



CANADIAN  
CATTLEMEN'S  
ASSOCIATION



# Partners Program

Established in 1932, the Canadian Cattlemen's Association (CCA) is the national association representing the interests of Canada's 55,000 beef farms. The CCA speak as one voice for the beef industry and is extensively involved in a wide range of industry issues. These include foreign trade and market access, animal health and welfare, environment, food policy, climate change, fiscal and monetary policy, and grading.

- The CCA Partners Program is a membership program for organizations wishing to affiliate themselves with CCA and the Canadian beef industry.
- In addition to showing support for Canadian cattle producers, the program provides the opportunity to participate on issues affecting the industry. The partnership provides a unique method to foster valuable relationships with those involved in the cattle industry.
- The program offers three levels of partnership engagement – Prime, AAA, and AA, allowing organizations to select a level of involvement that complements their corporate sponsorship goals. CCA also offers customized sponsorship options beyond what is offered here. Please connect with us if you would like to pursue a sponsorship program that is specifically tailored to your company needs.

With the support of corporate partners, CCA will continue to work toward a dynamic, profitable Canadian beef industry with high-quality beef products recognized as the most outstanding by customers at home and around the world.

For more information, contact:

Canadian Cattlemen's Association

#180, 6815 – 8th Street NE Calgary, AB T2E 7H7

Phone: (403) 275-8558

Fax: (403) 274-5686

[feedback@cattle.ca](mailto:feedback@cattle.ca)

[www.cattle.ca](http://www.cattle.ca)

## Prime Partner *includes:*

- Advertisement in the CCA Annual Report (6 3/8" x 5 3/4" colour ad)
- 100-word boilerplate and corporate logo (1" x 1") included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo and link to corporate website
- Opportunity to provide two updates per year in the CCA bi-weekly publication, Action News, with link to corporate website
- Invitation to attend CCA virtual Canadian Cattle Producers Town Hall meetings
- Recognition slide highlighting CCA Prime Partner logos during CCA Canadian Cattle Producers Town Hall meetings
- Promotion of up to three partner events, activities, or special offers related to the Canadian beef industry on CCA social media channels
- Display of company logo on signage or via digital projection at the annual CCA Spring/Fall Receptions on Parliament Hill, CCA Annual General Meeting, and the CCA Semi-Annual Meeting
- One (1) opportunity per year to present at a virtual CCA webinar on topics of interest to Canadian beef producers
- Four (4) Invitations (including four (4) invitations to the President's Reception) to the CCA Annual General Meeting (held in March in Ottawa)
- Four (4) invitations to the annual Fall Reception BBQ with Members of Parliament
- Two (2) complimentary registrations to the Canadian Beef Industry Conference (CBIC)

***Annual investment of \$6,000***

## AAA Partner *includes:*

- Advertisement in the CCA Annual Report (4 3/8" x 3 3/4" landscape or 3 1/8" x 5 1/4" portrait colour ad)
- 75-word boilerplate and corporate logo (1" x 1") included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo and link to corporate website
- Invitation to attend CCA virtual Canadian Cattle Producers Town Hall meetings
- Display of company logo on signage or via digital projection at the annual CCA Spring Reception on Parliament Hill, annual CCA Fall Reception on Parliament Hill, CCA Annual General Meeting, and the CCA Semi-Annual Meeting (in conjunction with the Canadian Beef Industry Conference)
- Two (2) Invitations (including two (2) invitations to the President's Reception) to the CCA Annual General Meeting (held in March in Ottawa)
- Two (2) invitations to the annual Fall Reception BBQ with Members of Parliament
- One (1) complimentary registration to the Canadian Beef Industry Conference (CBIC)
- Recognition slide highlighting CCA Partner logos included in presentations during CCA Canadian Cattle Producers Town Hall meetings
- Promotion of up to three partner events, activities, or special offers related to the Canadian beef industry on CCA social media channels

***Annual investment of \$3,000***

## AA Partner *includes:*

- 75-word boilerplate and corporate logo (1" x 1" colour ad) included in the CCA Annual Report
- Acknowledgement on the CCA website with a link to corporate website
- Invitation to attend CCA virtual Canadian Cattle Producers Town Hall meetings
- Recognition slide highlighting CCA Partner logos included in presentations during CCA Canadian Cattle Producers Town Hall meetings
- Display of company logo on signage or via digital projection at the annual CCA Spring/Fall Receptions on Parliament Hill, CCA Annual General Meeting, and CCA Semi-Annual Meeting
- One (1) Invitation (including one (1) invitation to the President's Reception) to the CCA Annual General Meeting (held in March in Ottawa)

***Annual investment of \$1,500***