

Agriculture in the Classroom Manitoba

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Monday, February 10, 2022

Mavis McRae
Director
Prairie Research Kitchen
11th Floor - 504 Main St.
Winnipeg, MB,
Canada, R3B 0T1

RE: Sponsorship Proposal for Prairie Research Kitchen (PRK)

Dear Mavis,

By bridging the gap between consumers, the food they eat, and the people who produces it, Agriculture in the Classroom Manitoba (AITC-M) aims to inspire educators to promote agriculture literacy for a sustainable future. Together with over **100 partners**, including industry and government, AITC-M has helped create **407,314 inspiring student experiences** in 2023. This year, you could be a part of creating those experiences by sponsoring us in the **2025 AITC-M Program Showcase Event** on **April 24, 2025**.

To honor AITC-M's impact, programs and its mission, we will welcome over **300 guests**, including industry partners, government representatives (especially from agriculture education/training departments), students, teachers, school board/division staff, donors, media and more. This is a singular opportunity for **Prairie Research Kitchen (PRK)** to connect with food and agriculture industry professionals, achieve your objectives of promoting food innovation, education, and sustainability; and supporting the next generation of food and agriculture leaders.

There will be several hands-on activities and program demos to showcase AITC-M's resources and impact, virtual and on-site photo booth for guests to share images live on social media, networking opportunities, speeches and awards and recognition of our key supporters.

We would like you to consider making PRK a part of our community by sponsoring this event. We ask you to provide us with in-kind sponsorship where you could share your food innovations with the attendees and get brand exposure in return.

If you are interested in becoming a sponsor of the AITC-M high- profile Program Showcase or have any questions related to the event, please don't hesitate to contact us either via phone or email. Thank you in advance for taking your time to review our sponsorship proposal.

Sincerely,

Shruti Nigam
Development Consultant
Phone: 204-904-9889
Email: snigam@academic.rrc.ca



and

Prairie Research Kitchen (PRK)

Sponsorship Proposal

February 10, 2025

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Sponsorship Proposal for 2025 AITC-M Program Showcase Event

The 2025 AITC-M Program Showcase will be held on **April 24, 2025**, from **4:00- 8:00 p.m.** at **Centro Caboto Centre, Winnipeg.**

Key Publics Offer

1. **Industry Professionals (30-65):** These are professionals in the food, agriculture, technology and sustainability businesses. They are often in higher positions such as executives, managers and CEO's who earn middle to high income. They are interested in innovation, business growth, and networking. They care about innovation, education and sustainability in the food/ agriculture industry, and look for collaboration/funding opportunities with businesses – either small or big — who share the same core values as them.
2. **Innovators & Researchers (25-45):** These are professionals who either own small businesses or are product developers in food or are academic professionals who collaborate on food-related studies. Their income could vary from low to mid to high. They are interested in collaboration and mentorship. They care and focus on innovation, problem-solving, and marketing opportunities to network and showcase their ideas.
3. **Students (17-22):** These are either high school or post-secondary students who work or study in sustainability research, culinary arts or food science. They are interested in career opportunities and want to gain hands-on experience. They attend events for educational and networking purposes.
4. **Government & Community Leaders (40-65):** These are government and non-profit organizations' representatives including one from agriculture/food departments with middle to high income. They are interested in partnerships that aligns with public concerns or community goals. They care about sustainability, community impact and economic development.

Leveraging Ideas: In-Kind Sponsorship

1. **Food Demonstrations-** You can have a dynamic, interactive station where your students showcase their developed food products and recipes to the attendees. This will not only give them a chance to educate the attendees about the ingredients and preparations technique but also foster networking opportunities.





2. **Food Demonstration #2-** In this demonstration, you can highlight innovative food processing methods using portable kitchen appliances or food processors. You can offer a live cooking demonstration using locally sourced Manitoba ingredients, emphasizing local agriculture and sustainability.
3. **Food Styling Show-** This can be an engaging and interactive activity where you present a styled food plate at your station and encourage attendee engagement through a social media contest, where participants replicate styled food plates and share their creations using #PRKxAITC-M. The most accurate re-creations and the best social media post could win a small, thoughtful takeaway gift, like an utensil, from PRK.
4. **Manitoban- Inspired Appetizer-** We can collaborate to serve appetizers using local Manitoban ingredients allowing you to introduce local flavors to over 300 guests. They can also learn about the food journey from farm to table, supporting AITC-M's mission to increase agricultural literacy.
5. **Educational Workshops-** Host a hands-on workshop to highlight your innovations in food processing or sustainability. An AITC-M member could co-host this workshop.

Desired Outcomes & Benefits

1. **Brand Visibility-** This sponsorship opportunity will give PRK exposure to the 300+ attendees that aligns with their target audience. It will increase visibility for all your departments: Research and Development, Technical and Business Services, and Training and Knowledge Diffusion.
2. **Networking and Hospitality-** You will get time to network and engage with the guests. This could also include connections with potential partners, government leaders, food producers, high schools and agricultural organizations.
3. **Educational Impact/ Recruitment-** By engaging students in hands-on workshops and networking opportunities, PRK can inspire students' interest in agriculture and food careers, aligning with their as well as AITC-M's goal of promoting agricultural education and food science.
4. **Showcasing Food Innovations-** PRK will get an opportunity to showcase their students' food innovations including, research, new product developments and sustainable food practices to 300+ guests — gaining recognition.
5. **Social media & Media-** Increase brand visibility through social media promotions and possibly getting media attention for showcasing food innovations.
6. **Banner/logo-** PRK will have a banner or a signage right beside its station for brand exposure.

