



***Get Involved with  
Ag in the City in 2019!***  
*Saturday, April 13<sup>th</sup>*

The Mall at Lawson Heights  
Saskatoon, SK



## Background

Ag in the City is a free family event that that helps urban audiences learn more about agriculture by identifying connections between farming and food. Ag in the City offers hands-on demonstrations with farm animals, crops, food preparation, science activities and agriculture careers. For several years, this event has been organized by a coalition of agriculture, science and government groups. In 2019, Farm & Food Care Saskatchewan will take the lead in managing this project, continuing to work with the founding organizers.

## Sponsorship Categories

### Sustainer Sponsor (\$2500+)

- Complimentary exhibit space
- Naming rights to the Zone or activity of your choice (as available)
- Acknowledgement in opening and closing remarks
- Placement of up to four banners (you provide the banners)
- Opportunity for presentation/demonstration in an activity zone
- Prominent logo recognition on event website, event signage, electronic and print materials and media releases

### Planter Sponsor (\$1000+)

- Complimentary exhibit space
- Placement of one banner (you provide the banner)
- Opportunity for presentation/demonstration in an activity zone
- Logo recognition on event website, event signage, electronic and print materials, and media releases.

### Steward Sponsor (\$750+)

- Complimentary exhibit space
- Logo recognition on event website, electronic and print materials, and media releases.

### Neighbour Sponsor (\$500+)

- Complimentary exhibit space
- Logo recognition on event website and print materials.

## **Opportunities for Zone-Specific Sponsorship (Sustainer level: \$2,500 each)**

### **Animal Agriculture Zone**

Learn about the role that farmers play in providing our food through responsible animal agriculture at the highest level.

### **Crop Zone**

Learn about the production of the cereal, oilseed, pulse and specialty crops that provide us not only with food, but many other daily-use products that may surprise you!

### **Food Zone**

Want to know more about where your food comes from and pick up unique and interesting tips and tricks for its use and preparation? Welcome to the Food Zone, where it's all about making food fun, safe and nutritious!

### **Kid's Zone**

Agriculture gets 'up close and personal' in the Kid's Zone, with live chicks and piglets, hands-on educational activities, entertainment, face-painting and more!

### **Science Zone**

What does a lab coat have to do with a field of wheat? What does DNA look like, and how can I extract my own personal DNA sample? What makes Saskatoon an ag-biotech hub? These audience-interactive presentations will tell all of this, and more.

## **OUTSIDE THE ZONE: *more activity-specific opportunities to show your support!***

**Celebrity Chef Cooking Demonstration** (Sustainer level \$2,500+): On the Main Stage, Celebrity Chef Mark Loshack (Rock 102 radio host, and star of Cooked with Shack!) will plan and prepare dishes that showcase the many fantastic ingredients produced right here in our province.

**Passport Program** (Sustainer level \$2,500+): Passport Program participants receive a backpack and a passport that can be stamped at each Zone for a keepsake event tracker. As the program sponsor, your logo would appear on each passport.

**Agriculture in the Classroom's Ag Trivia Game Show** (Sustainer level \$2,500+): This interactive, fun-filled game show is always a huge hit at Ag in the City! The audience competes in a game of skill-testing questions about farms, farming and food production, designed to increase awareness about exactly where our food comes from. Huge fun, for the whole family!

# Ag in the City Sponsorship Application Form

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Please complete this form and mail, with payment, to the address provided below.

Level of Sponsorship: \_\_\_\_\_

Zone or Activity (if applicable): \_\_\_\_\_

I will use my Free Exhibit Space:             YES  NO

*Each Exhibit space is 8'x10' (min) and includes one table and two chairs.*

**TRADE SHOW DISPLAY SPACE ONLY:**

If you are interested in exhibit booth space, please contact us directly, by email [shannon.mcarton@sasktel.net](mailto:shannon.mcarton@sasktel.net) to confirm that space is still available.

Display space pricing:

If you are not selling product(s): \$175.00

If you are selling product(s): \$175.00 rental + \$75.00 business fee (required by the Mall)

Organization/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Does your exhibit need electricity?             YES  NO

Total enclosed: \$ \_\_\_\_\_

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**Please Make Cheques Payable To:** Farm & Food Care Saskatchewan

**Mailing address:**

Ag in the City  
c/o McArton & Associates  
Box 71 Dilke, SK S0G 1C0

***In order to be included in all Ag in the City promotional materials please submit your completed form and payment by March 8, 2019.***