

# **Sponsorship Proposal:** **Patterson Grains**

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**Agriculture in the Classroom-  
Manitoba (AITC-M) Program Showcase**

**Dear Patterson Grain,**

Did you know agriculture isn't part of any school curriculum in Manitoba? Yet, every single person depends on the industry every day. At Agriculture in the Classroom-Manitoba (AITC-M), we are committed to making sure every grade 12 student in Manitoba graduates with an understanding of agriculture. In 2023 alone, we engaged 407,314 students in our learning experiences that bridge the knowledge gap about where our food comes from.

One of our initiatives is our AITC-M Program Showcase, an annual event following our AGM that hosts 300+ teachers, students, volunteers, and industry leaders. This event engages the next generation with interactive elements that connect them directly to agriculture and celebrate industry achievements.

We are proposing for Patterson Grain to be a sponsor for this event with a contribution of \$5,000. In return, we will provide your company with a high-visibility, interactive booth where attendees can experience firsthand how grain transforms into flour. This will showcase your expertise, connect with the community, and show Patterson Grain's role as a leader in Manitoba's agricultural industry.

We would like to discuss this opportunity further and see how we can make this partnership right for you.

We look forward to the possibility of working together.

**Sincerely,**  
**Jenna Dyck, Development Consultant**  
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**204-471-7357**

## The Event

The AITC-M Program Showcase is a high-profile event designed to celebrate and promote Agriculture in the Classroom-Manitoba's (AITC-M) mission, programs, and impact. Bringing together key stakeholders from the agriculture and education sectors, this event is an opportunity to highlight the importance of agricultural literacy and build meaningful connections.

### Event Details:

- Date: April 24, 2025
- Time: 4:00 PM – 8:00 PM
- Location: Centro Caboto Centre, Winnipeg
- Expected Attendance: 300+ guests

The showcase will attract a diverse audience, including teachers, school board and division staff, industry partners, volunteers, donors, board members, and government representatives from agriculture and education departments. Media representatives and guests who may be new to AITC-M will also be in attendance, providing sponsors with a platform to expand their reach and visibility within the community. Your sponsorship will help bridge the agriculture knowledge gap, ensuring students graduate with agricultural literacy.

## Our Partnership

As a leader in Manitoba's agriculture sector, Patterson Grain understands the importance of educating the next generation about where their food comes from. By sponsoring the AITC-M Program Showcase, your company will connect directly with students, teachers, and volunteers, which will shape the future of agriculture.

This partnership positions Patterson Grain as a champion for agricultural education, building brand trust while engaging with a highly relevant audience in an interactive and meaningful way.

## Your Sponsorship Investment

For a \$5,000 investment, Patterson Grain will receive an exclusive interactive booth at our Program Showcase, where attendees can experience the journey from grain to flour firsthand. Your booth will feature grains and a small-scale flour mill, allowing visitors to grind their own flour and take it home in a custom-branded bag. This hands-on experience will create a meaningful and memorable connection between Patterson Grain and the students, educators, and agriculture advocates at the event.

Beyond the interactive element, your company will gain premium brand visibility throughout the event. Your logo will be prominently displayed on event invitations, e-blasts, banners, and official event listings, ensuring high exposure among attendees and industry professionals. Additionally, Patterson Grain will be featured across AITC-M's social media platforms and event communications, further extending your reach.

As a valued sponsor, Patterson Grain will also receive public acknowledgment during the event, reinforcing your role as a leader in agricultural education. This sponsorship provides an opportunity to engage directly with key publics, showcase your expertise, and demonstrate your commitment to shaping the future of agriculture.

**We are available in the next few weeks for connection to secure this opportunity. Thank you for your time.**