In 2014, **10 percent** of Canada’s greenhouse gas emissions was created from agricultural products and practices. (1)

**WORLDWIDE, CANADA CONTRIBUTES 732.5 MEGATONNES OF CO₂ EQUIVALENT**

<table>
<thead>
<tr>
<th>Source of Emissions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Emissions from intensive &amp; trade-exposed industries*</td>
<td>10%</td>
</tr>
<tr>
<td>Buildings</td>
<td>12%</td>
</tr>
<tr>
<td>Electricity</td>
<td>11%</td>
</tr>
<tr>
<td>Transportation</td>
<td>23%</td>
</tr>
<tr>
<td>Oil &amp; gas</td>
<td>26%</td>
</tr>
<tr>
<td>Waste &amp; others*</td>
<td>7%</td>
</tr>
</tbody>
</table>

*“Waste and others” includes emissions from light manufacturing, construction, forest resources, waste, and coal production. “Emissions-intensive and trade-exposed industries” includes emissions from mining, smelting and refining, pulp and paper, iron and steel, cement, lime and gypsum, and chemicals and fertilizers.

**AUSTRALIAN RESEARCH FOUND NITROGEN FERTILIZER WAS RESPONSIBLE FOR 39% OF GREENHOUSE GAS EMISSIONS ON THE FARM.**


**University of Melbourne research showed a 4,600 acre cropping operation would have total net emissions of 1,365 tonnes of CO₂ from a cereal/pulse/oilseed rotation.**
Can the agriculture industry manage the impact of carbon pricing through sustainable farming and management of greenhouse gases?

THIS ISN’T JUST A HOT TOPIC THAT PRODUCERS ARE TALKING ABOUT. IT’S YOUR OPPORTUNITY TO JOIN THE CONVERSATION.

Canada’s federal government will soon require provinces to put a price on greenhouse gas emissions, starting at $10 per tonne in 2018 and rising to $50 per tonne by 2022.

The Western Producer and Glacier FarmMedia are pleased to host the Western Canadian Carbon Summit. This conference that will examine the role of carbon in the agricultural economy and environment, and discuss the roles of science and sustainability in agricultural production.

The core audience will be agricultural producers, along with industry representatives and participants from federal and provincial governments.

The summit will be held in Saskatoon on March 29 & 30, 2017 and will include sessions to help producers better understand the impact of carbon economics, sequestration and management on their farm.

ARE YOU READY TO BE A PART OF THIS IMPORTANT AGRICULTURAL EVENT?
WHY PARTNER WITH US?

WE HAVE THE RIGHT AUDIENCE
AND WE KNOW HOW TO REACH THEM.

Glacier FarmMedia includes the brands that Western Canadian farmers trust most, including *The Western Producer*, *The Manitoba Co-operator*, *Grainews*, *Country Guide*, *Canadian Cattlemen* and *Alberta Farmer Express*.

WE REACH MORE THAN 164,000 SUBSCRIBERS WITH OUR PRINT EDITIONS
AND EVERY MONTH WE HAVE 180,000 UNIQUE VISITORS TO OUR WEBSITES

OUR EMAIL PRODUCTS HAVE AN OPEN RATE OF 30% AND CAN BE GEO-TARGETED ANYWHERE IN NORTH AMERICA

WITH MORE THAN 50,000 CASL-COMPLIANT EMAIL ADDRESSES
READY TO REACH OUT TO YOUR CUSTOMERS AT THE CARBON SUMMIT?
CHOOSE FROM THESE EXCLUSIVE SPONSORSHIP PACKAGES:

**PLATINUM: $25,000**

<table>
<thead>
<tr>
<th>LOGO RECOGNITION:</th>
<th>ALSO INCLUDES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ in all pre-event marketing</td>
<td>■ the opportunity to introduce a keynote speaker</td>
</tr>
<tr>
<td>■ on-screen during the keynote speaker</td>
<td>■ signage at the entry of the conference room</td>
</tr>
<tr>
<td>■ in pre-event coverage published in Glacier FarmMedia publications</td>
<td>■ sponsorship recognition in the keynote speaker promotional pieces</td>
</tr>
<tr>
<td>■ on the delegate registration online page</td>
<td>■ sponsorship recognition in one e-blast to over 13,000 email addresses prior to the event</td>
</tr>
<tr>
<td>■ logo and brief company profile in the event program handed out to attendees on the day of the summit</td>
<td>■ a full-page ad in the event program</td>
</tr>
<tr>
<td></td>
<td>■ one post event e-blast to the registrants of the summit with your company’s message/product with a link to view the speakers on the GFM website</td>
</tr>
<tr>
<td></td>
<td>■ sponsorship recognition on post-event videos and podcasts with an opportunity to purchase video pre-roll</td>
</tr>
</tbody>
</table>

**GOLD: $15,000**

<table>
<thead>
<tr>
<th>LOGO RECOGNITION:</th>
<th>ALSO INCLUDES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ in all pre-event marketing</td>
<td>■ five conference registrations</td>
</tr>
<tr>
<td>■ in pre-event coverage published in Glacier FarmMedia publications</td>
<td>■ sponsorship recognition in one e-blast to over 13,000 email addresses prior to the event</td>
</tr>
<tr>
<td>■ on the presentation screen</td>
<td>■ one pre-event e-blast to the registrants of the summit with last minute reminders (hotel info, links to info about the city, etc.)</td>
</tr>
<tr>
<td>■ on the delegate registration online page</td>
<td>■ sponsorship recognition on post-event videos and podcasts with an opportunity to purchase video pre-roll</td>
</tr>
<tr>
<td>■ logo and brief company profile in the event program handed out to attendees on the day of the summit</td>
<td></td>
</tr>
</tbody>
</table>
Your sponsorship message travels beyond the conference, reaching your customers with print and email before and after the event.

MORE EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

**SILVER: $10,000**

**LOGO RECOGNITION:**
- in all pre-event marketing
- in pre-event coverage published in Glacier FarmMedia publications
- on the delegate registration online page
- logo and brief company profile in the event program handed out to attendees on the day of the summit

**ALSO INCLUDES:**
- two conference registrations
- one pre-event e-blast to the registrants of the summit with last minute reminders (hotel info, links to info about the city, etc.)

**LUNCH SPONSOR: $15,000**

**LOGO RECOGNITION:**
- in all pre-event marketing
- on the presentation screen
- in pre-event coverage published in Glacier FarmMedia publications
- on the delegate registration online page
- logo and brief company profile in the event program handed out to attendees on the day of the summit

**ALSO INCLUDES:**
- three conference registrations
- the presenter will mention your support at the time attendees are given directions for lunch
- sponsorship recognition in one e-blast to over 13,000 email addresses prior to the event
- opportunity to place promotional pieces at the lunch place settings and provide a speaker at your own cost, we will provide the AV equipment

**EVENING RECEPTION: $15,000**

**LOGO RECOGNITION:**
- in all pre-event marketing
- on the presentation screen during the reception
- in pre-event coverage published in Glacier FarmMedia publications
- on the delegate registration online page

**ALSO INCLUDES:**
- three conference registrations
- sponsorship recognition in one e-blast to over 13,000 email addresses prior to the event to update new speakers and topics
- logo on table top signs on the hors d’oeuvres tables
- opportunity to distribute promotional pieces at the reception registration table
- opportunity to speak or show a promotional video for a approximately 10-15 minutes at the reception (AV equipment will be provided)