



**iwcc**

1ST INTERNATIONAL  
WHEAT CONGRESS

# **1<sup>st</sup> International Wheat Congress Sponsorship Package**

**Saskatoon, Saskatchewan, CANADA  
July 21 to 26, 2019**

[www.2019iwc.ca](http://www.2019iwc.ca)



## ***IWC 2019: At A Glance***

### **What is the IWC?**

- The 1st International Wheat Congress will be held in Saskatoon, Saskatchewan, Canada from July 21st to 26th, 2019. The Congress venue will be at TCU Place, a world class facility in the heart of Saskatoon's vibrant downtown.
- This will be the first meeting of its kind and will include a balanced program encompassing all areas of wheat research, including joint plenary sessions and concurrent sessions tailored to focus on specific disciplines. All plenary sessions will be streamed live on the web and social media platforms. Approximately 60 speakers will be presenting throughout the week's events.
- Events include poster presentation, oral presentation sessions, field tours, cultural activities, as well as many social events for networking. This will be the premiere networking event for those working in the wheat industry.
- One of the top priorities of the IWC is giving back to local organizations and to the scientific community. A portion of each registration fee will be used to sponsor scientists from developing nations by reimbursing them for registration and travel costs.
- The recipient of a new 'Rising Star' award will present one of the plenary lectures. The individual selected for this prestigious award will be an early career scientist who has demonstrated exceptional contributions to wheat research.

### **How is the IWC run?**

- The Local Organizing Committee has been established and consists of 17 members which represent scientific, organizational and gender diversity. Members are located across Saskatchewan and Alberta and meet monthly.
- One of the guiding principles of the local organizing committee is to promote diversity by ensuring gender, geographic and ethnic diversity of speakers, and to facilitate the development of students, early career scientists, and scientists from developing countries.
- The International Organizing Committee is made of 16 individuals representing different wheat growing countries and are in charge of creating the scientific program.
- Approximately 800 to 1,000 participants from around the country and the world are anticipated to attend the congress. We are estimating 80% of attendees to be international delegates.
- Subsequent meetings will be held every 2 years. The host city for the 2<sup>nd</sup> International Wheat Congress will be announced at the meeting.

## How You Can Help

### Monetary Donations:

Monetary contributions include donations to our operating budget and fully underwriting any of the congress budget expenses. Selections for specific sponsorship items are listed on Form 1 of the sponsorship confirmation.

**Sponsorship levels and associated benefits are as follows. All amounts listed in Canadian Dollars.**

#### **Platinum - \$60,000 \*Limited to 4 sponsors**

- Opportunity for exclusive sponsorship at a specific event (based on availability) and a 5-minute welcome address at the event selected
  - Sunday night Welcome Reception at TCU Place and logo on congress lanyards
  - Tuesday evening event (TBD) – networking reception or site seeing event
  - Wednesday afternoon field tour and evening event. Includes company logo on IWC wheat beer
  - Thursday night banquet supper and awards night
- Plenary speaker sponsor which includes acknowledgement during on-line streaming and logo on live stream site
- Space for two 10 x 10 display booths at Congress (exact size may vary)
- High profile acknowledgement during congress: Colour logo on congress banners, souvenirs, posters, full page colour advertisement in program, logo on the home page of the IWC website and recognition in press releases
- Insertion of up to 3 items in the congress registration package
- Large logo on delegate bag
- Five complimentary full delegate registrations

#### **Gold - \$25,000**

- Opportunity for exclusive sponsorship of the below items:
  - Logo on field tour hats
  - Logo on water bottles
  - Speaker ready room: Lounge area will include computers with your company mouse pads and logo on computer home screens. Refreshments will also be provided.
- Opportunity for one 10 x 10 display booth at Congress (exact size may vary)
- Acknowledgement at a sponsored lunch
- Small logo on delegate bag
- Acknowledgment of poster session sponsor including receptions
- Insertion of up to 2 items in the congress registration package
- High profile acknowledgement during congress: half page colour advertisement in program, logo on the home page of the IWC website, and colour logo on congress posters
- Three complimentary full delegate registrations.

#### **Silver - \$10,000**

- Acknowledgement of sponsored coffee break
- Transportation sponsor including signs on buses
- Insertion of one item in the congress registration package
- Colour logo included in congress program and on sponsors page of website
- Two complimentary full delegate registrations

#### **Bronze - \$5,000**

- Logo included in congress program and on sponsors page of website
- One complimentary full delegate registration
- Acknowledgment of sponsored water stations

### In-Kind Donations:

In-kind contributions include donations given in the form of gift certificates, prizes for students, printing expenses, or volunteer hours. Donations are needed for 800-1000 attendees. Recognition will be given based on the monetary sponsorship level the donation best aligns with.

## IWC 2019 Sponsorship Matrix

Sponsor Benefits	Platinum	Gold	Silver	Bronze
	\$60,000+	\$25,000	\$10,000	\$5,000
Acknowledgement of sponsored Congress speaker	Plenary session incl. online steaming and logo			
Large colour logo on congress banners	✓			
Space for display booth	Room for two 10x10 booths	Room for one 10x10 booths		
Acknowledgment of sponsored Congress event	Exclusive evening event and 5 min welcome	Poster session		
Logo on delegate bag	Large logo	Small logo		
Colour logo on congress posters	✓	✓		
Acknowledgement of partnership during media events	✓	✓		
Acknowledgement of sponsored Congress meal		One lunch	One coffee break	
Insertion of company items in registration package	Up to 3 items	Up to 2 items	One item	
Acknowledgement of Sponsored item	Souvenirs	Choice of hats, water bottles, or speaker ready room	Transportation sponsor	Water station
Complimentary full delegate registrations	Five	Three	Two	One
Recognition in event program	Full page colour advertisement	Half page colour advertisement	Colour logo	Colour logo
Recognition of partnership on the congress website	Logo on home page	Logo on home page	Logo on sponsors page	Logo on sponsors page
Name/Logo displayed in congress presentation facilities	✓	✓	✓	✓
Permission to use IWC logo	✓	✓	✓	✓



# IWC 1ST INTERNATIONAL WHEAT CONGRESS

## *IWC 2019 Week at a Glance*

	<b>Sunday July 21</b>	<b>Monday July 22</b>	<b>Tuesday July 23</b>	<b>Wednesday July 24</b>	<b>Thursday July 25</b>	<b>Friday July 26</b>
<b>Breakfast</b>	Arrivals					
<b>Morning Session</b>		Joint Session	Joint Session	Joint Session	Joint Session	Joint Session
<b>Coffee Break</b>						
<b>Morning Session</b>		Joint Session	Split Concurrent Sessions	Split Concurrent Sessions	Split Concurrent Sessions	Joint Session
<b>Lunch</b>						Closing lunch
<b>Afternoon Session</b>		Joint Session	Split Concurrent Sessions	Field Tour	Split Concurrent Sessions	
<b>Coffee Break</b>					Split Concurrent Sessions	
<b>Afternoon Session</b>		Registration opens	Joint Session	Split Concurrent Sessions	Split Concurrent Sessions	
<b>Evening</b>	Welcome Reception	Free evening	Evening Offsite Event TBD	Evening Offsite Event TBD	Banquet supper and awards	

## ***Sponsorship Confirmation Form 1 of 2***

Select the sponsorship package that is right for you:

Events and individual items will be secured on a first come, first serve basis.

<b>Package</b>	<b>Event</b>	<b>Value</b>
<b>Diamond</b>	<input type="checkbox"/> Sunday night welcome reception at TCU and logo on congress lanyards	\$60,000
	<input type="checkbox"/> Tuesday evening event and sight-seeing (TBD)	\$60,000
	<input type="checkbox"/> Wednesday afternoon field tour and evening event	\$60,000
	<input type="checkbox"/> Thursday night banquet supper and awards night	\$60,000
<b>Gold</b>	<input type="checkbox"/> Logo on field tour hats	\$25,000
	<input type="checkbox"/> Logo on water bottles	\$25,000
	<input type="checkbox"/> Speaker ready room	\$25,000
<b>Silver</b>	<input type="checkbox"/> Silver Package	\$10,000
<b>Bronze</b>	<input type="checkbox"/> Bronze Package	\$5,000

Want to sponsor an item or event not listed? Give us a call to discuss!

## ***Sponsorship Confirmation Form 2 of 2***

I (we) wish to contribute \$ \_\_\_\_\_ to the 1<sup>st</sup> International Wheat Congress.

I (we) would like to contribute the following in-kind support: \_\_\_\_\_

**Name of Business** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State:** \_\_\_\_\_

**Postal Code** \_\_\_\_\_ **Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_ **Contact Person** \_\_\_\_\_

**E-mail** \_\_\_\_\_

\_\_\_\_\_  
**Sponsor's Signature**

\_\_\_\_\_  
**Date**

***The person signing this form is authorized to do so on behalf of the Partnering organization.***

<b>PAYMENT METHOD:</b>	
<input type="checkbox"/> Full payment attached	\$
<input type="checkbox"/> Invoice me	\$

**Cheques payable to: University of Saskatchewan**

**Please email BOTH pages of the completed form as a PDF to: [Raelene.Regier@usask.ca](mailto:Raelene.Regier@usask.ca)**

**or by mail to:**

1<sup>st</sup> International Wheat Congress  
C/o Raelene Regier  
University of Saskatchewan  
Department of Plant Sciences  
51 Campus Drive  
Saskatoon, SK S7N 5A8

**Information: Ph 306-966-7464**

***Thank-you for your support!***