

CULTIVATE

Sustainability Conference and Trade Show

SPONSORSHIP PACKAGE



February 6, 2024
Victoria Inn
Winnipeg, Manitoba

**FOOD &
BEVERAGE**
manitoba



In the global context, governments, multinational corporations, cities, and even entire nations are pledging to attain net-zero carbon emissions by the year 2050. As regulatory frameworks concerning mandatory ESG (Environmental, Social, and Governance) disclosures begin to permeate the Canadian banking and retail sector, the food and beverage manufacturing and processing industry is on the cusp of a momentous transformation.

Within the context of our food system, this challenge assumes double significance. Climate change, droughts, wildfires, and erratic weather patterns compound the difficulty of growing, processing, and distributing food. A coordinated effort, adoption of innovative technologies, and formulation of new business models will propel the race towards net-zero.

The **Cultivate Sustainability Conference** serves as Manitoba's premier conference and trade show for the agri-food sector, providing practical and timely solutions. Your sponsorship of this event presents an invaluable opportunity to **engage with policy makers, learn from industry thought leaders, and partner with businesses that are pioneering innovative and transformative practices.**

This year's conference will focus on understanding what net-zero means for the agri-food sector by focusing on the entire value chain, from field to fork. From supporting local and regenerative agriculture, to trends in upcycling and low-carbon farming techniques, and what it means for your supply chain, Cultivate helps you cut through the noise and understand the opportunities and dangers ahead.

The conference will focus on **reducing greenhouse gas emissions** and energy usage. Achieving significant reductions in the industry's carbon footprint can be accomplished through the implementation of energy-efficient technologies and practices. This involves optimizing equipment, incorporating renewable energy sources, and enhancing energy efficiency systems within processing facilities.

Food Waste and the Circular Economy: the Canadian food system is amongst the most wasteful in the world, with over 50% of all food procured ending up in landfill. Adopting a circular economy approach by repurposing waste materials can reduce dependence on raw resources and mitigate emissions.

Distribution and Logistics: In light of the significant emissions associated with transportation in the industry, it is essential to refine distribution and logistics processes. This entails using sustainable packaging materials and optimizing transportation routes and will require unprecedented cooperation and coordination of supply chains.

Investment: The escalating emphasis placed by financial institutions and governments on ESG reporting prioritizes access to capital for companies exhibiting robust ESG performance. Furthermore, this trend encourages meticulous evaluation of company supply chains to ascertain their commitment to sustainability practices and net-zero goals.

By sponsoring this event, your company can demonstrate its **commitment to sustainability** and connect with prospective clients and partners. Both Manitoba and Canada have the opportunity to provide the world with sustainably produced, carbon-neutral food. **We invite you to join us in exploring the potential of this paradigm shift.**

What is "Net-Zero?"

The concept of net-zero has gained significant traction in recent years, as the world grapples with the pressing need to combat climate change and promote sustainability.

Net-zero is vital for sustainability and the environment, aiming to balance greenhouse gas emissions and removal. Actions such as burning fossil fuels and deforestation release gases like carbon dioxide, causing global warming.

Net-zero strives to minimize emissions by mindful energy use, renewable sources, and pollution reduction. However, eliminating all emissions is challenging. Therefore, "net" refers to offsetting unavoidable emissions by removing or offsetting an equal amount of gases. This includes planting trees to absorb carbon dioxide and investing in emission-reducing projects. The goal is to achieve a balance between emissions and removal, stabilizing the climate and avoiding further warming.

Achieving net-zero requires collective efforts from individuals, businesses, and governments to transform energy usage, production, and environmental care, ensuring a sustainable future for all.

Sustainability and the Food Industry

The first Cultivate Sustainability Conference

On September 8, 2022, over 300 business owners, industry leaders, and policy makers converged at the RBC Convention Centre for the inaugural Cultivate Sustainability Conference and Trade Show. This sold-out event brought together a diverse range of professionals, all sharing a common goal: to explore the importance of sustainable manufacturing practices and their impact on the future of the industry. Attendees were treated to a day of thought-provoking presentations, interactive workshops, and networking opportunities with like-minded individuals committed to driving positive change.

Speakers from various sectors of the food processing industry took the stage, highlighting the urgency of adopting sustainable manufacturing practices. Their expertise shed light on the potential environmental, social, and economic benefits that can be achieved by embracing sustainable approaches. The conference emphasized the pivotal role of business owners in leading the transformation towards a more sustainable future. It emphasized the need for collaboration, innovation, and practical strategies to minimize waste, reduce carbon emissions, and optimize resource utilization.

As participants left the conference armed with newfound knowledge and inspiration, the resounding success of the event was evident.

The legacy of this impactful gathering will be seen in the positive transformations taking place across the food processing industry in Canada, as businesses increasingly prioritize sustainability and drive progress towards a greener and more prosperous future.

Cultivate Sustainability Conference and Trade Show

Date: February 6, 2024

Time: 8:30 am - 4 pm

Place: Victoria Inn, Winnipeg, MB

Estimated Attendance: 600

Booths: 50

Attendance Profile: Business leaders, food entrepreneurs, policy and decision makers with a vested interest in learning how to ensure our planet is healthy and safe for future generations

Conference Themes:

The Road to Net-Zero

Sustainable Sourcing

Responsible Energy Usage

Waste Management and

Circular Economy

Distribution and Logistics

Early bird ticket price: \$199 + GST

After January 15, 2024: \$299



Be a part of the Conversation about the Road to Net-Zero for the Food Industry

Join us as a sponsor for the Cultivate Sustainability Conference and Trade Show, the only sustainability-focused event catering exclusively to the agri-food industry. As pioneers laying the groundwork for a greener future, our conference offers a unique platform for your brand to demonstrate its commitment to sustainability, influence industry practices, and connect with like-minded professionals. Our past sponsors have found immense value in helping to shape the conversation about sustainability, addressing real issues like achieving Net Zero emissions, meeting ESG requirements, and creating better packaging solutions.

By sponsoring this event, you'll have the chance to connect directly with industry decision-makers, experts, and business owners through opportunities like having a booth, presenting, leading workshops, and participating in panels. This is an excellent way to promote your company's products or services, share your success stories, and network with potential customers or partners. With many of our sponsors already deeply involved in sustainability and ESG efforts, you'll be joining a community of businesses who are paving the way for sustainable change.

Don't miss this chance to align your brand with a powerful movement, shaping a greener and more sustainable future for the food and beverage industry. Show the world that your company is not only ready to meet the sustainability challenge, but to lead it.

Platinum Sponsorship (Presenting): \$10,000

Prime logo placement on all marketing materials including event website, banners, digital ads, conference program, and signage at the event.

Logo on all Cultivate e-newsletters

Keynote speaking opportunity

Complimentary exhibit booth (10x10 ft) in a prime location

Ten attendee passes to the conference

Opportunity to distribute promotional materials to attendees via conference tote bags

Access to the post-event report and attendee contact list

Acknowledgment during opening and closing remarks

Full-page advertisement in the conference program (either back page or inside front)

Sponsored social media posts acknowledging your support

SOLD

Gold Sponsorships: \$5,000

Logo placement on select marketing materials including event website, conference program, and signage at the event.

Logo on all Cultivate e-newsletters

Speaking opportunity in a panel discussion

Complimentary exhibit booth (10x10 ft, power is extra)

Five attendee passes to the conference

Opportunity to distribute promotional materials to attendees

Access to the post-event report

Acknowledgment during opening and closing remarks

Half-page advertisement in the conference program with prime page placement

Silver Sponsorships: \$2,500

Logo placement on event website and conference program
Complimentary exhibit booth (10x10 ft, power is extra)
Two attendee passes to the conference
Opportunity to distribute promotional materials to attendees
Access to the post-event attendee list (where permitted by privacy laws)
Quarter-page advertisement in the conference program with prime page placement

Panel Sponsorships: \$1,000

Logo placement on panel materials at event
Logo placement on panel information on website
Logo placement on social media post promoting panel
Logo placement on newsletter promoting panel
Opportunity to introduce panel at event
One attendee pass to the conference

Speaker Sponsorships: \$1,000

Logo placement on speaker materials at event
Logo placement on speaker information on website
Logo placement on social media promoting speakers
Logo placement on newsletter promoting speaker
One attendee pass to the conference

Meal Sponsorships (Breakfast and/or Lunch): \$3,000

Logo placement on meal menu display on tables
Opportunity to distribute promotional material on dining tables
Two attendee passes to the conference

Swag Bag Sponsor: \$2,000

Logo placement on tote bag, distributed free to all attendees
Two attendee passes to the conference

Technology Sponsor: \$5,000

Sponsorship for the webpage, Wi-Fi, or other technology used at the conference
Logo placement on Cultivate webpage
Opportunity for display ad on electronic signage at conference
Two attendee passes to the conference

Lanyard or Badge Sponsor: \$2,000

Logo placement on all name badges
Two attendee passes to the conference

Coffee Break Sponsor: \$1,500

Logo placement on display at coffee stations
Opportunity to distribute promotional material on coffee stands
Two attendee passes to the conference

Community Engagement Sponsorships:

One of the key elements of our conference is intentionally building in meaningful community participation to ensure solutions and innovations are co-created and integrated by people of all backgrounds.

By sponsoring, you'll be breaking down financial barriers and helping to amplify diverse voices as we pave a way forward together. It's also a way for your company to demonstrate meaningful Corporate Social Responsibility (CSR = the "S" in ESG), by supporting more accessible and inclusive food systems in Manitoba.

Community Engagement Sponsorships available

\$600: Empower one community group with their very own trade show booth! – Some community organizations are financially unable to purchase a trade show booth, but have invaluable supports available to our industry.

This sponsorship also includes:

Recognition at event

Logo placement on website and registration links

One attendee pass to conference

\$800: Fund four conference tickets for community organizations and participants with barriers to access. If you have a specific organization in mind to support with tickets or questions about where the tickets will go, we are here to assist you in any way possible.

This sponsorship also includes:

Recognition at event

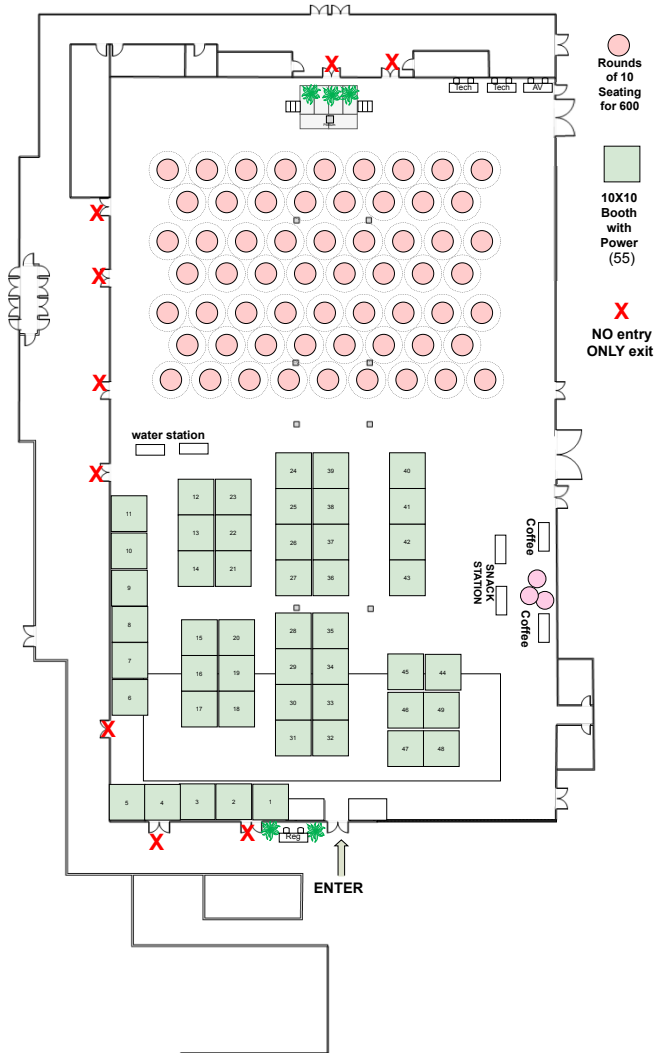
Logo placement on website and registration links

One attendee pass to conference



Shine a light on your amazing company

Last year, the Cultivate Sustainability Conference was attended by a tremendous range of participants. Ranging from food entrepreneurs and innovators, industry thought leaders, and government policy makers, Cultivate is an incredible opportunity to position your product or service at the forefront of the food industry's preeminent professionals. Promote your leading-edge enterprise in front of over 600 attendees at the only sustainability conference dedicated to the food and beverage industry.



Booth Information

Booth dimensions - 10x10 ft
Table coverings available
Backing board
Two chairs included
Power available for additional charge

Price:
\$750 per booth
Includes two tickets to conference + meal

We want to make Cultivate an accessible and inclusive event. We believe that financial circumstances should not be a barrier to participation. That's why we offer a limited number of subsidized booths to ensure that everyone has the opportunity to engage in our conference, regardless of their financial situation. We understand that each individual's needs may vary, and we are here to support you in your journey with us. If you require a subsidized booth, please don't hesitate to reach out, and we will work together to find a solution that allows you to be a part of this important event.

For more information about sponsorships and trade show booths, please contact:

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