important role of Manitoba Pork in our province's agriculture future.
- Can network and create meaningful connections with educators, government representatives, industry leaders, and students who will all play a role in shaping the future of agriculture.

We understand that Manitoba Pork's involvement goes beyond a simple sponsorship, this is an opportunity to enhance your brand in new and impactful ways. Here are some of the ways we'll ensure that Manitoba Pork is noticed throughout this event:

The Basics

- **Exclusive Branding Rights and Prominent Brand Visibility:** As the sponsor of the following: giveaways, photobooth, meals, and awards, these will carry the title "Presented by Manitoba Pork," throughout the event and on social media posts and captions. We will ensure prominent logo placement throughout the event venue and on all signage, marketing materials, and social media posts before, during, and after the event.
- **Speaking Opportunity:** A representative from Manitoba Pork will have the opportunity to deliver a speech at the event, an opportunity to showcase your organization's vision to become a centre of excellence for global pork production, your commitment to Manitoba's agriculture future, and inspiring the next generation.
- **Information Booth and Merchandise:** Manitoba Pork will have the opportunity to set up a branded booth where you can directly connect with attendees to share information about your organization, have merchandise giveaways, product samples, activities for students, and other possibilities. By having a "learning booth," educators, media, and other stakeholders could learn what Manitoba Pork does through real time examples of your organizations work.

The Fun Stuff

- **Product Incorporation:** Manitoba Pork products will be featured in the event catering, giving attendees a taste of what pork producers have to offer. We will work with our caterers and chefs to create 10 unique dishes of the highest quality made with Manitoba pork products. We will ensure branding, logos, and descriptions are associated with all dinner items.
- **Custom Newsletters:** We will craft two to three custom newsletters sent to everyone on our distribution list, centered on Manitoba Pork's support of agricultural education, providing additional post-event visibility and storytelling opportunities for your brand. This will include interviews with workers and stories on how your business makes a difference within the agriculture community, as well as a recipe feature showcasing the event's unique dinner menu.

Marketing Plan



Our objective of the marketing plan is to not only promote and celebrate the event, but to also promote our sponsors. We want to position Manitoba Pork as a key contributor to sustainability, proper practices, and a leading supporter of Manitoba's agriculture future.

Key Messages:

- Manitoba Pork's leadership in agriculture and its commitment to future generations.
- The importance of agricultural education in Manitoba's schools.
- Highlight the sustainability, quality, and innovation of Manitoba Pork products.
- Visibility as to what Manitoba Pork will be doing at the event. Such as a post every day leading up to the event about an item that will be on the menu at the event, highlighting your product.

What we will do for you:

- Pre-event marketing on social media, newsletters, and through industry channels.
- Event-specific branding opportunities, including signage, giveaways, and digital media.
- Post-event coverage through custom newsletters and media outreach.
- There will be prominent media coverage at the event, giving Manitoba Pork an opportunity to reach its publics through earned media outside of AITC-M.