



# Canadian Cattlemen's Association Partners Program

Established in 1932, the Canadian Cattlemen's Association (CCA) is the only national association representing the interests of Canada's 68,500 beef farms. The CCA provides the leadership and unity necessary to speak as one voice for the beef industry and is extensively involved in a wide range of prevalent industry issues. These include foreign trade, animal health, environment, animal care, fiscal and monetary policy and grading.

The CCA Partners Program is a corporate membership program for organizations wishing to affiliate themselves with the 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. As a non-voting member, the partnership provides a unique method to foster valuable relationships with those involved in the cattle industry.

The program offers three levels of partnership – Prime, AAA, and AA, allowing organizations to select a level of involvement that complements their corporate sponsorship goals. CCA Major Sponsors sponsor three or more CCA programs/events.

With the support of corporate partners, the 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.



**CANADIAN  
CATTLEMEN'S  
ASSOCIATION**

National Voice Of Cattle Producers

**For more information, contact:**

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

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# Prime Partner

As a Prime Partner, your company will receive:

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

- Advertisement in the CCA Annual Report<sup>1</sup>
- 100 word boilerplate and corporate logo<sup>2</sup> included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo<sup>3</sup> and a link to corporate website
- Quarterly acknowledgement in the CCA biweekly publication, Action News, with link to corporate website
- Display of company logo on signage or via digital projection at the annual CCA Spring/Fall Receptions on Parliament Hill, the CCA Annual General Meeting,
- Four (4) Invitations (including four (4) invitations to the President's Reception) to the CCA Annual General Meeting<sup>4</sup> Meeting<sup>4</sup> to observe committee and board of director meetings<sup>6</sup>. This invitation also provides the opportunity to meet and engage with CCA representatives on important industry issues
- Four (4) invitations to the annual Fall Reception BBQ with Members of Parliament
- One (1) complimentary registration to the Annual Canadian Cattlemen's Foundation Classic Golf Tournament
- Two (2) complimentary registrations to the Canadian Beef Industry Conference (CBIC)
- Complimentary copies of the CCA Annual Report and CCA Action News

# AAA Partner

As a AAA Partner, your company will receive:

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

- Advertisement in the CCA Annual Report<sup>7</sup>
- 75 word boilerplate and corporate logo<sup>2</sup> included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo<sup>3</sup> and a link to corporate website
- Display of company logo on signage or via digital projection at the annual CCA Spring/Fall Receptions on Parliament Hill, the CCA Annual General Meeting
- Two (2) Invitations (including two (2) invitations to the President's Reception) to the CCA Annual General Meeting<sup>4</sup> to observe committee and board of director meetings<sup>6</sup>. This invitation also provides the opportunity to meet and engage with CCA representatives on important industry issues
- Two (2) invitations to the Fall Reception BBQ with Members of Parliament
- One (1) complimentary registration to the Canadian Beef Industry Conference (CBIC)
- Complimentary copies of the CCA Annual Report and CCA Action News

# AA Partner

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

As a AA Partner, your company will receive:

- 75 word boilerplate and corporate logo<sup>2</sup> included in the CCA Annual Report
- Acknowledgement on the CCA website with a link to corporate website
- Display of company logo on signage or via digital projection at the annual CCA Spring/Fall Receptions on Parliament Hill, the CCA Annual General Meeting, the CCA Semi-Annual Meeting/Town Hall
- Invitations to the CCA Annual General Meeting<sup>4</sup> and the CCA Semi-Annual Meeting/Town Hall<sup>5</sup> to observe committee and board of director meetings<sup>6</sup>. This invitation also provides the opportunity to meet and engage with CCA representatives on important industry issues
- Complimentary copies of the CCA Annual Report and CCA Action News