



Learn. Share. Connect.
5TH NATIONAL FAIR TRADE CONFERENCE

Apprendre. Partager. Réseauter.
5^e CONGRÈS NATIONAL DU COMMERCE ÉQUITABLE

HALIFAX, NS | FEBRUARY 24-26, 2017
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SPONSORSHIP PACKAGE

LEARN. SHARE. CONNECT

5TH NATIONAL FAIR TRADE CONFERENCE

The Canadian Fair Trade Network (CFTN) is proud to host the 5th National Fair Trade Conference in Halifax, Nova Scotia, February 24–26, 2017.

We look forward to welcoming delegates from across Canada and around the world to learn about fair trade, share experiences and ideas, and connect with fellow leaders and advocates. Together we will build on the foundation of our past conferences, Calgary (2013), Toronto (2014), Montreal (2015), and Winnipeg (2016).

We're also pleased to announce that Fairtrade Canada will host their 5th Annual Fairtrade Awards at the conference, scheduled for the evening of Saturday, February 25, 2017.

This sponsorship package contains information on how you can support the 2017 National Fair Trade Conference and contribute to the ongoing growth of the fair trade movement and our efforts to improve the quality of life for producers and their communities.

Sponsoring this conference isn't just about doing something good for humanity. It's a real opportunity to reach new audiences with your products and services. Past conference sponsors have experienced tangible sales growth and developed new business relationships as a result of their support of the National Fair Trade Conference.

We hope you can join us in 2017!

Sincerely,



Sean McHugh
Executive Director, CFTN

PS: Check out <http://cftn.ca/schedule> for details about speakers and sessions. We'll update the page as the program develops.



WHAT?

5th National Fair Trade Conference

WHEN?

February 24–26, 2017

WHERE?

World Trade and Convention Centre
1800 Argyle Street, Halifax, NS

WHO?

Hosted by the Canadian Fair Trade Network

WHY?

To learn, share, and connect with fair trade stakeholders from across Canada and the world.

Sessions will focus on various aspects of fair trade. Among other topics, we will look at fair trade from both grassroots and business perspectives, with the goal of broadening, deepening, and growing the impact of the fair trade movement in Canada.

WHAT IS FAIR TRADE?

Fair trade is a powerful tool that aims to empower marginalized producers to improve their own living conditions. With the proper resources, capacity, and access to key relationships, disadvantaged producers can earn their own means to a better life for themselves and their communities.

Photos on pages 1 and 2 by Dustin Leader.



A worker processes fair trade bananas in Sullana, Peru.



Zack Gross shares his ideas and impeccable sense of style.



Delegates participate in a group workshop, learning more about how fair trade can inspire real change.



Tukwini Mandela speaks at last year's conference—a highlight of the weekend.

WHO WILL BE AT THE CONFERENCE?

Canada's 2017 Fair Trade Conference will see leaders from across the country come together to strengthen existing ties and create opportunities for collaboration.

Participants include leaders from

- Fair Trade Towns, Campuses and Schools
- Non-profit partners
- Government and public institutions
- Fair trade businesses
- Food service companies
- Grocers and retailers
- Distributors
- Certifiers

CONFERENCE GOALS

- Increase participation and coordination within the fair trade movement in Canada
- Inspire, motivate, and build the capacity of stakeholders
- Present on the progress of the fair trade movement and the work being done by the CFTN
- Drive forward our strategy for the movement for 2017 and beyond

Sponsorship Opportunities

We're proud to offer five options for business sponsorship. Sponsorship and in-kind donations are used towards venue rental fees, food and beverages, evening social events, transportation, accommodation, and delegate packages.

We also welcome product sponsorship for delegates and/or speaker gifts. Please contact us if you would like to contribute, or if you have other ideas about in-kind sponsorship. We will issue an event media release and invite local and national media to attend and report on the conference.



CONFERENCE PARTNER - \$10,000

- Named as lead sponsor on all conference communication and promotional materials (print and online) including event media release
- Sponsorship level recognized (with logo) on event communication and promotional materials (print and online)
- Registration for five delegates (\$1,475 value)
- Booth at trade show (\$100 value)
- Speaking opportunity during dinner / evening event
- Two full-page ads in delegate handbook
- Recognized as a dinner / evening event sponsor
- Products included in delegate package
- Publicity material included in delegate package
- Sponsorship of an evening networking event

PLATINUM SPONSOR - \$5,000

- Sponsorship level recognized (with logo) on event communication and promotional materials (print and online)
- Registration for four delegates (\$1,180 value)
- Booth at the trade show (\$100 value)
- Full-page ad in delegate handbook
- Recognized as a lunch sponsor
- Products included in delegate package
- Publicity material included in delegate package
- Sponsorship of an evening networking event

GOLD SPONSOR - \$3,000

- Sponsorship level recognized (with logo) on event communication and promotional materials (print and online)
- Registration for three delegates (\$885 value)
- Booth at the trade show (\$100 value)
- Half-page ad in delegate handbook
- Recognized as a breakfast sponsor
- Products included in delegate package

SILVER SPONSOR - \$1,500

- Sponsorship level recognized (with logo) on event communication and promotional materials (print and online)
- Registration for two delegates (\$590 value)
- Booth at the trade show (\$100 value)
- Quarter-page ad in the delegate handbook

BRONZE SPONSOR - \$750

- Sponsorship level recognized (with logo) on event communication and promotional materials (print and online)
- Registration for one delegate (\$295 value)
- Booth at the trade show (\$100 value)

ABOUT THE CANADIAN FAIR TRADE NETWORK

The Canadian Fair Trade Network (CFTN) is a non-profit organization that is working to bring about a fairer, more sustainable world.

MISSION

We work with civil society, institutional, government and private sector stakeholders to improve purchasing and policy, to ensure that our everyday actions have a positive influence on the world. We therefore work to have people understand the power of their purchases, and how their choices can shape the world around us. Learn more at cftn.ca/about-us

PROGRAMS

- Ongoing mentoring and coaching for a range of fair trade stakeholders
- Publishing and distributing *Fair Trade Magazine*



- Sharing monthly newsletters and regular social media updates
- Organizing national campaigns
- Conducting research to progress understanding and accountability in fair trade
- Managing the Fair Trade Town, Campus, School, and Event programs. Learn more at cftn.ca/programs



Chelsea, Quebec, celebrates its Fair Trade designation.



Students and staff at McKay Public School in Port Colborne, Ontario, are all smiles as their school becomes Canada's ninth Fair Trade School.



University of Western is one of our nation's 17 Fair Trade Campuses.



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CONTACT

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