

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

**YYF's summer event is held outdoors on YAA's property on the North Klondike Highway.
All other events are held indoors.*

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 2018-2019:
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*.

Opportunity	Perennials \$2,500	Annuals \$1000	Seedling \$500+
YAA/YYF T-shirts	Three	Two	One
Table/Booth	Manned table/booth at <u>all</u> indoor* events if desired.	Manned booth at <u>one</u> indoor* event.	Marketing materials at refreshment table at one indoor* event.
Banner (Provided by sponsor)	Stand-up banner posted at indoor events.	Poster-sized banner at indoor events.	N/A
Event Remarks	Thanked by the MC as a <u>Perennial Sponsor</u> at all four seasonal events. <i>PLUS:</i> Invited to present a 2-min promo at the fall event.	Thanked by the MC as an <u>Annual Sponsor</u> at all four seasonal events.	Thanked by the MC as a <u>Refreshment Sponsor</u> at one indoor event, chosen by the sponsor.
Event Signage (Indoor events only)	Listed as a <u>Perennial Sponsor</u> on poster or PowerPoint with up to two logos. Additional logos cost \$750.	Listed as an <u>Annual Sponsor</u> on poster or PowerPoint with one logo. Additional logos cost \$750.	Listed as a <u>Refreshment Sponsor</u> on 9x11" signage (including one logo) displayed on the refreshment table.
Website	Thanked as a sponsor on YAA/YYF Events Page – logos with hyperlink to business website.	Thanked as a sponsor on YAA/YYF Events Page – logo with <u>no</u> hyperlink.	N/A
Tickets for North of 60 Agriculture Banquet	2 complimentary tickets	N/A	N/A

*For the 2019-2020 season, indoor events will be held in the fall, winter and spring. The seasonal programming includes one outdoor event (Yukon Farm Fair) in the summer held at YAA property on the North Klondike Highway.

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



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