



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 participate in our national CASW launch.

Please note that the following recognition framework is based on typical recognition scenarios. If you have a unique sponsorship idea, or require a customized recognition package, contact us and we would be happy to discuss personalized options for your company.

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 <i>(written, verbal and graphic recognition as presenting sponsor; available on first come, first served basis)</i>	●				
May act as EMCEE of launch event	●				
May bring greetings from company at launch event	●	●			
Logo and live link placed at bottom of each campaign web page	●	●			
Recognition in CASW Media Kit items <i>(news releases, articles)</i> and campaign letterhead	● (logo in footer)	● (logo in footer)	● (logo in footer)	● (listed)	
Recognition on campaign website and CASA website at specific sponsorship level	● (logo and link)	● (logo and link)	● (logo and link)	● (logo)	● (listed)
Company logo displayed on signage at launch	●	●	●	●	
Access to booth space or pop up signage space at launch event	●	●	●	●	
Listed as sponsor in CASW Key Messages, Q and As, and template-based press releases	●	●	●	●	
Recognition in CASW Annual Report at specific sponsorship level	● (logo)	● (logo)	● (logo)	● (logo)	● (listed)
Verbal recognition at CASW launch event at specific sponsorship level	●	●	●	●	●
Recognition on CASA social media accounts <i>(Facebook, Twitter, LinkedIn, Instagram)</i>	●	●	●	●	●
Permission to use CASA logo and CASW “proud sponsor of” graphic for promotional purposes	●	●	●	●	●