



THE ONTARIO PRODUCE  
MARKETING ASSOCIATION

# 2025 SPONSORSHIP PROSPECTUS



[www.theopma.ca](http://www.theopma.ca)



## **Gain Visibility - Elevate your Brand with the OPMA**

Build your company's brand across a variety of platforms. All sponsors will have their logo or name added to the event website. Sponsor recognition may also include your logo in social media and event emails, placing your brand in front of all attendees.

Signage throughout the event also gives sponsors continuous visibility.

## **Demonstrate Leadership and Showcase Your Expertise**

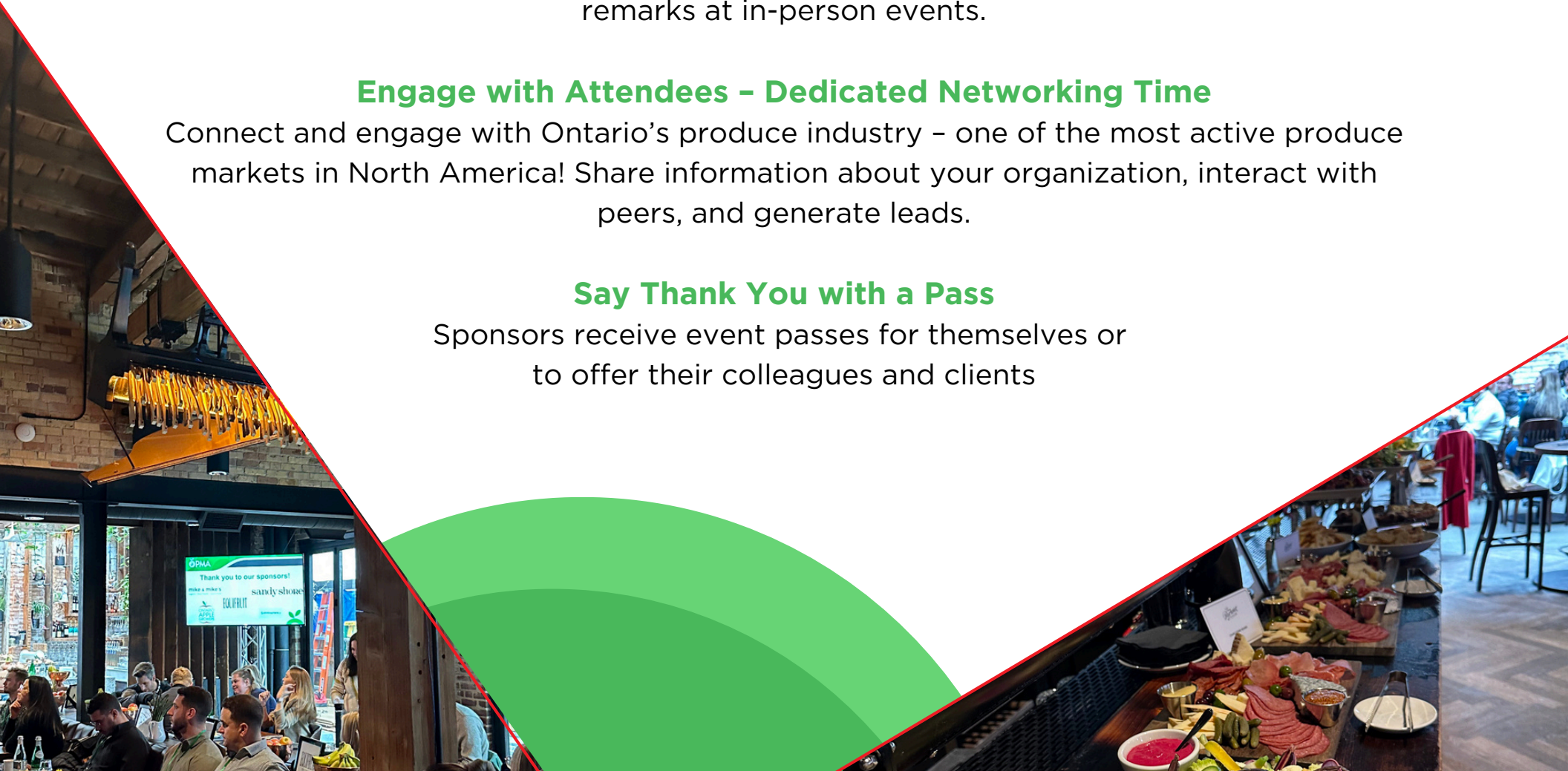
Showcase your brand's sector-specific expertise. Premier sponsors have the opportunity to host virtual sessions where they can demonstrate their expertise and engage with their peers. Certain levels of sponsors can introduce their organization by offering remarks at in-person events.

## **Engage with Attendees - Dedicated Networking Time**

Connect and engage with Ontario's produce industry - one of the most active produce markets in North America! Share information about your organization, interact with peers, and generate leads.

## **Say Thank You with a Pass**

Sponsors receive event passes for themselves or to offer their colleagues and clients



Are you looking to become a sponsor with the Ontario Produce Marketing Association? Partner with us to expose your brand, make impactful connections, and gain a competitive edge

**OPMA is pleased to support our partners to achieve the following strategic goals:**

- Showcase your product and service to decision-makers
- Increase your brand awareness
- Strengthen your company's leadership position in the sector
- Connect with decision-makers in your target market and develop meaningful relationships
- Differentiate your brand from your competitors
- Establish and improve customer relations

**The options for sponsorship with our association include the following:**

- Year-Round Event Specific Sponsorship – Annual Golf Tournament, Annual Gala & Awards Ceremony
- Young Professional's Network Sponsorship
- Women's Produce Network Sponsorship
- Add-ons and Customization Available

**DID YOU KNOW?**

Ontario's fruit and vegetable sector:

- Generates more than \$4.2 billion in economic activity annually
- Grows more than one third of Canada's total fruit and vegetable production
- Grows more than 125 different fruit and vegetable crops with an estimated annual farm gate value of more than \$2.3 billion
- Exports \$1.5 billion annually – almost half from the greenhouse vegetable sector
- Employs more than 30,000 people directly on-farm, and generates an additional 66,000 indirect jobs
- Generates approximately \$600 million in tax revenues for all three levels of government

# ABOUT THE OPMA

The Ontario Produce Marketing Association (OPMA) is a member-funded, not for profit organization whose mission is to connect people and information from field to plate.

The OPMA provides products and services to our members to assist them in building skills and improving business practices. We offer access to leading market research; toolkits and workshops to strengthen skills in communications, social media, media relations, reputation management and branding; advocacy; promotion; and opportunities to build and expand their professional network.

OPMA encourages the consumption of local fruits and vegetables by educating the consumer on seasonality, availability and providing tips for preparing and storing to make the most of the local season through our consumer facing campaign, Produce Made Simple.

## OUR MEMBERS

The OPMA has over 240-member companies across the province that span eight industry sectors including, grower/packer/shippers, brokers, wholesalers, retailers, industry service providers and industry associations.

## GIVING BACK

Through the support of our members, OPMA contributes \$40,000 annually to Student Nutrition Ontario and Toronto Foundation for Student Success. The grants support over 220 schools across Ontario and 30,000 students by assisting in the purchasing and distribution of fresh, Ontario grown fruits and vegetables. For the last 30 years, the OPMA in partnership with other industry organizations has organized, packed and delivered tens of thousands of produce boxes for families in need across Ontario.





# 2025 SPONSORSHIP PACKAGES

|                                                                                                                        | Premier Plus<br>\$20,000<br>- Limited to 1 - | Premier<br>\$15,000<br>- Limited to 2 - | Diamond<br>\$10,000 | Platinum<br>\$7,000 | Gold<br>\$5,000 | Silver<br>\$3,000 | Gala Award<br>\$5,000<br>- Limited to 4 - | Golf Activity<br>Add-on<br>\$3,000 |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------------------------------------|---------------------|---------------------|-----------------|-------------------|-------------------------------------------|------------------------------------|
| <b>At Golf Event (approx. 288 golfers)</b>                                                                             |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| Brand recognition on A/V screens                                                                                       | X                                            | X                                       | X                   | X                   | X               | X                 | X                                         | X                                  |
| Add Item to Giveaway Bag *sponsor to provide item                                                                      | X                                            | X                                       | X                   | X                   | X               | X                 |                                           | X                                  |
| Choice of Activation – Hole in One Competition, Air Cannon, Golf Simulation, Custom                                    | X                                            | X                                       | X                   | X                   |                 |                   |                                           | X                                  |
| Product Sampling on Course (Company Logo or Name Displayed on Sign Next to Station) *Samples to be provided by Sponsor | X                                            |                                         | X                   |                     |                 |                   |                                           | X                                  |
| Golf – One Complimentary Foursome                                                                                      | X                                            | X                                       |                     |                     |                 |                   |                                           |                                    |
| Brand Recognition on Drink Cart                                                                                        | X                                            | X                                       |                     |                     |                 |                   |                                           |                                    |
| Company Logo on Banners                                                                                                | X                                            | X                                       |                     |                     |                 |                   |                                           |                                    |
| Mobile App Sponsor                                                                                                     | X                                            |                                         |                     |                     |                 |                   |                                           |                                    |
| Opportunity for Company Representative to Speak                                                                        | Maximum 5 Mins                               |                                         |                     |                     |                 |                   |                                           |                                    |
| Prize Sponsor                                                                                                          |                                              | X                                       |                     |                     |                 |                   |                                           |                                    |
| <b>At Gala Event (approx. 400 attendees)</b>                                                                           |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| Gala Complimentary Registrations                                                                                       | Table (10)                                   | 5                                       | 1                   | 1                   |                 |                   | 2                                         |                                    |
| Choice of Activation – Band, Bar, Emcee, Photobooth, Centerpiece, Coat Check, Custom                                   | X                                            | X                                       | X                   | X                   |                 |                   |                                           |                                    |
| Logo on Award & Opportunity to Present Award                                                                           | X                                            |                                         |                     |                     |                 |                   | X                                         |                                    |
| Opportunity for Company Representative to Speak                                                                        | Maximum 5 Mins                               | Maximum 2 Mins                          |                     |                     |                 |                   |                                           |                                    |
| Product Feature in Menu (Company Logo or Name Displayed on Sign Next to Station)                                       | X                                            |                                         |                     |                     |                 |                   |                                           |                                    |
| Product Feature in Cocktail/Mocktail (Company Logo or Name Displayed on Sign Next to Station)                          | X                                            |                                         |                     |                     |                 |                   |                                           |                                    |
| Giveaway Item *sponsor to provide item                                                                                 | X                                            |                                         |                     |                     |                 |                   |                                           |                                    |
| <b>At AGM Summit (approx. 70 attendees)</b>                                                                            |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| AGM Complimentary Registrations                                                                                        | 4                                            | 2                                       | 1                   | 1                   | 1               |                   |                                           |                                    |
| Choice of Activation – Speaker, Lunch, Networking, Custom                                                              | X                                            | X                                       | X                   |                     |                 |                   |                                           |                                    |
| Product Feature in Menu (Company Logo or Name Displayed on Sign Next to Station)                                       | X                                            | X                                       |                     |                     |                 |                   |                                           |                                    |
| Product Feature in Cocktail/Mocktail (Company Logo or Name Displayed on Sign Next to Station)                          | X                                            |                                         | X                   |                     |                 |                   |                                           |                                    |
| <b>Programs / Publications / Newsletter / Website / Social Media</b>                                                   |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| Recognition via OPMA Social Media (Min. of 2 Sponsor recognition posts)                                                | X                                            | X                                       | X                   | X                   | X               | X                 | X                                         | X                                  |
| Customized Social Media Promo Prior to all Golf, Gala, & AGM (only sponsor noted)                                      | 3                                            | 2                                       | 1                   |                     |                 |                   | 1 (Gala only)                             |                                    |
| Opportunity to host Webinar *Content must be pre-approved by OPMA                                                      | 2 Webinars                                   | 1 Webinar                               | 1 Webinar           |                     |                 |                   |                                           |                                    |
| Logo in OPMA Newsletter (400+ Industry Recipients)                                                                     | X                                            | X                                       | X                   |                     |                 |                   |                                           |                                    |
| Produce Made Simple Promotion – Reel with a custom recipe                                                              | X                                            | X                                       |                     |                     |                 |                   |                                           |                                    |
| <b>Signage</b>                                                                                                         |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| Company Logo or Name Displayed on Screen/TV by Sponsorship Level                                                       | X                                            | X                                       | X                   | X                   | X               | Name              | X (Gala only)                             | X                                  |
| Sponsor Recognition on Event Page of OPMA Website                                                                      | Logo                                         | Logo                                    | Logo                | Logo                | Name            | Name              | Name                                      | Name                               |
| Company Logo on Banners                                                                                                | X                                            |                                         |                     |                     |                 |                   |                                           |                                    |
| <b>Post Event</b>                                                                                                      |                                              |                                         |                     |                     |                 |                   |                                           |                                    |
| Delegate List                                                                                                          | X                                            | X                                       | X                   |                     |                 |                   | X (Gala Only)                             |                                    |



# 2025 WOMENS' PRODUCE NETWORK SPONSORSHIP PACKAGES

|                                                                                                                                      | WPN Feature<br>Sponsor \$10,000<br>- Limited to 2 - | WPN Title<br>Sponsor \$6,000<br>- Limited to 4 - | WPN Supporter<br>\$2,500 | WPN Gala<br>Award \$7,500<br>- Limited to 1 - |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------|--------------------------|-----------------------------------------------|
| <b>At WPN Summit</b>                                                                                                                 |                                                     |                                                  |                          |                                               |
| Add Item to Giveaway Bag *sponsor to provide item                                                                                    | X                                                   | X                                                | X                        |                                               |
| Opportunity for Company Representative to Speak                                                                                      | Maximum 5 Mins                                      | Opportunity to<br>Introduce Speaker              |                          |                                               |
| Product Feature in Menu                                                                                                              | X                                                   | X                                                |                          |                                               |
| Logo Presence at Venue (choice of placement; ex. Napkins, Pens, Notebooks, etc.)<br>*sponsor to provide item                         | X                                                   | X                                                |                          |                                               |
| Workshop Session Sponsor                                                                                                             | X                                                   |                                                  |                          |                                               |
| Panel Discussion Sponsor                                                                                                             | X                                                   |                                                  |                          |                                               |
| Product Feature in Cocktail/Mocktail                                                                                                 | X                                                   |                                                  |                          |                                               |
| Networking Session Sponsor                                                                                                           |                                                     | X                                                |                          |                                               |
| Health & Wellness Session Sponsor (ex. Yoga, Meditation, etc.)                                                                       |                                                     | X                                                |                          |                                               |
| Product Feature in Smoothie Bar                                                                                                      |                                                     |                                                  | X                        |                                               |
| <b>At WPN Golf Simulator Event</b>                                                                                                   |                                                     |                                                  |                          |                                               |
| Add Item to Giveaway Bag *sponsor to provide item                                                                                    | X                                                   | X                                                | X                        |                                               |
| Logo Presence at Venue (choice of placement; ex. Napkins, Pens, Notebooks, etc.)<br>*sponsor to provide item                         | X                                                   | X                                                |                          |                                               |
| Product Feature in Menu                                                                                                              | X                                                   | X                                                |                          |                                               |
| Product Feature in Cocktail/Mocktail                                                                                                 | X                                                   |                                                  |                          |                                               |
| Opportunity for Company Representative to Speak                                                                                      | Maximum 5 Mins                                      |                                                  |                          |                                               |
| <b>At Gala Event (approx. 400 attendees)</b>                                                                                         |                                                     |                                                  |                          |                                               |
| Logo on Women's Produce Network Award & Opportunity to Present Award                                                                 |                                                     |                                                  |                          | X                                             |
| Recognized as providing Award Prize - a fully paid ticket to the IFPA Women's<br>Conference, flight and accommodations for recipient |                                                     |                                                  |                          | X                                             |
| <b>Complimentary Registrations</b>                                                                                                   |                                                     |                                                  |                          |                                               |
| Complimentary Registrations to all WPN Events                                                                                        | 6 Tickets                                           | 4 Tickets                                        | 2 Tickets                |                                               |
| Gala Complimentary Registrations                                                                                                     |                                                     |                                                  |                          | 2                                             |
| <b>Programs / Publications / Newsletter / Website / Social Media</b>                                                                 |                                                     |                                                  |                          |                                               |
| Recognition via OPMA Social Media (Min. of 2 Sponsor recognition posts)                                                              | X                                                   | X                                                | X                        | X                                             |
| 1 Customized Social Media Promo Prior to all WPN Events (only sponsor noted)                                                         | X                                                   |                                                  |                          | X (Gala only)                                 |
| Opportunity to host Webinar *Content must be pre-approved by OPMA                                                                    | 1 Webinar                                           |                                                  |                          |                                               |
| <b>Signage at Events</b>                                                                                                             |                                                     |                                                  |                          |                                               |
| Company Logo or Name Displayed on Screen/TV by Sponsorship Level                                                                     | Logo                                                | Logo                                             | Name                     | X (Gala only)                                 |
| Sponsor Recognition on Event Page of OPMA Website                                                                                    | Logo                                                | Logo                                             | Name                     | Logo (Gala only)                              |
| Company Logo or Name Displayed on Sign Next to Food Station                                                                          | Logo                                                | Name                                             |                          |                                               |
| Company Logo on Sign Next to Cocktail/Mocktail Station                                                                               | Logo                                                |                                                  |                          |                                               |
| Company Logo on Sign Next to Smoothie Station                                                                                        |                                                     |                                                  | Logo                     |                                               |
| <b>Post Event</b>                                                                                                                    |                                                     |                                                  |                          |                                               |
| Delegate List                                                                                                                        | X                                                   |                                                  |                          | X (Gala only)                                 |



# 2025 YOUNG PROFESSIONAL'S NETWORK SPONSORSHIP PACKAGES

|                                                                                                           | YPN Feature Sponsor<br>\$10,000<br>- Limited to 2 - | YPN Title Sponsor<br>\$6,000<br>- Limited to 4 - | YPN Supporter \$2,500 |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------|-----------------------|
| <b>At YPN Summit, Winter Event, and Fall Event</b>                                                        |                                                     |                                                  |                       |
| Add Item to Giveaway Bag *sponsor to provide item                                                         | X                                                   | X                                                | X                     |
| Opportunity for Company Representative to Speak                                                           | Maximum 5 Mins                                      | Opportunity to Introduce Speaker                 |                       |
| Logo Presence at Venue (choice of placement; ex. Napkins, Pens, Notebooks, etc.) *sponsor to provide item | X                                                   | X                                                |                       |
| Product Feature in Menu                                                                                   | X                                                   | X                                                |                       |
| Product Feature in Cocktail/Mocktail                                                                      | X                                                   |                                                  |                       |
| Networking Session Sponsor                                                                                | X                                                   |                                                  |                       |
| Speaker Sponsor                                                                                           |                                                     | X                                                |                       |
| Speaker Sponsor at One Event                                                                              |                                                     |                                                  | X                     |
| <b>Complimentary Registrations</b>                                                                        |                                                     |                                                  |                       |
| Complimentary Registrations to all YPN Events                                                             | 6 Tickets                                           | 4 Tickets                                        | 2 Tickets             |
| <b>Programs / Publications / Newsletter / Website / Social Media</b>                                      |                                                     |                                                  |                       |
| Recognition via OPMA Social Media (Min. of 2 Sponsor recognition posts)                                   | X                                                   | X                                                | X                     |
| Opportunity to host Webinar *Content must be pre-approved by OPMA                                         | 1 Webinar                                           |                                                  |                       |
| 1 Customized Social Media Promo Prior to all YPN Events (only sponsor noted)                              | X                                                   |                                                  |                       |
| <b>Signage at Events</b>                                                                                  |                                                     |                                                  |                       |
| Company Logo or Name Displayed on Screen/TV by Sponsorship Level                                          | Logo                                                | Logo                                             | Name                  |
| Sponsor Recognition on Event Page of OPMA Website                                                         | Logo                                                | Logo                                             | Name                  |
| Company Logo or Name Displayed on Sign Next to Food Station                                               | Logo                                                | Name                                             |                       |
| Logo on Sign Next to Cocktail/Mocktail Station                                                            | Logo                                                |                                                  |                       |
| <b>Post Event</b>                                                                                         |                                                     |                                                  |                       |
| Delegate List                                                                                             | X                                                   |                                                  |                       |





## À LA CARTE ADD-ON PACKAGES

**Lanyards - Your logo alone and clearly visible on the lanyards  
(limited to 1 per event)  
\$2,500**

**Bathroom - Your logo/brand on bathroom mirrors and stall doors  
(limited to 1 per event)  
\$2,000**

**Bottle of water - Company-branded water bottles provided to all  
golfers (limited to 1 per event)  
\$950 visibility fee**

**Networking Reception - Opportunity to host a co-branded OPMA  
networking reception (limited to 2 per year)  
\$8,000**

**Other suggestions - To be submitted to the OPMA for discussion**





# PRODUCE MADE SIMPLE: CONSUMER MARKETING OPPORTUNITIES

| Promotional Opportunities                                                                                                                                                                                                  | Investment                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social Media Monthly Feature (includes 2 Instagram + Facebook posts, 1 newsletter feature, 4 Instagram stories, 1 blog post, and placement on our website homepage for the month)<br>*Copy and photography provided by you | Members - \$1,500 per month<br>Non-Members - \$ 2,250 per month                                                                                                                                                                                          |
| TV Segment with a food influencer, registered dietitian or chef                                                                                                                                                            | Members - starting at \$3,000 (depends on segment and influencer)<br>Non-Members - starting at \$4,500 (depends on segment and influencer)                                                                                                               |
| Recipe development (includes recipe + images/video, full ownership)                                                                                                                                                        | Members - Starting at \$2,000 (depends on quantity, images or video)<br>Non-Members - Starting at \$3,000 (depends on quantity, images or video)                                                                                                         |
| Out of Home Opportunities (ex. TTC wraps, subway posters, digital billboards, etc.)                                                                                                                                        | Members - Starting at \$20,000<br>(Customizable depending on location, # of weeks of promotion, number of posters, etc.)<br>Non-Members - Starting at \$25,000<br>(Customizable depending on location, # of weeks of promotion, number of posters, etc.) |

All services coordinated by OPMA staff and are customizable to your business goals + budget





THE ONTARIO PRODUCE  
MARKETING ASSOCIATION

THANK YOU

Contact us at [info@theopma](mailto:info@theopma) to discuss sponsorship