



2020 World Jersey Cattle Bureau Tour & Annual Meeting – Canada

June 20-26: Quebec to Ontario Pre-Tour

June 2-July 3: Ontario Main Tour & Waterloo Conference Program

July 4-9: Alberta Post-Tour

July 10-14: British Columbia Post-Tour

July 14-21: California Post Tour (San Francisco to LA)

Sponsorship Opportunities:

In this day-and-age of fundraising, everyone receives requests from many organizations annually. Whether it is providing milk on the bus, on-farm coffee breaks or financial support - sponsoring agricultural events has many benefits and reflects your passion, values and commitment to the well-being of the industry. Jersey Canada is looking for this type of support for the Canadian World Jersey Cattle Bureau (WJCB) tour and annual meeting in June/July of 2020. Although this event is a few years away, planning has begun and we invite you to consider joining us as a sponsor and look forward to your participation as we showcase Canadian Jersey cattle and our beautiful country that we call home.

Canada plays an important role in cattle genetics and breed efficiency and has its pulse on the economics of dairy farming and what that means to the individual producer. The Jerseys small body size and impressive metabolic system can be the perfect fit to meet the profit model of many farm operations locally, nationally and globally. In 2020, dairy enthusiasts from around the world will come together to learn, network and enjoy what the Jersey breed has to offer, and in particular, Canadian Jersey cattle.

Jersey Canada, along with the experienced travel professionals of AgriTours Canada, will be hosting the WJCB 2020 event and we have three levels of sponsorship. *Pre and post* tour activity will also take place beyond Ontario in Quebec, Alberta and British Columbia, with an option for a California add-on tour as well. Each level of sponsorship provides an opportunity for marketing and/or the ability to 'give-back' and contribute. We welcome all support as it helps us shape the tour in its infancy.

Principal Sponsors - SUPREME EXCELLENT (SUP-EX)

SUP-EX level sponsors support premium conference events and activities with outstanding opportunities to promote their organization and its products/services. Examples: dinners, conference guest speakers, facility/technical visits, entertainment, motor coach day tours, premium financial contribution.

Major Sponsors - EXCELLENT (EX)

EX level sponsors support major events and gatherings and receive excellent visibility and the chance to engage with industry participants and visitors. Examples: major financial contribution for pre/post tour meals, giftware (jackets, hats, notepads), silent auction items, grab bags featuring sponsor logos, conference audio-visual rental.

Supporting Sponsors - VERY GOOD (VG)

VG level sponsors have the wonderful opportunity to be included by providing in-kind donations and contributions. Examples: coffee breaks, meeting rooms, technical visits for day trips, box/bag lunches, and other daily requirements. No offering is too small and VG support is important to the overall experience of a world class tour.

Please join us and call today!

For more information on sponsorship and how you can be a part of this world class dairy event, please contact Richard Buck at AgriTours Canada. All donations will be sent to Jersey Canada care of the Sponsorship Committee to prepare and plan for the dairy event of the decade.

Richard Buck, AgriTours Canada

Phone: (519) 826-4077 ♦ 1-877-683-5742 (N.A.) ♦ rbuck@agritourscanada.com