



Canadian Bison Association's 40th Annual Convention

November 18 - 21, 2023

Regina, Saskatchewan

Sponsorship Opportunities

Why Sponsor the CBA Annual Convention?

Sponsorship of a convention is an efficient, cost-effective way of spending your marketing dollars. This is an opportunity to differentiate your company from competitors, helping to develop closer and better relationships with customers, both existing and potential ones, as well as an opportunity to showcase your services and products.

Create, Develop and Enhance Credibility

An opportunity to build trust and establish rapport with your customers and prospective customers. When you get involved with an event, it is seen as your company is supportive of the bison industry.

Targeted Marketing

Bison producers are across Canada and this convention is an opportunity for them to get together. No other event brings as many producers together during the year. Not only do the producers attend, so do their families, marketers, and researchers.

Exposure & Awareness

An opportunity to have your company/product exposed to attendees, speakers, researchers, government officials and media. A sponsorship allows new producers to become aware of your product/service. In return you will receive visible recognition from the CBA by having your logo on convention/show & sale materials during the convention as well as being on the Thank You to Our Sponsors page in the Smoke Signals publication that goes out to all CBA members in February.

Community Involvement and Giving Back

Send a message to the attendees that you are genuinely interested in providing support to the bison industry. Companies that show support will spark more interest and appeal to the audience.

Opportunity to distribute samples, talk about a new product, listen to your customers

Bring samples, tools of the trade, etc. allow you to talk about your product(s) and allow your customers/potential customers to see, feel and try the product(s). Ask for honest feedback. This will provide you with useful information and shows your customers you're interested in what they have to say. This will lead to new customers and sales.

Networking/New Contacts

An opportunity to put a name to a face, gather contact information, make appointments, etc.

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SPECIFIC SPONSORSHIP OPPORTUNITIES

The following event specific sponsorships are designed to give you flexibility in your support by combining financial support and/or in-kind donations.

Bison Pride Banquet Sponsor - (Platinum)

The Banquet is the most attended event of the convention. After everyone has feasted on a premium bison plated dinner as prepared by Chef Rob, awards and trophies are handed out. The evening will culminate with live entertainment. Your sponsorship of this gala event will be highly remembered.

Pasture to Plate Welcome Reception (Gold)

The Pasture to Plate Welcome Reception is the convention's warm up event. This informal event features an upgrade to the convention's traditional tasting event. This event welcomes not only welcomes convention delegates but is also an open invitation to industry VIP's, government officials and celebrities. What better way is there to expose your portfolio of bison products to a wide array of consumers?

Pile O' Bones Banquet (Gold)

The Pile O' Bones Banquet/Fun Action takes place on the second evening of the convention. After feasting on wonderfully prepared bison by Chef Rob, the always anticipated annual fun auction begins. Everyone is in great spirits as the bidding is fast & furious and the items unique. Why not have your company be associated with an evening of fun!

Lunch Sponsorship - (Gold)

Delegates are treated to two buffet lunches during the convention. It will feature bison and allows everyone to sit down and network while consuming a great meal. Your company will be the acknowledged sponsor of these meals and your information can be placed on the tables.

Breakfast Sponsorship (Silver)

A hot breakfast is served over two days of the convention. Sponsoring these breakfasts allows your company to provide a great beginning to each delegate's day.

Keynote Speaker Sponsorship - (Silver)

Help the CBA offset some of its costs in providing high quality presentations by sponsoring one of the convention's high profile keynote speakers. Align your company's mission and values to a specific topic including health and nutrition, mental health, celebrity chefs, ranching excellence, bison conservation or indigenous program.

Bison Pride Convention Memento - (Bronze)

By your generous support we can send each convention attendee home with a memento of the convention.

Canadian Bison Association's 40th Annual Convention Sponsorship Levels

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Canadian Bison Association's 31st Annual NATIONAL SHOW & SALE

SPONSORSHIP OPPORTUNITIES

WHAT YOU GET

- Acknowledgement on Trophy
- Acknowledgement in *Smoke Signals* magazine
- Acknowledgement at awards ceremony
- Acknowledgement on the CBA website
- Acknowledgement in the CNSS Show & Sale Catalogue
- Present Award at Banquet

NATIONAL SHOW TROPHY SPONSORSHIPS:

These award plaques and belt buckles are awarded at the Banquet

Category	Sponsorship Cost
Premier Breeder	\$2500
Rookie of the year	\$1000
Grand Champion Male	\$1000
Grand Champion Female	\$1000
Reserve Champion Male	\$750
Reserve Champion Female	\$750

NATIONAL CLASS TROPHY SPONSORSHIPS

There are 5 award plaques for each Class

Yearling Bulls		
	Trophy	Sponsorship Cost
	Entire Class	\$700
1	Gold	\$200
2	Silver	\$175
3	Bronze	\$150
4	Fourth	\$125
5	Fifth	\$100

2-Year Old Bred Heifers		
	Trophy	Sponsorship Cost
	Entire Class	\$700
1	Gold	\$200
2	Silver	\$175
3	Bronze	\$150
4	Fourth	\$125
5	Fifth	\$100

2-Year Old Bulls		
	Trophy	Sponsorship Cost
	Entire Class	\$700
1	Gold	\$200
2	Silver	\$175
3	Bronze	\$150
4	Fourth	\$125
5	Fifth	\$100

Pen of two Yearling Heifers		
	Trophy	Sponsorship Cost
	Entire Class	\$700
1	Gold	\$200
2	Silver	\$175
3	Bronze	\$150
4	Fourth	\$125
5	Fifth	\$100

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	Entire Class	\$700
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PEN BANNER ADVERTISING

Have your company featured on a banner on a panel in the bison pen area.
Only \$1,500 for three years (includes the cost of the banner).