

Working Together to Grow Yukon's Agricultural Industry



Dr Temple Grandin speaking at a Yukon Young Farmer event.

Photo Credit: Jennifer Hall

In partnership with...



Yukon Young Farmers – *Helping Yukon Grow*

.... the education and outreach voice of the Yukon Agricultural Association

Yukon Young Farmers (YYF)....

Since its formation in 2011, YYF has been supporting Yukon's farming and market gardening community by hosting educational workshops and industry events as well as helping young farmers attend national agricultural conferences.

YYF is both a committee of the Yukon Agricultural Association (YAA) and a regional chapter of the Canadian Young Farmers Forum (CYFF). With the support of YAA and CYFF, YYF has helped to grow capacity, increase networks and inspire confidence in Yukon's agriculture sector.

Supporting YYF means that you...

- Believe in investing in Yukon's local food industry;
- Understand the benefits of information and education to keep the Yukon growing;
- Want to profile your business, services or products to the region's agriculture sector; and
- Can see opportunities to support YYF's goals and build your business network too.

YYF Presents *Four Seasons of Programming* to...

- Promote the industry within YYF, YAA and to Yukoners that are passionate about 'Buying Local';
- Bring together the 'growing' community, supporting networks and partnerships;
- Present industry updates and educational sessions for members and the community; and
- Showcase the latest in equipment, technology and innovation.

Matching the seasonal nature of agriculture, we are committed to hosting four key events every year:

Winter Gathering
Spring Workshop
Summer Demo Day
Fall Round Up

We promote these events to YAA/YYF membership and other agricultural organizations via direct emails and to the public via social media platforms. Attendance at events can range from 20 people to over 100 members of Yukon's agricultural community.

Our Sponsorship Framework: *Working Together to Grow Yukon's Agricultural Industry*

YYF knows that the business community understands the benefits of exposure and marketing and the value of investing in tomorrow's 'growing' community. YYF wants to work with you and proposes the following options for partner levels of support across our *Four Seasons of Programming* - see prior page.

Opportunity	Perennials \$1,500	Annuals \$750	Seedlings \$200
YAA/YYF T-shirts	Four	Two	One
Table/Booth	Manned booth at <u>all</u> events if desired	Manned booth at <u>one</u> event	Brochures on a general display table
Banner (Provided by sponsor)	Large banner posted at selected events	Poster-sized banner at selected events	N/A
MC Remarks	Thanked as a <u>Perennial Sponsor</u> and invited to present a 2-min promo	Thanked by the MC as an <u>Annual Sponsor</u>	N/A
Refreshments (More than one sponsor is required to cover costs)	N/A	N/A	Thanked as a <u>Seedling Sponsor</u> of refreshments at one event
Program(s) Annual Report Power Point Slide (Indoor events only)	Thanked as a <u>Perennial Sponsor</u> with logo listed on the top line	Thanked as an <u>Annual Sponsor</u> with logo listed on a secondary line	Thanked as a <u>Seedling Sponsor</u> with business name listed on a tertiary line
Website	Thanked as a sponsor on YAA/YYF Events Page – logo with hyperlink	Thanked as a sponsor on YAA/YYF Events Page – logo on secondary line	N/A
Social Media	Thanked as a sponsor with business <u>logo</u> inserted into Facebook event posting	Thanked as a sponsor business <u>name</u> listed on Facebook event posting	N/A
Sponsored Ads (Emailed to YAA Members)	Two per year	One per year	One per year
Tickets for North of 60 Agriculture Banquet	2 complimentary tickets	N/A	N/A

Interested in germinating other opportunities? With a minimum 'Seedling Sponsor' commitment, YYF can work with you to coordinate other adhoc or exceptional events tailored to your business interests.

Yukon Young Farmers Working with You!

If you would like to learn more about getting involved in our sponsorship framework, *Working Together to Help Yukon Grow*, please call our office at (867) 668-6864 or email office@yukonag.ca.

We would be delighted to connect and talk about how we can work together to seed and harvest agricultural networks and learning opportunities.

To learn more about Yukon Young Farmers, visit:

Website: <http://www.yukonag.ca/yyf.cfm>

Facebook: <https://www.facebook.com/Yukon-Young-Farmers-292637957428200/>

Or email the YYF executive committee at: yukonyoungfarmers@gmail.com



Photo credit: Jennifer Hall