



# SPONSORSHIP PACKAGE

Canadian Agricultural Safety Week 2019 – 2021



## CASA | ACSA

CANADIAN AGRICULTURAL SAFETY ASSOCIATION  
ASSOCIATION CANADIENNE DE SÉCURITÉ AGRICOLE



## Safe and Strong Farms:

**Build** an AgSafe Canada    MARCH 10–16, 2019

**Grow** an AgSafe Canada    MARCH 15–21, 2020

**Lead** an AgSafe Canada    MARCH 14–20, 2021

[agsafetyweek.ca](http://agsafetyweek.ca)    [#AgSafeCanada](https://twitter.com/AgSafeCanada)

# ABOUT CANADIAN AGRICULTURAL SAFETY WEEK

**T**he impact of a farm injury is devastating but they are preventable. Canadian Agricultural Safety Week is a national campaign that increases awareness of the importance of farm safety and provides farmers, farm families, and farming communities with the information and resources they need to keep farms and ranches safe.

**FIND US AT [AGSAFETYWEEK.CA](https://agsafetyweek.ca)**  
Canadian Agricultural Safety Week reaches  
Canadians through stories, social media, resources  
and the AgSafe Ribbon campaign.

## About Safe and Strong Farms

### **Build an AgSafe Canada (2019):**

In year one, we will ask farmers to use safety to build reputations, business, productivity and profitability through managing risks and hazards. This year will focus on the groundwork of a safe and strong farm.

### **Grow an AgSafe Canada (2020):**

In year two, we will ask farmers to take what they've built (a safe and strong farm) and grow it. The messaging this year will focus on the responsibility to grow a culture of safety and to achieve a safer and stronger farm (and to communicate how there are doing this). This will be a year of challenging farmers to achieve wins.

### **Lead an AgSafe Canada (2021):**

In year three, we will ask farmers to sustain a culture of farm safety through leadership. This will be a year of celebrating safe, strong, efficient and profitable farms.

## **BE PART OF CANADIAN AG SAFETY WEEK**

### **SPONSORS MAKE THE DIFFERENCE.**

Canadian Agricultural Safety Week sponsors are critical to the campaign's success.

CASA wants to bring new campaign materials and resources to the public.

CASA also wants to sign up multi-year sponsors and continue to make safety a top of mind issue for rural Canadians.

We need your help. Be a part of an AgSafe Canada.



# YOUR RETURN ON INVESTMENT

As a sponsor, your company can invest in Canadian Agricultural Safety Week at one of five sponsorship levels. Be a Safety Champion (\$50,000+) and see your logo on campaign graphics; invest at the Safety Partner level (\$25,000 – \$49,000) and see your logo at the bottom of every CASW campaign webpage; become a Safety Investor (\$10,000 to \$24,999) and get your logo displayed in campaign media kit material; or get your feet wet as a Safety Helper (\$2,500 to \$4,999) and be recognized in social media.

CANADIAN AGRICULTURAL SAFETY WEEK SPONSORSHIP RECOGNITION FRAMEWORK	Safety Champion \$50,000+	Safety Partner \$25,000 to \$49,999	Safety Investor \$10,000 to \$24,999	Safety Supporter \$5,000 to \$9,999	Safety Helper \$2,500 to \$4,999
Exclusive presenting sponsor rights (written, verbal and graphic recognition as presenting sponsor; available on first come, first served basis)	•				
Exclusive presenting sponsor rights of AgSafe Ribbon Campaign	•				
Logo and live link placed at bottom of each campaign web page	•	•			
Logo listed for one year in downloadable print resources	•	•	•		
Recognition in Canadian Agricultural Safety Week Media Kit items (news releases, articles) and campaign letterhead	• (logo in footer)	• (logo in footer)	• (logo in footer)	• (listed)	
Listed as sponsor in other Canadian Agricultural Safety Week materials (ie: template-based press releases)	•	•	•	•	
Recognition on campaign website and CASA website at specific sponsorship level	• (logo and link)	• (logo and link)	• (logo and link)	• (logo)	• (listed)
Recognition in CASA Annual Report at specific sponsorship level	• (logo)	• (logo)	• (logo)	• (logo)	• (listed)
Recognition on CASA social media accounts (Facebook, Twitter, LinkedIn, Instagram)	•	•	•	•	•
Permission to use CASA logo and Canadian Agricultural Safety Week “proud sponsor of” graphic for promotional purposes	•	•	•	•	•



# EXCLUSIVE

## SPONSORSHIP RECOGNITION OPTIONS

<b>EXCLUSIVE SPONSOR LOGO TREATMENT ON VIDEO SERIES</b>	<b>Description</b>  Short videos featuring farm safety tips or farm safety messaging. Posted to YouTube and shared on social media and web.
<b>EXCLUSIVE SPONSOR LOGO TREATMENT ON INFOGRAPHICS AND SAFETY ARTICLE SERIES</b>	<b>Description</b>  One-page infographic with sharable, pull-out sections. Content would be posted to resource section of agsafetyweek.ca in a printable and downloadable format. Supplimented with a safety advice article.

**LET'S TALK**   
**CANADIAN AGRICULTURAL SAFETY WEEK SPONSORSHIP OPPORTUNITIES**

**For more information contact CASA:**

**Liz Ellis Clark**

Development Specialist  
Canadian Agricultural Safety Association  
204-275-8874 [lclark@casa-acsa.ca](mailto:lclark@casa-acsa.ca)

**Marcel Hacault**

Executive Director  
Canadian Agricultural Safety Association  
1-877-452-2272 [mhacault@casa-acsa.ca](mailto:mhacault@casa-acsa.ca)

**ABOUT CASA**

The Canadian Agricultural Safety Association (CASA) is a national, non-profit organization promoting farm safety in the agricultural sector. CASA's vision is a country where no one is hurt farming and CASA is working with partners in government, business, and farming organizations across the country to support initiatives that equip producers, their families and their workers with the information and tools needed to make farms a safe place to live, work and play.