



SPONSORSHIP PACKAGE 2017

Inspired Voices Driving Change



About Us

Canadian Young Speakers for Agriculture Inc. (CYSA) delivers a national, bilingual public speaking competition for youth annually, in November, at the Royal Agricultural Winter Fair in Toronto, Ontario. CYSA provides a platform for youth to develop public speaking skills as they express their thoughts and opinions on current topics related to Canadian agriculture and agri-food.

CYSA connects directly with Canadian youth and serves as an independent incorporated entity. CYSA also connects with youth via government bodies and NGOs, educational institutions, the agriculture and agri-food industries, families of youth, alumni, the Canadian public, and youth programs across Canada.

Mission

“To provide Canadian youth with a professional public speaking competition through which they can develop workforce skills demanded by Canada’s competitive agriculture and agri-food industries.”



Objectives

To strengthen the agriculture industry by developing future spokespersons and leaders; to inform the urban population about agricultural issues; and to provide articulate young people with:

-)] an opportunity to develop public speaking skills
-)] incentives to become involved in agriculture
-)] a forum to express their concerns
-)] recognition for their communication skills.

Our History

- 1985 First competition held at the Royal Agricultural Winter Fair in honour of International Youth Year.
- 1987 Farm Credit Corporation (now known as Farm Credit Canada) joined as a co-sponsor.
- 1996 The Leonard Wilhelm trophy was added to the prize list. Joanne Wilhelm had been the competition winner in 1988, and her sister had also participated in the program. Up until this time, there was no perpetual trophy or recognition identifying past winners.
- 1997 Many 'firsts' for the competition this year: This was the first year using the newly unveiled name, "Young Speakers for Agriculture"; the first year with a truly 'national' focus; the first year in the newly-renovated facilities at the Royal Agricultural Winter Fair; and the first year for a new sponsor to the Young Speakers for Agriculture team, Agriculture & Agri-Food Canada.
- 1998 A new logo for Young Speakers for Agriculture was developed.
- 2000 The Canadian Farm Writers' Federation joined the sponsorship team, and provided a financial grant to the committee. The competition enjoyed a record number of nine out-of-province participants (four from Alberta, first competitor from Manitoba, two from Nova Scotia, one each from New Brunswick and PEI).
- 2001 The Eastern Canada Farm Writers' Association joined the sponsorship team. Out-of-province participation continued to grow: three from Alberta; three from Manitoba; and one each from New Brunswick, Prince Edward Island and Nova Scotia.
- 2002 Pioneer Hi-Bred Limited joined the sponsorship team. Out-of-province participation again grew with three from Alberta, two from Nova Scotia, and one each from British Columbia, Manitoba, New Brunswick, Prince Edward Island and Quebec. This marked the first year that British Columbia sent a participant.
- 2003 4-H Ontario became a supporter of Young Speakers for Agriculture. A new logo was developed, and our first website was launched.
- 2004 Many new initiatives were undertaken as the competition commemorated its 20th consecutive public speaking competition at the Royal Agricultural Winter Fair. The organizing committee undertook incorporation, and officially changed the name of the competition to Canadian Young Speakers for Agriculture Inc. to better reflect the national scope of the competition. This marked the first year that Saskatchewan sent participants to the competition.
- 2006 A Junior Competition for 11 to 15 year olds was introduced to complement the long running Senior level event, which is open to youth 16 to 24 years of age.
- 2007 May 2007 saw the introduction of CYSA's new bilingual website www.cysa-joca.ca, featuring online registration.
- 2009 CYSA celebrates 25 years of organizing and facilitating the "Canadian Young Speakers for Agriculture" competition.
- 2010 March 2010, Canadian Young Speakers for Agriculture, Inc. entered into a new funding agreement under the Growing Forward Program with Agriculture and Agri-Food Canada in cooperation with the 4-H Council of Canada.

Our Board of Directors

The Canadian Young Speakers for Agriculture Inc. (CYSA) board is comprised of agriculture and agri-food industry experts and knowledgeable professionals representing five provinces across Canada.



Chair

D. E. (Ted) Young, Guelph, ON

President

April Stewart, Elgin, QC

Past President

Gerry Sullivan, St. John's Nfld

Directors

Lydia Harrison, Guelph, ON

Anna Marie O'Connell, Guelph, ON

Treasurer/Registrar

Anne McGee, Guelph, ON

Our Competition



CYSA's inaugural competition, held in 1985 in honour of International Youth Year, was originally sponsored by the Ontario Ministry of Agriculture and Food. The competition includes both junior (11-15) and senior (16-24) age categories and is judged by bilingual communications and industry professionals from across the agriculture and agri-food sectors. Cash prizes are awarded to finalists and there is significant opportunity for competitors to be scouted by potential employers. Competitors may also be invited to participate in subsequent speaking engagements across the country.

Competition format

The competition takes place on the first Saturday of the Royal Agricultural Winter Fair in Toronto, Ontario, every November. The first senior preliminary round is held in the morning, followed by a second preliminary round in the afternoon. From each of these two rounds, three competitors are chosen to compete in the Senior Finals competition on Saturday evening.

The Junior competition takes place the same day as the Senior competition with the entire competition encompassing one round from which a winner is selected after concluding Saturday at noon.



Participant Feedback



2014 CYSA Senior Champion, Ashley Knapton, Almonte, Ontario

"As a three-time participant in the Canadian Young Speakers for Agriculture (CYSA) competition, I appreciate how it allows me to not only work on my public speaking skills, but provides me the opportunity to network with other like-minded and passionate people. As our industry changes, it is so important that we are able to speak up effectively and tell our story to consumers. CYSA is an awesome opportunity for young people to do just that."

- 2014 CYSA Senior Champion, Ashley Knapton

74% of competitors said the
2016 Canadian Young Speakers for Agriculture
Competition was Above Average or Excellent.

Benefits of Being a Sponsor

- ✓ You are providing an opportunity and a platform for youth in agriculture across Canada to gain communication skills while advocating for the industry.
- ✓ You'll benefit from relevant brand recognition with traditional and digital media before, during and after the competition.
- ✓ You'll have an opportunity to scout for talented and articulate leaders, the future employees of your company or organization.

Join Our Sponsors

Platinum



Agriculture et
Agroalimentaire Canada

Agriculture and
Agri-Food Canada



Silver



Gordon Maxwell, Legal Counsel



Bronze



"It was nice to come across the country and be treated to an event as well run as the CYSA competition. Thanks to [CYSA], I was given the opportunity to speak against competitors of profound calibre, present my own message, and make connections with ambassadors of the agriculture industry."

Spencer Graling, 2016 Senior Champion

Become a Sponsor

All sponsors are recognized in the competition day program and our annual report.
All sponsor logos appear on the Canadian Young Speakers for Agriculture website.

Platinum Sponsor

Platinum sponsors provide a donation of \$100,000 or more (cash, in-kind gift or combination thereof). In recognition of this significant contribution, you will receive all the benefits of the Gold, Silver and Bronze level sponsors as well as the following opportunities and benefits:

-) Sponsorship of particular a event(s) including but not limited to travel, the welcome reception, competition day lunch, evening reception, etc.
-) Opportunity to make remarks during the competition.
-) News release highlighting your significant contribution.
-) Your company website link on our website.
-) A recognition plaque.
-) Your company logo on promotional banners.
-) Your company display at the event.
-) Your company name included in participants' welcome package.

Gold Sponsor

Gold sponsors provide a donation of \$50,000 - \$99,999 (cash, in-kind gift or combination thereof). In recognition of your significant contribution, you will receive all the benefits of the Silver and Bronze level sponsors as well as the following opportunities and benefits:

-) Sponsorship of Senior and/or Junior winner award.
-) Your company included as lead on a news release.
-) Your logo on promotional banners.
-) Your company display at the event.
-) Your company name included in participants' welcome package.

Silver Sponsor

Silver sponsors provide a donation of \$20,000 - \$49,999 (cash, in-kind gift or combination thereof). In recognition of your significant contribution, you will receive all the benefits of a Bronze level sponsor as well as the following opportunities and benefits:

-) Your company display at the event.
-) Complimentary tickets to the competition.
-) Lead on participants' welcome package or judges package.
-) Your company logo included in our annual report and competition day brochure as well as on our website, and your company will be mentioned competition day.

Bronze Sponsor

Bronze sponsors provide a donation of \$5,000 - \$19,999 (cash, in-kind gift or combination thereof). In recognition of your generous contribution, you will receive the following:

-) Lead on participants' welcome package or judges package.
-) Your company logo included in our annual report and competition day brochure as well as on our website, and your company will be mentioned on competition day.

Become a Sponsor

Individual Sponsor

An individual sponsor will provide a donation of \$1,000 - \$4,999. In recognition of your contribution, you will receive:

- Your company logo will be included in our annual report and competition day brochure as well as on our website, and your company will be mentioned on competition day.



Thank you for your interest in supporting the Canadian Young Speakers for Agriculture competition!

Without the support of our dedicated sponsors, we could not have provided hundreds of Canadian youth with the opportunity to hone their public speaking skills, develop their self-confidence, and express their passion for agriculture over the last 33 years.

Please complete the following form and return to: cysa-joca@outlook.com

Name _____

Organization _____

Address _____

City _____ Province _____

Email _____ Phone Number _____



Sponsorship Level Commitment (please check one of the following):

- Platinum Sponsor (\$100,000 +)
- Gold Sponsor (\$50,000 - \$99,999)

- Silver Sponsor (\$20,000 - \$49,999)
- Bronze Sponsor (\$5,000 - \$19,999)
- Individual Sponsor (\$1,000 - \$4,999)