



CFA CORPORATE EXECUTIVE PARTNERS 2027 BENEFITS/SPONSORSHIP PACKAGE





CORPORATE EXECUTIVE 2027 BENEFITS/SPONSORSHIP PACKAGE

Annual Cost: \$25K



WHO WE ARE

The Canadian Federation of Agriculture (CFA) was formed in 1935 as a unified voice to speak on behalf of Canadian farmers. Our work continues today as a farmer-funded, national umbrella organization comprised of provincial general farm organizations and national and interprovincial commodity groups. We represent producers of all commodities, who operate farms of all sizes. Through our members we represent approximately 190,000 Canadian farmers and farm families from coast to coast.

Our Board of Directors consists of representatives from provincial farming organizations and agricultural commodity organizations, ensuring input is received from every region and major commodity in Canada. For a full listing of CFA's Board membership, please note that this is listed at the end of this document.

WHAT WE DO

Our mission is to promote the interests of Canadian agriculture producers, through leadership at the national level, and to ensure the continued development of a trusted, sustainable, and vibrant agriculture sector in Canada.

Our vision is to be the national voice of Canadian producers — committed to enabling their success, which will benefit Canada and the world.

CFA has close and productive relationships with key government departments and officials in the Federal Government such as the Minister of Agriculture and Agri-Food, Minister of Labour, Environment and

Climate Change Canada, Global Affairs Canada as well as many other departments that agriculture is involved with.

HOW WE'RE WORKING FOR FARMERS

CFA aims to achieve a thriving and sustainable agriculture sector in Canada, which delivers real social and economic benefits across the country. We develop policies and programs through a grassroots, democratic process that engages farmers in comprehensive discussions, considering policy issues from various points of view. Earning and maintaining public trust in the agriculture sector, through our words and actions, is vital to the CFA and its members.

OUR OBJECTIVES ARE TO:

- Coordinate the efforts of agricultural producer organizations throughout Canada for the purpose of promoting their common interest.
- Assist members and where necessary, government, in forming and promoting national agricultural policies to meet changing domestic and international economic conditions.
- Promote and advance acceptance of positive social, economic and environmental conditions for those engaged in agricultural pursuits.
- Collaborate and cooperate with organized groups of producers outside Canada to further our objectives.

OPPORTUNITIES & BENEFITS FOR CORPORATE EXECUTIVES:

Corporate Executive Program

In 2025, the Canadian Federation of Agriculture (CFA) introduced a new category within our Strategic Partnership Program: The Corporate Executive Program.

This premium level offers expanded benefits beyond the Corporate Leaders program, while maintaining an open, non-exclusive structure. It is designed to provide your organization with all the advantages of the Corporate Leaders program, while delivering significant additional branding, visibility, and networking opportunities.

As a CFA Corporate Executive partner, your organization will enjoy:

- **Platinum Sponsorship status at all major CFA events, including the Annual General Meeting, FPT/Summer Meeting, and Lobby Reception — at no additional cost.**
- **Exclusive networking access, including a private dinner with CFA Executive Officers, select CFA Board members and senior CFA Staff on Feb. 22nd, 2027.**
- **Strategic communications opportunities to highlight your organization's new initiatives, products, and priorities directly to CFA members and stakeholders.**
- **Enhanced visibility across CFA's communications platforms, ensuring your leadership in the agriculture sector is recognized nationwide.**

As a Corporate Executive partner, there is no additional cost beyond your annual dues to be recognized as a Platinum Sponsor at major CFA events i.e. AGM, Summer Meeting — this designation is provided automatically.

While CFA will continue to offer Gold and Silver sponsorship categories, the Platinum Sponsorship level is reserved for our most strategic collaborators. This elevated recognition ensures your organization receives maximum visibility and engagement opportunities at our flagship events. By aligning your brand with CFA at the Platinum level, you will benefit from the strongest association with CFA's leadership, events, and national member network.



BENEFIT	\$10,000 CORPORATE LEADERS PACKAGE BENEFITS	\$25,000 CORPORATE EXECUTIVE PACKAGE
CFA Event Registrations	Limited number of AGM passes (2 complimentary registrations) Summer Mtg – 1 free registration	Full access to AGM with 4 complimentary registrations (valued at over \$4500) 3 complimentary registrations at Summer Meeting (valued at approx. \$3,000)
Annual General Meeting/ Summer MTG/ FPT/Lobby Reception -Sponsorship Level	Platinum/Gold/Silver/Bronze-tier opportunities (provided opportunities first but requires separate payment from Corporate Leaders dues based on sponsorship pricing schedule i.e. Gold is \$5,000)	Automatic Platinum Sponsorship – Includes AGM, Summer Meeting, and Annual Lobby Reception. Estimated value: \$15,000+. CFA Policy Summit Participation – As a Platinum Sponsor (also applies to Gold Sponsors), your organization can send one representative to participate in the annual July Policy Summit at the CFA FPT/Summer Meeting, aligned with your business goals and CFA objectives. <i>*Please note the Policy Summit is audience interactive and has approx. 200 to 250 attendees.</i> AGM Exclusive Workshop or RealAG Radio Panel Sponsorship – Preferred Corporate Executive Rate The AGM features two exclusive workshops and typically one RealAG Radio Panel. Each session is valued at \$10,000, but as a Corporate Executive partner, your additional cost is \$5,000 if you are the exclusive sponsor. Summer Meeting – FPT Roundtable & Government Reception Space is limited. Participation may be restricted to two representatives per organization, even if more are registered for the overall meeting.
Brand Visibility	Logo on event materials	Featured Corporate Executive and Event Platinum branding at all major CFA events (AGM, Summer Meeting, General Managers Meeting)
Promotional Opportunities	Single ad or item in delegate kit	Premium full-page ads in event materials, and multiple branded promotional items across events
Customized Recognition	Acknowledgment in general remarks	Spotlight Feature in AGM opening session, newsletters, and CFA website microsite
Online Presence	Basic listing on CFA microsite	Enhanced Corporate Executive Profile with multimedia options on CFA microsite
CFA Executive Access	Direct meeting opportunities with CFA Board and industry stakeholders via our in-person roundtable.	Direct meeting opportunities with CFA Board and industry stakeholders via our in-person roundtable.
Corporate Executive Partner Private Dinner	N/A	Exclusive, invite only dinner with the CFA Executive Committee, Board members, senior staff, and fellow Corporate Executive Partners. The dinner will be held on Sunday, February 21st, 2027, prior to the Corporate Leaders and Executive Roundtable during AGM week. Approximately 40 senior level attendees are expected, including C level executives and industry leaders from across Canada's agriculture and agri food sector. This is a high value opportunity for meaningful, relationship focused engagement in a more informal setting. It provides an exceptional opportunity to network, collaborate, and build strong business relationships with CFA members and fellow national Executive Partners, complemented by a thoughtfully curated dining experience.

CFA CORPORATE EXECUTIVE MEMBERSHIP: YOUR GATEWAY TO AGRICULTURAL POLICY LEADERSHIP

The Canadian Federation of Agriculture (CFA) Corporate Executive Membership represents the pinnacle of agricultural industry partnership, offering unprecedented access to understanding Canadian national policy development, influential networking opportunities, and premium branding exposure. As a Corporate Executive, your organization joins an elite tier of industry leaders who directly shape Canada's agricultural future through meaningful collaboration with government officials, industry stakeholders, and national agricultural organizations.

With automatic Platinum Sponsor status across all major CFA events, your organization gains visibility with key decision-makers annually, including all key national commodity/provincial agricultural members, industry stakeholders and political representatives.

This comprehensive membership package delivers strategic value through three distinct benefit categories: Policy Benefits that provide direct understanding of agricultural priorities, Networking Benefits that connect you with influential industry leaders, and Branding Benefits that elevate your organization's profile across multiple high-impact platforms.

The 2025 enhancements introduce exciting new opportunities, including the exclusive Policy Summit participation and the inaugural Corporate Leaders/ Executive Committee In-Person Roundtable, demonstrating CFA's commitment to deepening corporate engagement and maximizing partnership value for our executive members.



POLICY BENEFITS: HOW YOU CONNECT TO AGRICULTURAL PRIORITIES



CFA welcomes dialogue and information from our partners on an ongoing basis. However CFA's policies are ultimately determined by the CFA board and the interests of its member organization.



POLICY SUMMIT LEADERSHIP

NEW: Automatic Platinum Sponsors participate in Policy Summit panels before 150+ industry leaders, addressing CFA priority topics



CFA BOARD OBSERVER STATUS

Attend quarterly Board meetings (Feb, Apr, Jul, Oct) with annual presentation opportunity to Board of Directors



EXCLUSIVE POLICY INTELLIGENCE

Bi-annual Corporate Leaders Policy Summary Reports plus direct access to Policy Directors for specialized insights



CFA CORPORATE EXECUTIVE/LEADERS/PARTNER IN-PERSON ROUNDTABLE & PRIVATE CFA EXECUTIVE COMMITTEE DINNER

Held in person ahead of CFA's AGM, this exclusive roundtable offers the opportunity to discuss key issues/opportunities affecting your organization directly with CFA's Executive Committee. Partners gain valuable insight and dialogue into key Canadian agricultural priorities. In addition, the CFA will be organizing a private dinner with the CFA Executive Officers during the AGM with only the CFA Executive Leaders & Corporate Partner (FCC).

CORPORATE EXECUTIVE

BOARD MEETINGS

POLICY SUMMIT

CFA PRIORITIES

As a CFA Corporate Executive Partner, you gain unique opportunities to stay connected to the issues shaping Canadian agriculture. Quarterly CFA Board meetings, bi-annual Corporate Leaders Policy Summary Reports, and direct access to CFA policy staff keep you informed on emerging priorities with insights tailored to your business.

Your participation in the CFA Summer Meeting Policy Summit puts you in front of the most influential agricultural leadership audience in Canada, including CFA national members, industry stakeholders, and political officials — offering valuable perspective and visibility on the challenges and opportunities facing the sector.

NETWORKING BENEFITS: CONNECT WITH AGRICULTURAL LEADERS

ANNUAL GENERAL MEETING ACCESS

- Five complimentary AGM registrations (\$4,000+ value)
- 250+ delegates including government officials
- Full-page advertisement in Virtual Workbook

EXCLUSIVE RECEPTION INVITATIONS

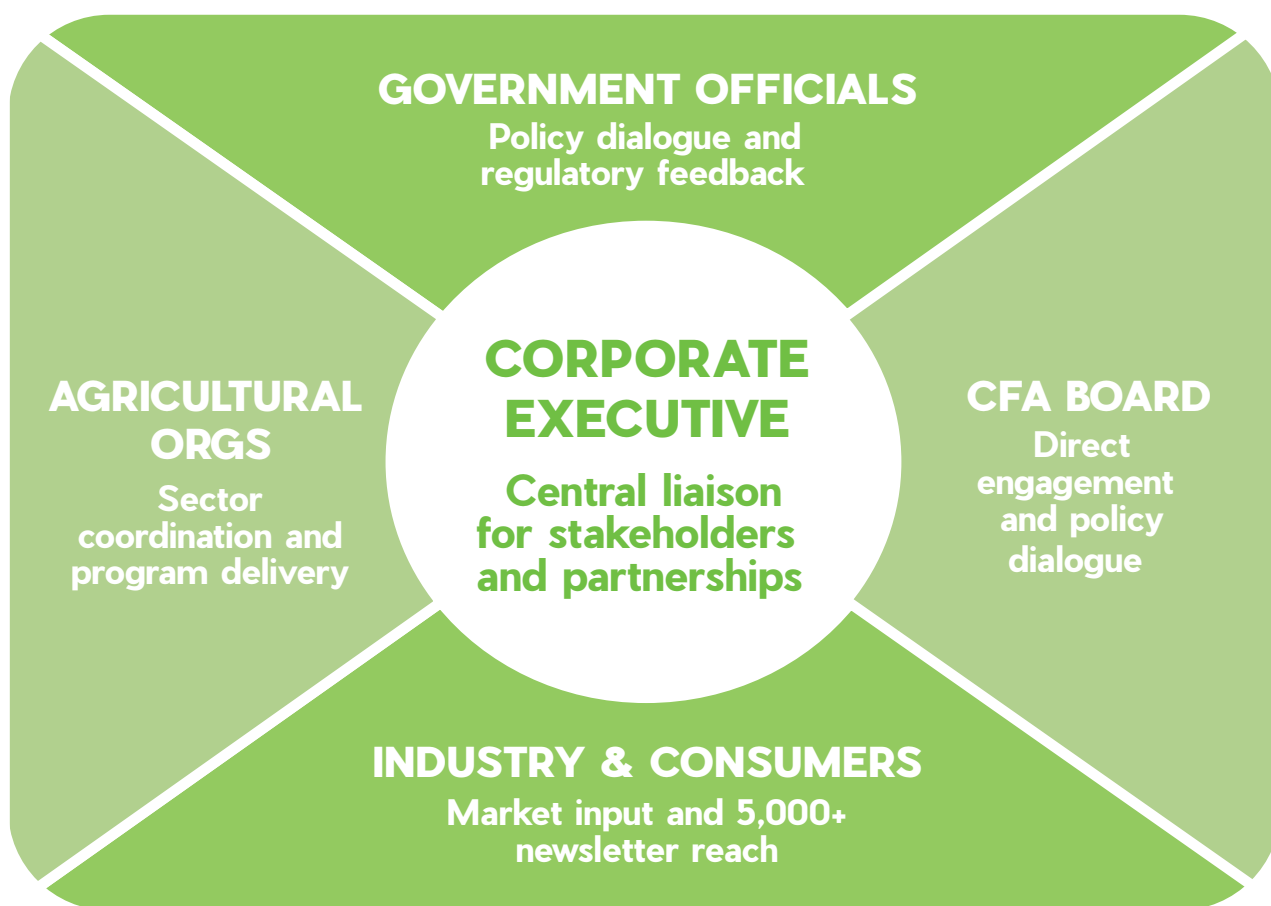
- Parliament Hill Lobby Evening Reception
- Government reception following FPT Roundtable
- Farm tour and dinner experiences
- Two complimentary tickets to additional CFA events

FEBRUARY CORPORATE ROUNDTABLE

Exclusive in-person meeting at CFA offices featuring direct engagement with CFA Executive Committee, comprehensive policy presentations, and strategic discussions with fellow Corporate Leaders.

MEMBER ENGAGEMENT OPPORTUNITIES

- Host annual lunch-and-learn webinars for CFA members
- Formal introductions facilitated by Executive Director
- Access to "Food for Thought" urban consumer newsletter
- First right of refusal for event co-sponsorship



The networking benefits create a comprehensive ecosystem of influential relationships that extend far beyond traditional industry boundaries. With access to over 500 agricultural stakeholders annually through various CFA events, Corporate Executives build meaningful connections with decision-makers who shape agricultural policy, funding, and market opportunities across Canada.

BRANDING BENEFITS: ELEVATE YOUR INDUSTRY PROFILE

AUTOMATIC PLATINUM STATUS

Premium branding across AGM, Summer Meeting, and Lobby Evening Reception with prominent logo placement and presidential recognition

DIGITAL PRESENCE EXCELLENCE

Homepage logo placement, corporate bio, social media promotion across Twitter, Instagram, Facebook, and LinkedIn platforms

CONTENT MARKETING PLATFORM

Two annual feature articles in CFA in Action newsletter, promotional items in delegate kits, and video presentation opportunities



WEBSITE PRESENCE



SOCIAL MEDIA



EVENT SIGNAGE



NEWSLETTER REACH



AGM MATERIALS

The comprehensive branding benefits package delivers over 100,000 annual impressions across multiple touchpoints, positioning your organization as a recognized leader in Canadian agriculture. From prominent logo placement at the prestigious Parliament Hill Lobby Evening Reception to featured content in member communications reaching thousands of industry professionals, your brand gains consistent visibility among decision-makers who influence agricultural policy and market opportunities.

The automatic Platinum Sponsor designation ensures premium recognition at all major CFA events, while digital marketing support amplifies your message across CFA's extensive social media networks and website platforms. This multi-channel branding approach creates sustained awareness and positions your organization as a trusted partner in advancing Canadian agricultural excellence.



FOR MORE INFORMATION ON CFA'S SPONSORSHIP, EVENT AND PARTNERSHIP OPPORTUNITIES PLEASE CONTACT:

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CORPORATE PARTNER



CORPORATE EXECUTIVES



CORPORATE LEADERS

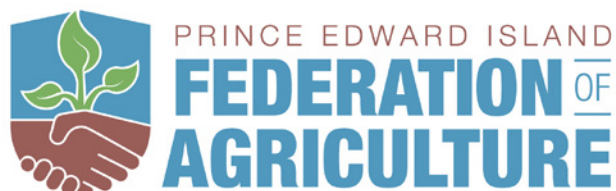


2026 CORPORATE LEADERS/EXECUTIVE PARTNERS
& CFA EXECUTIVE COMMITTEE



CFA PROVINCIAL MEMBERS

Provincial General Farm Organizations: representing the interests of that province's agriculture sector whose membership is open to all farmers in that province, either directly or through other organizations.



CFA COMMODITY MEMBERS

National or Interprovincial Commodity Organizations: representing a major proportion of that commodity in a region or across Canada.

