

# ▶ ALBERTA OPEN FARM DAY OPPORTUNITIES



This is a not-for-profit agriculture advocacy event. Alberta Open Farm Days (OFD) is a **provincial initiative that connects farms to the greater community**. Farming Smarter hosts a large event at our research farm that sits on the eastern edge of Lethbridge. Our event **attracts over 300 people each year**.

We invite other non-profit and ag industry ambassadors to set up booths and create a **festive learning environment for visitors**. This is a labor intensive event for all involved and we appreciate any contribution to ease the costs.

## LEARNING CENTRE SPONSORSHIP

**\$1,500**

**Learning Centres grab attention as key learning areas for OFD visitors. Bring a minimum 20x20 tent (branded optional). These centers focus learning on a specific topic such as**

- Agronomy – how to grow crops
- Equipment – what equipment does a farmer need
- Inputs – awareness of role, cost, and concentration of various inputs
- Community – weaving all aspects of the community together
- Sweet Spot – wheat & sugar beets make people smile with candy & baked goods
- Finance – financial tools farm families need
- Farm Animals – petting zoo & 4H clubs

### Recognition

- Prominent visibility on site
- Scavenger hunt learning outcome location
- Opportunity to connect one-on-one with participants
- Logo on map/agenda in both digital and print
- Customized social media post recognizing your sponsorship
- Recognized for sponsorship in event promo emails
- Hyperlinked logo (you choose) on the Farming Smarter website event post

## WAGON SPONSORSHIP

**\$2,500**

**Wagon rides take people on a morning or afternoon crop tour**

- Banner/sign on sides of trailer
- Opportunity to connect with all participants during the ride
- Customized social media post recognizing your sponsorship
- Hyperlinked logo (you choose) on the Farming Smarter website event post
- Recognized for sponsorship in event promo emails
- Sponsor-supplied branded water in cooler on trailer
- Logo on map/agenda in both digital and print

## EVENT SUPPORTER

**\$500**

**Provide in-kind or cash support for this important initiative**

- Set up an interactive learning booth (this can be in-kind for non-profit groups)
- Hyperlinked logo (you choose) on the Farming Smarter website event post

**OFD Pledge \$ any amount** Small donations have an interesting way of adding up. Help us cover labour and supplies! Visit the get involved page of our website [farmingsmarter.com](http://farmingsmarter.com) or call 403-317-0022 to donate.