



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 compliments their corporate sponsorship goals.

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.



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

www.cattle.ca
feedback@cattle.ca

Revised Feb, 2014

Prime Partner

As a Prime Partner, your company will receive:

Annual investment of \$5,000

- Advertisement in the CCA Annual Report¹
- 100 word boilerplate and corporate logo² included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo³ 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, the CCA Semi-Annual Meeting and the CCA Convention/Town Hall
- Four (4) Invitations (including four(4) invitations to the President's Reception) to the CCA Annual General Meeting⁴ and the CCA Semi-Annual Meeting and Convention/Town Hall⁵ to observe committee and board of director meetings⁶. 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
- Two (2) complimentary registrations to the Annual Canadian Cattle Industry Golf Tournament
- Complimentary copies of the CCA Annual Report and CCA Action News

AAA Partner

As a AAA Partner, your company will receive:

Annual investment of \$2,500

- Advertisement in the CCA Annual Report⁷
- 75 word boilerplate and corporate logo² included in the CCA Annual Report
- Special acknowledgement on the CCA website featuring corporate logo³ 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, the CCA Semi-Annual Meeting and the CCA Convention/Town Hall
- Two (2) Invitations (including two(2) invitations to the President's Reception) to the CCA Annual General Meeting⁴ and the CCA Semi-Annual Meeting and Convention/Town Hall⁵ to observe committee and board of director meetings⁶. 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
- Complimentary copies of the CCA Annual Report and CCA Action News

AA Partner

As a AA Partner, your company will receive:

Annual investment of \$1,500

- 75 word boilerplate and corporate logo² 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 and the CCA Convention/Town Hall
- Invitations to the CCA Annual General Meeting⁴ and the CCA Semi-Annual Meeting and Convention/Town Hall⁵ to observe committee and board of director meetings⁶. 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

1. 6 3/8" x 5 3/4" colour ad 2. 1" x 1" minimum. 3. Approx. 258px x 80px. 4. Held in March in Ottawa 5. Held in August at various locations across Canada 6. Except for closed meetings 7. 4 3/8" x 3 3/4" landscape or 3 1/8 x 5 1/4" portrait colour ad