

AN INVESTMENT IN AGRICULTURE
FOR THE PROSPERITY OF BC

UFV FOOD & AGRICULTURE INSTITUTE DONOR OPPORTUNITIES

Agriculture is one of the Fraser Valley's most important economic engines. With agricultural production currently taking place on almost half of the land base in the Fraser Valley, it is imperative that it remain environmentally sustainable, economically viable, and socially responsive.

UFV's Food and Agriculture Institute will lead British Columbia towards a prosperous and sustainable future through agricultural research, innovation, and education. Your donation will increase UFV's applied research capacity to supply the technology, knowledge, and skills that will keep the regional agriculture economy globally competitive, oriented to a sustainable future, and striving for innovation.

Support the advancement of innovation and education with an investment in agriculture for the prosperity of BC.

NAMING THE INSTITUTE | \$3,000,000 | 1 AVAILABLE

Increase your corporate profile or recognize an individual or family by name. \$3,000,000 commitment to developing the Food & Agriculture Institute (FAI) provides the exclusive benefit to co-brand or name the Institute in perpetuity.

Additional benefits include:

- Co-branded signage including name or logo
- Donor announcement event to unveil named institute to friends, family, UFV, and the community
- Exclusive opportunities and VIP event invitations including a private dinner with UFV President Dr. Joanne Maclean and institute faculty
- VIP Invitations to all FAI private and public events including an opportunity to speak at a reception for all FAI Donors, at the FAI public opening event, and also at the first anniversary event
- Prominent recognition on FAI campaign plaque
- Invitation to sit on the FAI Advisory Committee
- Inclusion of co-branded name or logo on external FAI communication and promotion materials
- Donor profile and quote included in FAI media release distributed to local and business media
- Prominent placement on sponsored FAI campaign thank you advertisements
- Prominent presence with quote and profile on FAI website
- Prominent recognition included in all articles related to the FAI including the university blog, donor e-newsletters, and social media posts

DONOR OPPORTUNITIES

UFV'S FOOD & AGRICULTURE INSTITUTE

PRIMARY FOUNDING DONOR | \$500,000 | 1 AVAILABLE

Donor benefits:

- Exclusive event invitations including attending a dinner or reception for all FAI Founding Donors with UFV President Dr. Joanne MacLean and Institute faculty
- VIP invitations to FAI opening event and recognition from the podium at opening event and first anniversary event
- Prominent listing on FAI campaign plaque
- Special mention in FAI media release distributed to local and business media
- Prominent placement on sponsored FAI campaign thank you advertisements
- Prominent presence on FAI website in donor listing
- Name recognition included in all articles related to the FAI including the university blog, donor e-newsletters, and social media posts
- Should a naming opportunity be offered at this level of commitment, you would be offered right of first refusal

FOUNDING DONOR | \$250,000 | 2 AVAILABLE

Donor benefits:

- Exclusive event invitations including attending a dinner for all FAI Founding Donors with UFV President and Institute Faculty and recognition at the FAI opening event
- Invitation to first anniversary reception for all FAI Donors attended by UFV President, Institute faculty, and guests
- Listing on FAI campaign plaque
- Presence on FAI website
- Recognition on sponsored FAI campaign thank you advertisements
- Name recognition in FAI media release distributed to local and business media
- Name recognition included in all articles related to the FAI including the university blog, donor e-newsletters, and social media posts
- Should a naming opportunity be offered at this level of commitment, you would be offered right of first refusal

CONTACT UFV ADVANCEMENT: 604-851-6300 | Maureen.Berlin@ufv.ca | **Learn more at** ufv.ca/FAI



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DONOR OPPORTUNITIES

UFV'S FOOD & AGRICULTURE INSTITUTE

PRIMARY SUSTAINING DONORS | \$100,000 | 5 AVAILABLE

Donor benefits:

- Invitation to FAI opening event
- Invitation to first anniversary reception for all FAI Donors attended by UFV President, Institute faculty, and guests
- Recognition on FAI campaign plaque
- Recognition on sponsored FAI campaign thank you advertisements
- Name recognition in Institute media release distributed to local and business media
- Donor recognition listing on FAI website
- Name recognition included in all articles related to the FAI including the university blog, donor e-newsletters, and social media posts
- Should a naming opportunity be offered at this level of commitment, you would be offered right of first refusal

SUSTAINING DONORS | \$50,000 | 10 AVAILABLE

Donor benefits:

- Invitation to FAI opening event
- Invitation to first anniversary reception for all FAI Donors attended by UFV President, Institute faculty, and guests
- Recognition on FAI campaign plaque
- Recognition on sponsored FAI Campaign thank you ad published in print and online newspapers.
- Donor recognition listing on FAI website
- Name recognition included in all articles related to the FAI including the university blog, donor e-newsletters, and social media posts

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