

Food and Beverage Manitoba **Sponsorships** **2026**



Who We Are

At Food & Beverage Manitoba, we champion Manitoba's food and beverage processing industry by empowering members with the tools, resources, and support they need to grow. From farmers' market start-ups to national brands, we proudly support the producers and processors who drive Manitoba's economy and strengthen our communities.

Our Commitment

We're dedicated to advancing the Manitoba Made food and beverage sector by providing members with:

- Market development support
- Workforce training and upskilling
- Networking and collaboration opportunities
- Food safety and quality assurance consultation
- Timely information on trade, regulations, and government programs

FABMb connects businesses, entrepreneurs, and industry leaders to opportunities that shape the future of food. We advocate for the sector, foster sustainability, and support workforce development to build a resilient and prosperous food ecosystem in Manitoba.

Our membership spans the full spectrum of business development—from family-run start-ups to global corporations. Each has unique needs, and your services and sponsorships can play a pivotal role in helping them thrive.

We work to strengthen connections across our membership, encouraging partnerships that deliver lasting value. By sharing your expertise, you help our members build trust, capacity, and long-term success.

In a rapidly changing industry, our strength lies in community and collaboration. We equip members with the knowledge and support needed to navigate trade pressures, climate challenges, and supply chain disruptions.

Today, we are proud to represent nearly 300 member companies dedicated to feeding Manitobans, Canadians, and global markets with exceptional local products.

By partnering with Food & Beverage Manitoba, you're supporting innovative companies creating delicious, high-quality food—from grocery shelves to family tables.



Spoiler Alert! — Food Safety Summit

March 5, 2026

Food safety is the foundation of consumer trust and brand integrity. The Spoiler Alert Food Safety Summit brings together processors, regulators, suppliers, and consultants to explore the latest technologies, compliance requirements, and best practices that ensure Manitoba's food and beverage industry stays ahead of evolving standards.

This one-day event features keynote presentations, technical sessions, and hands-on discussions led by experts from across Canada. From HACCP compliance to emerging trends in traceability, sanitation, and allergen management — this summit provides a unique platform to connect, learn, and collaborate on advancing a safer, stronger food system.

As a sponsor, your company will be positioned as a trusted leader in supporting safe, high-quality food production — directly in front of the decision-makers shaping Manitoba's food processing sector.

Gold: \$3,000

- Logo placement on select marketing materials including event website, conference program, and signage at the event.
- Logo on all Safety Summit e-newsletters
- Speaking opportunity in a panel discussion
- Complimentary exhibit booth
- Four attendee passes to the conference
- Opportunity to distribute promotional materials to attendees
- Acknowledgment during opening and closing remarks
- Half-page advertisement in the conference program with prime page placement

Silver: \$2,500

- Logo placement on event website and conference program
- Complimentary exhibit booth
- Two attendee passes to the conference
- Opportunity to distribute promotional materials to attendees
- 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
- Two attendee pass to the conference

Meal Sponsorships

(Breakfast and/or Lunch): \$1,000

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

Coffee Break Sponsor: \$800

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

Trade Show Booths: \$750

FABMb's Spoiler Alert is your chance to put your product or service directly in front of Manitoba's leading food and beverage processors and decision-makers. Showcase innovative solutions, connect with companies focused on improving efficiency, productivity, food safety, and QA/QC performance, and position your brand as a trusted partner in the industry.

Only 10 exhibitor booths are available. Reserve yours now.

Annual General Meeting - June

Food & Beverage Manitoba's Annual General Meeting (AGM) serves as the primary avenue for our members to explore the association's offerings, continue its governance and financial duties, and gain insights into forthcoming events and initiatives.

Our AGM is an in-person meeting supported by an engaging presentation from vital industry players providing insightful "food for thought."

Sponsors of this event are presented with a unique opportunity to foster connections with our dedicated members and associate members. Our membership is committed to advancing the industry, continually exploring new avenues and services to enhance their business endeavors. We invite you to leverage the various sponsorship tiers available and establish yourself as a trusted partner, contributing to the growth and realization of the food and beverage processing industry's full potential.

Gold - \$3,500

Brand Visibility:

Prominent logo placement and recognition on event materials - newsletter and social media

Logo inclusion on the event's registration page and recognition as Gold Sponsor

Opportunity to display company banners on speaker stage

Signage on every table with gold sponsor recognition

Recognition by Executive Director at beginning of event

Speaking Opportunities:

Exclusive speaking slot during the event's opening to promote company to attending members

Booth:

A dedicated booth or exhibition space to showcase products or services.

Silver - \$2,500

Silver logo inclusion on the event's registration page

Banner placement at registration table

Recognition as a silver sponsor in event-related advertising and marketing campaigns

Recognition by Executive Director during event

Signage on table with silver sponsor recognition

Bronze - \$1,500

Bronze sponsor logo inclusion on event's registration page

Bronze sponsor logo inclusion on select event materials

Recognition as a Bronze sponsor in event-related advertising and marketing campaigns

Signage on table with bronze sponsor recognition

Recognition by Executive Director during event

Member Booths — \$100

Put your brand in the spotlight with one of only five exclusive booth spaces at our event.

This is your chance to display and promote your products connect directly with members and attendees through tasting booths, and display with gift baskets or special promotions.

Whether you're launching something new or building brand exposure, this limited opportunity gives you premium visibility and a direct line to Manitoba's most engaged food and beverage community.

Summer BBQ - August

Our annual BBQ brings together our friends and colleagues to share in amazing food and beverages, made with local producer ingredients and products to celebrate the industry, acknowledge milestones and achievements, and create lasting bonds built around camaraderie and collaboration.

Become a pivotal part of this funx and welcoming event by sponsoring and showcasing your company to our enthusiastic members. With sponsorship, you'll enjoy exclusive exposure to our dedicated audience, offering prime visibility for your innovative services and products. Join us in our mission to boost businesses and elevate the industry.

Food Sponsor - \$2,000

Brand Visibility:

Prominent logo placement and recognition on event materials - newsletter and social media

Food sponsor logo inclusion on event's registration page

Opportunity to display company banners at event

Signage on tables with food sponsor recognition

Recognition by executive director at beginning of event

Speaking Opportunities:

Exclusive speaking slot during the event's opening

Booth:

Company dedicated booth to showcase products or services.

Beverage Sponsor - \$2,000

Brand Visibility:

Prominent logo placement and recognition on event materials - newsletter and social media

Beverage sponsor logo inclusion on event's registration page

Opportunity to display company banners at event

Signage on every table with beverage sponsor

recognition

Recognition by executive director at beginning of event

Speaking Opportunities:

Exclusive speaking slot during the event's opening

Booth:

Company dedicated booth to showcase products or services.

Member Booths — \$100

Join us at our Summer BBQ in the Park and connect with the crowd where the grills are hot and the vibes are easy. This is your chance to showcase your products, offer tastings straight from your booth, and treat guests with giveaways, gift baskets, or special promotions that spark conversation and lasting impressions.

With only five exclusive booth spots available (venue dependent), your brand will stand out in a lively outdoor setting that celebrates local flavour, sunshine, and community.



Manitoba Made Awards Gala -

October

Join us for a night to remember with the FABMb Manitoba Made Awards Gala – an evening of innovation, celebration, and culinary marvels.

Honor and celebrate the accomplishments of industry leaders who have shone brilliantly in their respective categories. Enjoy amazing food and beverage creations made with local ingredients amidst dazzling settings and company. Discover the winners of our prestigious awards including the People's Choice Manitoba Made award!

Elevate your presence at this soirée of glamour, charm, and refinement by seizing the opportunity to become an event or award sponsor. Join us in shaping an evening where sophistication meets splendor, and where every moment is marked with elegance and culinary delight.

Marquee Sponsor - \$5,000

Primary logo placement on all promotional and marketing materials including newsletters, website, and social media

Company booth to be set up inside main area

Opportunity to display company banners on main stage

Signage on every table with marquee sponsor recognition

Speaking opportunity at beginning of event

Full page ad in premium position in event program

Complimentary table (8 tickets)

Acknowledgment by executive director at opening

Platinum - \$3,500

Company booth to be set up in hallway

Signage on select number of tables

Platinum feature logo on all promotional and marketing materials including newsletters, website, and social media

Half page ad in event program

4 complimentary event tickets

Acknowledgment by executive director at opening

La Cocina Foods

Award Sponsors - \$2,500 each

Opportunity for pre-award presentation address

Opportunity to personally present the award and join in photos with award winner

Includes 2 tickets to event

Categories

Sustainability: For companies demonstrating significant contributions towards sustainable and environmentally friendly practices

Business Development: For businesses showing remarkable growth, expansion, and development in their operations, financial, or market reach

Branding: For businesses with exceptional branding strategies that have resulted in significant brand recognition or performance

Community Engagement: For businesses that have effectively engaged with their local communities and have made significant contributions towards community betterment

Associate of the Year: For associate members who consistently provide exceptional value to Food & Beverage Manitoba members

Manitoba Made People's Choice: Voted on by the general public via voting on website for best Manitoba Made consumer product.

Holiday Mixer - December

Get ready to jingle, mingle, and make merry at our Holiday Mixer!

Join us for a festive evening filled with delicious local bites, holiday drinks, and great company. Celebrate the season with colleagues and friends, and create memorable moments together.

Sponsorship opportunities available—be part of this joyful event.

Presenting Sponsor - \$5,000

Company booth to be set up inside main area

Opportunity to display company banners on speaker stage

Signage on every table with marquee sponsor recognition

Speaking opportunity at beginning of event

Primary logo placement on all promotional and marketing materials including newsletters, website, and social media

Full page ad in premium position in event program

Complimentary table (6 tickets)

Acknowledgment by executive director at opening

Gold - \$3,000

Prominent logo placement and recognition on event materials - newsletter and social media

Gold logo inclusion on the event's registration page

Opportunity to display company banners on speaker stage

Signage on every table with gold sponsor recognition

A dedicated booth or exhibition space to showcase products or services.

Recognition by executive director at beginning of event

4 complimentary tickets

Silver - \$2,500

Silver logo inclusion on the event's registration page

Banner placement at registration table

Recognition as a silver sponsor in event-related advertising and marketing campaigns.

Recognition by executive director during event

Signage on table with silver sponsor recognition

2 complimentary tickets

Bronze - \$1,500

Bronze sponsor logo inclusion on event's registration page

Bronze sponsor logo inclusion on select event materials

Recognition as a bronze sponsor in event-related advertising and marketing campaigns

Signage on table with bronze sponsor recognition

Recognition by executive director during event

Food & Beverage Sponsor - \$2,000 (two available)

Prominent logo placement and recognition on event materials - newsletter and social media

Sponsor logo inclusion on event's registration page

Opportunity to display company banners at event

Signage on every table with food sponsor recognition

Made in Manitoba golf tournament (with CME) - July

Tee up for one of the most anticipated industry events of the year — the Made in Manitoba Golf Tournament, presented in partnership with CME. This annual tournament is highly anticipated and always sells out, bringing together leaders from across Manitoba's manufacturing and food & beverage sectors for a day of networking, community, and celebration.

Hole Sponsorships

We are currently inviting Hole Sponsors—a valuable opportunity to showcase your brand and make meaningful connections. Sponsorship is free; simply bring your own food samples, product giveaways, displays, or demonstrations to engage golfers throughout the course. Promote your company, highlight what makes your product proudly Manitoba-made, and connect directly with participants.

We are also accepting Gift Bag Donations to help create a memorable takeaway experience for attendees.

Ways to Get Involved

- Hole Sponsorship (free; bring your own product or display)
- Gift Bag product contributions
- Promote and sample Made-in-Manitoba goods
- Build relationships with industry decision-makers

To reserve your sponsorship space or coordinate gift bag contributions, please contact us—spots fill quickly.

We look forward to an incredible day on the course and to celebrating Manitoba-made excellence together.

Watch our newsletter for further details!



Networking events — spring, summer & fall 2026

Are you ready to broaden your reach, expand your professional circle, and position your company for new levels of success? Now is the time to take that step. Our upcoming networking events are intentionally designed to connect organizations and professionals who are eager to grow, collaborate, and make their mark in Manitoba's vibrant food and beverage community.

Elevate Your Visibility and Unlock Exclusive Opportunities

Sponsorship provides far more than name recognition—it opens the door to premium visibility in front of a highly engaged audience that includes influential industry leaders, decision-makers, entrepreneurs, innovators, and future changemakers. This is your opportunity to place your brand directly in front of the people who matter most, strengthening your presence and demonstrating your commitment to supporting a thriving local industry.

Make a Memorable and Lasting Impression

Our events provide a polished, energetic, and engaging atmosphere to showcase your strengths and your brand. Whether through product sampling, demonstrations, conversation, or visual presence, you'll have the chance to make an unforgettable first impression that resonates long after the event ends.

Join us and take advantage of events that empowers you to grow your network, strengthen your professional reputation, and elevate your brand within Manitoba's dynamic food and beverage ecosystem. Your next big opportunity could begin with a single conversation.

Food & Beverage Sponsor - \$2,000 (2 available for each event)

- Prominent logo placement and recognition on event materials - newsletter and social media
- Sponsor logo inclusion on event's registration page
- Opportunity to display company banners at event
- Signage on every table with food sponsor recognition
- Exclusive speaking slot during the event's opening
- Company dedicated booth to showcase products or services.
- Recognition by executive director at beginning of event



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