

Agriculture in the Classroom

MANITOBA

Sponsorship Proposal

To The McCain Foundation
For McCain Foods Canada – Manitoba
(Carberry/Portage la Prairie)



Written by: Nicole Vivier
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The McCain Foundation Board of Directors

The McCain Foundation

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Category: Education

Sponsorship Proposal for Agriculture in the Classroom-Manitoba (AITC-M) Program Showcase Event

To The McCain Foundation Board of Directors,

AITC-M is commitment to healthy soil, smaller climate footprint, stronger local communities and we know McCain Foods (Canada) is too! AITC-M wants to partner with McCain Foods to tackle these challenges and drive meaningful change for the agricultural sector, the people, and the planet.

Agriculture literacy is key to the long-term sustainability of Manitoba's agricultural sector – a sector that is at the heart of McCain Foods' success. The company's commitment to regenerative agriculture, supporting local farmers, and community investment, makes McCain Foods the ideal partner for AITC-M. With The McCain Foundation's aspiration to find innovative ways to empower people to create positive change in Canada, and McCain Foods' purpose to "make a difference today, tomorrow and for generations to come" – the McCain company as a whole, aligns seamlessly with AITC-M's mission to have all grade 12 students agricultural literate by the time they graduate.

Sponsoring our non-profit presents McCain Foods with an opportunity to showcase its leadership in sustainable agriculture, while reinforcing its ongoing commitment to supporting Manitoba communities. By partnering with us, the company is creating a brighter, more sustainable future for the next generation of agricultural leaders and changemakers.

In return for McCain Food's support, we offer a range of opportunities to engage with the AITC-M community – 300+ attendees for the event alone – strengthening McCain Foods' connection to the current and future leaders in agriculture.

Thank you for considering this opportunity. We would be honored to have McCain Foods as a partner in this mission. Please see the attached proposal below for more details. I look forward to discussing how we can collaborate on creating lasting change that benefits Manitoba's agricultural landscape for years to come. Together let's make it happen.

Sincerely,

Nicole Vivier

Development Consultant, AITC-M

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Agriculture in the Classroom-Manitoba Program Showcase Event Overview

The 2025 AITC-M Program Showcase Event is intended to connect industry leaders, educators, and students – while highlighting the importance of agriculture and environmental sustainability. It is a high-profile event designed to celebrate and promote Agriculture in the Classroom-Manitoba's (AITC-M) mission, programs, and impact. The event will follow our Annual General Meeting, which we would love McCain Foods representatives to join. Feel free to read our [Annual General Report](#) for more insight about us.

DETAILS

Date: April 24, 2025.

Time: 4:00 PM – 8:00 PM

Location: Centro Cabot Centre, Winnipeg

EVENT ATTENDEES

- Staff
- Friends
- Teachers
- School board/division staff
- Industry partners
- Volunteers
- Donors
- Board members
- Government representatives
- Media

EVENT HIGHLIGHTS

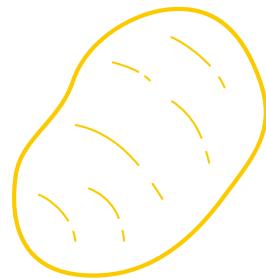
- Interactive showcases, hands-on activities, and program demos
- Catering from local providers with ties to Manitoba's agriculture industry
- Virtual photo booth with photos shared live online and on AITC-M's website/social channels
- Networking opportunities and recognition of supports/contributors

EVENT GOALS

- Showcase AITC-M's programs and resources
- Celebrate contributors
- Foster community connections
- Inspire deeper involvement in AITC-M's mission and initiatives



Sponsorship Overview



WHY MCCAIN FOODS?

- McCain Foods Canada operates two potato processing plants here in Manitoba, directly helping support the livelihoods of our local farmers, creating jobs and stability for rural communities, and contributing to our local economy.
- The company is a leader in promoting sustainable farming practices, particularly through the commitment to regenerative agriculture, something AITC-M highly values.
- It has strong, long-term relationships with local Manitoba employees, growers, and communities.
- The company's dedication to supporting grassroots community projects – including promoting education through scholarships and STEM (science, technology, engineering, and math) initiatives – aligns perfectly with AITC-M's educational efforts.
- The company has access to a market we want to reach – people outside of Winnipeg – and we have resources for McCain Foods to reach an audience of sustainability-driven, future-focused students and educators.
- The company has a strong focus on corporate social responsibility, especially when it comes to community development. What better way to develop a community than through education initiatives – what AITC-M's all about.

WHY US?

- Our mission: to have all grade 12 student's agricultural literate by the time they graduate – equipping them to become informed decision-makers for the future. Programs aim to nurture, inspire, and empower youth to understand the role agriculture plays in Manitoba's economy, environment, and society.
- Like McCain, we value agronomy, community investment, and local impact.
- We believe that sustainable – future-oriented thinking is key to long-term sustainability and growth.
- AITC-M relies on partnerships with corporate sponsors for supporting agricultural education and hands-on learning for kids.



Sponsorship Overview

WHY THIS EVENT?

- Direct engagement with key audiences: AITC-M's event attracts educators, youth, and families who are likely to consume McCain products. This is an opportunity to directly connect McCain's agricultural values to an audience that shares an interest in sustainability, farming, and local support.
- Showcasing leadership in social responsibility and sustainability: By sponsoring AITC-M, McCain Foods demonstrates its leadership in social responsibility and environmental sustainability – reinforcing its reputation as attendees will view McCain as a company that is dedicated to the same things they value.
- Long-term partnership Opportunities: McCain's involvement will likely open doors to more opportunities or collaborative initiatives for creating a lasting relationship with educators, youth organizations, and other sustainability-focused brands and nonprofits.
- Enhances McCains brand image: consumers are looking for brands that share similar values as them. By visibly supporting events like this, McCain is strengthening its image and creating loyalty among socially conscious consumers.
- The timeframe: aligns with The McCain Foundation donation request timeframe in time for April. The topic also fits into the Education category for funding.



The Ask Overview

We humbly ask The McCain Foundation to deliver:

- Monetary sponsorship: \$5000 as a presenting sponsor
- In-kind donation: 5 boxes of potatoes

In return, AITC-M will deliver:

- McCain themed interactive learning stations:
 - A Mr. Potato Head station, creating potato-head people with McCain potatoes. The activity zone will be branded with McCain's logo and episodes of the Hot Potato Podcast playing aloud at the station. QR code signs will be visible on the table for attendees to follow the podcast on listening platforms.
 - A "Where does your favourite fast food come from?" learning station, where students with do a potato life cycle challenge in small groups to assemble a timeline from planting to fries. This station will highlight how some of our favourite fast-food fries like McDonald's, Burger King, and Wendy's come from McCain grown potatoes.
 - An Agriculture in the Classroom podcast collaboration episode for the Hot Potato Podcast, hosted live at the event, discussing AITC-M's sustainability journey and McCain's focus on regenerative agriculture – as your company has pledged to partnering with its farmers worldwide to implement regenerative agriculture practices across 100% of their potato acreage used to grow McCain potatoes by 2023. Attendees will be welcome to join and asked questions. Episode will be posted to our social platforms.
 - Utilization of AITC-M's digital platforms to amplify some of McCain's messages, including:
 - "It's about the power of together,"
 - "Together let's make it happen,"
 - "We are leaders, we are planet-friendly, we are making a difference, we are McCain,"
 - "Together is golden."
 - This includes social media shout-outs, co-branded content, to maximize engagement and expand McCain's reach among an audience that will respond.
- A mention during our speeches, with company logo and name displayed in program brochure.
- A McCain branded large French fry photo prop, to be included in our photo booth set up for attendees to take photos with – creating shared media.

Conclusion Overview

Long-Term Vision

Down the road through this partnership, AITC-M is interested in exploring the following ideas.

- Sustainability themed field trips and plant tours: AITC-M would love our partnership to grow with McCain foods, with the potential to organize sustainability themed field trips for schools, where students get to visit the Carberry or Portage la Prairie plants for educational tours. Student would learn firsthand how McCain's commitment to regenerative agriculture enhances farm crop quality and may influence more students to develop a career in the agricultural sector or working at a McCain plant.
- Regenerative Agriculture: Growing Our Future with McCain Foods: AITC-M would like to implement a new program for in-class learning, featuring McCain Foods. It would be aimed toward students learning about regenerative farming practices, including soil health, crop rotation, biodiversity, water conservation, and energy efficiency practices.

Sponsoring an event with AITC-M is more than just supporting an organization; it's about joining a movement, a mission focused on sustainable agricultural practices, supporting the next generation, and making a positive, measurable impact on our community and our environment.

