

# PARTNERSHIP PACKAGE

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## CANADIAN AERIAL APPLICATORS ASSOCIATION

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2023

# WHERE WE'RE AT TODAY

The Canadian Aerial Applicators Association (CAAA) is a not for profit organization that is a well-known advocate of the agricultural and forestry aviation industry. Our organizations includes hundreds of operator, pilot, individual and allied industry members across Canada and the United States. Our primary objective as an organization is to promote the safety and professionalism amongst our participating members. Our goal is to educate, advocate, promote and support our members and industry partners.

We have embarked on some major projects and initiatives to better serve both our members and industry partners. Our partners are crucial in delivering important programs that keep our industry at the top of our game. With that in mind, we at the CAAA have modernized and updated the way we communicate with our members and promote sponsors. With a strong digital/social media presence, we work hard to ensure that your message is received.

The CAAA AGM and Annual Conference is a leading event for the aerial application industry. With participants from both Canada and the United States, this event makes it a great opportunity to represent your products, services and position the corporate brand clearly to attendees. This event allows for operators, pilots, allied members, government officials and sponsors to come together and discuss current processes, progresses and ideas in our industry. Our conference seminars help encourage our roles as ambassadors and initiate further education.

**CHAD VANDERBYL**  
PRESIDENT, CAAA



Without the Aerial Application industry, food and forestry production in our country would be a much larger challenge. To encourage and promote education and professionalism we must continue to push through, ask questions and break barriers. An active Canadian Aerial Applicators Association is crucial to everyone's success and your support assures we may achieve our goals and our overall mission as an association.

After two years of virtual events due to the pandemic, we are very excited to be headed to the heart of agriculture in Regina, Saskatchewan for the CAAA AGM and Annual Conference. Our association is working hard planning a great show for 2023, with a few special events in the works as well. We hope to see you there.

On behalf of the CAAA, thank you for considering us a partner. Your support assures we may achieve our goals and our overall mission as an industry.



THE BAD NEWS IS  
THAT TIME FLIES.



THE GOOD NEWS IS  
YOU CAN SPONSOR THE PILOT.

The goal of the CAAA Agricultural Aviation Scholarship is to strengthen the aerial application industry by helping CAAA Operators bring new pilots into the profession. Each applicant must be sponsored by a CAAA Operator, and scholarship recipients must use the proceeds for flight training or agricultural coursework at a university, college, community college or other institution of higher learning.

**A \$2000 scholarship contribution is available annually.** More than one (1) scholarship will be provided when available and goes toward the following year's applicants.

# WHO WE ARE

The primary objective of the CAAA is to promote safety and professionalism amongst its participating members. The CAAA works with federal and provincial government agencies to design policies that are fair and equitable and, above all, that protect both rural customers and urban dwellers. The CAAA advises regulatory agencies on matters pertaining to the safe and efficient aerial application of pesticides and other crop inputs.

Education and training of members is high on the CAAA's priorities. Training programs, for office staff right up to the pilot, are designed by members to ensure pesticides are safely applied.

## CAAA & SAFETY

Transport Canada, Agriculture Canada, Health Canada, Environment Canada and their provincial and municipal counterparts are only a few of the government departments which the CAAA works with to ensure safe application of pesticides and other products.

Consumers of food, farm customers and recreational property owners can be assured every precaution has been taken to protect the best interest of each - including the environment.

The aerial application industry is highly regulated to ensure everyone's safety.

## CAAA & THE ENVIRONMENT

Each of our members practice professional application techniques and believes in environmental safety. They know their business relies on a healthy and sustainable environment. Our members work hard at protecting the environment and have a healthy respect for nature.



# WHAT WE DO

## WHAT'S NEW



# 3,000,000+

ACRES COVERED BY OUR REMARKABLE MEMBERS

# 12

FULL-PAGE  
CALENDAR ADS

# 1040

SOCIAL MEDIA  
FOLLOWERS

# 610

EMAIL SUBSCRIBERS

# 45

INFLUENTIAL  
PARTNERS

## CONFERENCE

Boasting over 200+ attendees annually, the CAAA AGM & Conference brings exposure to the industry and active members of the community that are attending with the intent of making meaningful business connections.

## AUCTION

The auction taking place at the heart of the AGM & Conference never fails to impress as attendees flock to be a part of the most exciting event of the conference. All proceeds from the auction go toward the betterment of the industry and showcase your company as a key contributor to the community.

## ADVERTISING

There are many different opportunities that offer exposure to your company and services through the CAAA. All options offer an excellent way to showcase your advocacy among our members and industry contacts. Our specialized channels include; a digital newsletter, magazine, calendar, and our website.



# 2023 AGM CONFERENCE & TRADE SHOW

## FLYING TO REGINA, SK MARCH 16 - 18, 2023

Boasting over 200+ attendees annually, the CAAA AGM & Conference brings exposure to the industry and active members of the community that are attending with the intent of making meaningful business connections.

The CAAA Board attracts top speakers each year to provide multiple education opportunities, including pesticide applicators license re-certification credits.

We host a live auction as well as a virtual silent auction, taking place at the heart of the AGM & Conference. This event never fails to impress as attendees flock to be a part of the most exciting event of the conference. All proceeds from the auction go toward the betterment of the industry and showcase your company as a key contributor to the community.

The CAAA presents six annual awards to recognize members who exceed our qualifications and are announced at our AGM & Conference. Amongst our accredited awards is our annual scholarship available to new pilots.

[www.canadianaerialapplicators.com/conference](http://www.canadianaerialapplicators.com/conference)

# WHY EXHIBIT AT THE CAAA CONFERENCE?

Being an exhibitor at the CAAA Conference provides you with an all access pass to the entire event. The Conference offers 2 full days to interact with your customers.

The Exhibit Hall is open during key parts of the Conference. Demonstrate what your company does best. Network with your customers where they are, grab a coffee, have lunch, or schmooze during the CAAA Live Auction and Banquet.

**MAKE  
CONNECTIONS**



# 2023/2024 MONTHLY CALENDAR



## GET NOTICED

- Promote and foster a professional approach and attitude to aerial application.
- Set professional standards in the industry and nurture relationships with government ministries.
- Foster the advancement of research and development in chemical and application techniques.
- Protect the environment and our pilots.



# CAAA 2023 PARTNERSHIP AGREEMENT

2023 SPONSOR BENEFITS	DIAMOND (X1)	PLATINUM \$20,000 (X3)	GOLD \$15,000 (X4)	SILVER \$10,000 (X6)	BRONZE \$5,000 (X8)
<b>DIGITAL EXPOSURE</b>					
PROMINENT LOGO RECOGNITION IN MONTHLY NEWSLETTER	✓	✓			
AD IN MONTHLY NEWSLETTER (X4, 1200 PX X 640 PX)	✓	✓			
AD IN MONTHLY NEWSLETTER (X3, 1200 PX X 640 PX)			✓		
AD IN MONTHLY NEWSLETTER (X2, 1200 PX X 640 PX)				✓	
LOGO FEATURE IN MONTHLY NEWSLETTER (X1, SHARED)					✓
LOGO RECOGNITION IN MONTHLY NEWSLETTER	✓	✓	✓	✓	✓
LOGO RECOGNITION IN EVENT AND E-MAIL CAMPAIGNS	✓	✓	✓	✓	✓
LOGO RECOGNITION ON CAAA SOCIAL MEDIA	✓	✓	✓	✓	✓
COMPANY LOGO AND LINK ON THE CAAA WEBSITE	✓	✓	✓	✓	✓
OPPORTUNITY TO POST CLASSIFIED AD IN MONTHLY NEWSLETTER	✓	✓	✓	✓	✓
<b>PRINT EXPOSURE</b>					
PROMINENT LOGO RECOGNITION IN PRINT MAGAZINE	✓	✓			
FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11")	✓	✓			
HALF-PAGE AD IN PRINT MAGAZINE (8.5" X 5.5")			✓		
QUARTER-PAGE AD IN PRINT MAGAZINE (4.25" X 5.5")				✓	
EIGHTH-PAGE AD IN PRINT MAGAZINE (3.5" X 2")					
LOGO RECOGNITION IN PRINT MAGAZINE	✓	✓	✓	✓	
FULL-PAGE AD IN PRINT CALENDAR	✓	✓			
FULL-PAGE INSERT IN PRINT MAGAZINE (8.5" X 11", TO BE SUPPLIED)	✓	✓			
<b>CAAA 2022 CONFERENCE &amp; AGM</b>					
AWARDS BANQUET & AUCTION - \$18,000 VALUE	✓				
EXHIBIT GRAND OPENING - \$16,000 VALUE		✓ *			
KEY NOTE LUNCH - \$16,000 VALUE		✓ *			
AUDIO VISUAL SPONSOR - \$16,000 VALUE		✓ *			
EDUCATIONAL SESSION SPONSOR, 5 MIN. VIDEO PRESENTATION	✓	✓			
PROMINENT INDIVIDUAL LOGO RECOGNITION	✓	✓			
PROMINENT SHARED LOGO RECOGNITION			✓		
VERBAL RECOGNITION AT EVENT	✓	✓	✓		
LOGO DISPLAYED IN PROGRAM	✓	✓	✓	✓	✓
LOGO DISPLAYED IN DIGITAL SPONSOR LOOP	✓	✓	✓	✓	✓
LOGO DISPLAYED IN CONFERENCE EMAIL COMMUNICATION	✓	✓	✓	✓	✓
TRADE SHOW BOOTH	✓	✓			
ADDITIONAL TRADE SHOW BOOTH ATTENDEE	✓	✓			

NOTE: TOP SPONSOR TO BE APPOINTED THE DIAMOND SPONSOR OF THE CAAA 2023 CONFERENCE & AGM.

\* PLATINUM SPONSORS BASED ON FIRST COME BASIS TO PICK ONE OF THREE SPONSORSHIP OPPORTUNITIES

**CONTACT INFORMATION**

FIRST NAME	
LAST NAME	
TITLE	
EMAIL	
WORK PHONE	
CELL PHONE	

**PARTNERSHIP LEVEL**

Please indicate selection below; gift-in-kind benefits to be discussed based on value.

PLATINUM	\$20,000	
GOLD	\$15,000	
SILVER	\$10,000	
BRONZE	\$5,000	
GIFT-IN-KIND (INDICATE AMOUNT BELOW)	MIN. \$3,000	

**A LA CARTE**

Please indicate selection(s) below. 1 available for each item unless otherwise indicated.

CONFERENCE		
CONFERENCE T-SHIRT (CAAA AND COMPANY BRANDED)	\$8000	
ICE BREAKER ENTERTAINMENT SPONSOR	\$8,000	
ICE BREAKER DINNER SPONSOR	\$7,000	
KEYNOTE LUNCH	\$7,000	
AWARDS BANQUET & AUCTION ENTERTAINMENT SPONSOR	\$7,000	
BREAKFAST SPONSOR (2 AVAILABLE)	\$7,000	
AWARDS BANQUET & AUCTION HOST BAR	\$6,000	
AWARDS BANQUET & AUCTION WINE HOST	\$6,000	
SPOUSAL PROGRAM	\$4,000	
MASTER OF CEREMONIES	\$3,500	
CONFERENCE NAME TAGS (LOGO ON NAME TAG)	\$3,750	
AUCTIONEER	\$2,750	
CAIR SAFETY SESSION	\$3,000	
CONFERENCE BAGS	\$2,500	
CAAA 2024 SCHOLARSHIP (UNLIMITED)	\$2,000	
COFFEE BREAK SPONSOR (9 AVAILABLE)	\$1,500	
TRADE SHOW BOOTH (30 AVAILABLE - INCLUDES 1 ATTENDEE)	\$895	

**SPONSOR INFORMATION**

COMPANY NAME	
ADDRESS	
CITY/TOWN	
PROVINCE	
POSTAL CODE	

ADDITIONAL BOOTH ATTENDEE	\$325	
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**AUCTION ITEMS**

Please indicate item description, quantity, and estimated value.

ITEM DESCRIPTION	EST. VALUE	QTY

PRINT EXPOSURE		
INSIDE COVER, FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11", 1 AVAILABLE)	\$1,750	
BACK COVER, FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11", 1 AVAILABLE)	\$1,750	
FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11")	\$1,750	
HALF-PAGE AD IN PRINT MAGAZINE (8.5" X 5.5")	\$875	
QUARTER-PAGE AD IN PRINT MAGAZINE (4.25" X 5.5")	\$450	
EIGHTH-PAGE AD IN PRINT MAGAZINE (3.5" X 2")	\$250	
OPPORTUNITY TO POST CLASSIFIED AD IN PRINT MAGAZINE	\$250	
FULL-PAGE INSERT IN PRINT MAGAZINE (8.5" X 11", TO BE SUPPLIED)	\$725	
FULL-PAGE AD IN PRINT CALENDAR	\$500	

DIGITAL EXPOSURE		
COMPANY LOGO AND LINK ON THE CAAA WEBSITE	\$2,500	
AD IN MONTHLY NEWSLETTER (X4, 1200 PX X 640 PX)	\$1,750	
AD IN MONTHLY NEWSLETTER (X3, 1200 PX X 640 PX)	\$1,200	
AD IN MONTHLY NEWSLETTER (X2, 1200 PX X 640 PX)	\$800	
LOGO FEATURE IN MONTHLY NEWSLETTER (X1, SHARED)	\$350	

SIGNATURE

DATE

# 2022 SPONSORS

## DIAMOND SPONSOR



## PLATINUM SPONSORS



Bayer



Forest  
Protection  
LIMITED



PORTAGE AIRCRAFT  
SPECIALTIES LTD  
#AirTractorCountry



GO BEYOND



Société de protection  
des forêts contre  
les insectes et maladies

syngenta

## SILVER SPONSORS



## BRONZE SPONSORS



# THANK YOU FOR YOUR SUPPORT

## 2023 PARTNERSHIP PACKAGE

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# GOT ANY QUESTIONS?

Don't be shy! E-mail us at  
[info@canadianaerialapplicators.com](mailto:info@canadianaerialapplicators.com)

## SUBMISSION INSTRUCTIONS

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Please return your completed Partnership Agreement form to the CAAA office by email to [info@canadianaerialapplicators.com](mailto:info@canadianaerialapplicators.com) to confirm your sponsorship, names and dietary restrictions for trade show booth attendees, and arrange for invoicing and payment. Thank you for your support!