

2027 Sponsorship Kit

About the Ontario Corn Agronomy Network (OCAN)

The Ontario Corn Agronomy Network (OCAN) is a farmer-focused agronomy program designed to help corn growers better understand how management decisions, field characteristics, and seasonal conditions influence yield outcomes. Building on the proven framework of the Yield Enhancement Network (YEN), OCAN brings farmers together with agronomists, researchers, and extension specialists to generate practical, data-driven insights that support continuous improvement in corn production.

The OCAN launched as a pilot program to establish protocols, demonstrate value to participants, and assess opportunities to scale in future years.

Who Is Leading OCAN?

The Ontario Corn Agronomy Network is led by Grain Farmers of Ontario, working collaboratively with agronomy specialists, researchers, and extension partners across Ontario. The program leverages lessons learned from the Great Lakes YEN while remaining crop-specific and Ontario-focused.

The OCAN Project – What We Collect and Analyze

As part of the OCAN project, we will collect and analyze the following standardized agronomic and field data throughout the growing season, including:

- Agronomic and management practice data
- Soil samples
- Tissue samples
- Grain samples
- Yield data
- Relevant weather and soil information

Participating growers receive a confidential, individualized report benchmarking their field against anonymized peer data, along with a province-wide summary report highlighting key trends and learnings.

Optional Bundling with the Great Lakes YEN

Sponsors may choose to support OCAN as a standalone program or bundle their OCAN sponsorship with an existing or new Great Lakes YEN sponsorship to be eligible for a 20% discount on their OCAN sponsorship.

Bundling Benefits May Include:

- Simplified agreements and reporting
- Coordinated recognition across both programs
- Cost efficiencies compared to sponsoring each program independently

Bundled opportunities will be discussed on a case-by-case basis to ensure alignment with sponsor goals and program capacity.

Why Support OCAN?

- Be an early supporter of a new, farmer-driven corn agronomy network in Ontario
- Align with a proven benchmarking and learning model adapted from the YEN framework
- Support data-driven decision-making and continuous improvement for corn growers
- Gain foundational recognition as the program evolves beyond the pilot phase

Partnership Opportunities

OCAN is seeking a small number of industry partners to support the program and help offset operating costs while maintaining the program's farmer-first, research-driven mandate.

2027 Sponsorship Levels

	DIAMOND \$10,000*	PLATINUM \$7,500*	GOLD \$5,000*	SILVER \$2,500*	SUPPORTER \$750*
Special projects, special data collection, special needs are negotiable	✓				
30 second video (created by Sponsor) posted on social media accounts and sent out to participants by email	✓				
Opportunity to present at the OCAN wrap-up meeting to participants (5 minutes)	✓	✓			
Two thank you plugs on social channels (one each at start and end of season), one mid-season plug with product information (sponsor choice on timing), WhatsApp & E-newsletters	✓	✓			
Opportunity to present in front of the OCAN participants at the launch meeting (2 minutes)	✓	✓			
Recognition in grower communications (two times per year)	✓	✓	✓		
One year-end check-in meeting with the OCAN leadership team	✓	✓	✓		
Opportunity to include gift items at OCAN wrap-up meeting	✓	✓	✓	✓	
Opportunity to set up booth at yearly OCAN wrap-up meeting (if in person)	✓	✓	✓	✓	✓
Attendance to the yearly OCAN wrap up meeting (two attendees)	✓	✓	✓	✓	✓
Inclusion of promotional material to be included in the grower registration package before season begins (Silver may include one swag or document item, Gold, Platinum, and Diamond may include one swag and one document, if appropriate)	✓	✓	✓	✓	✓
Recognition at yearly OCAN wrap up meeting	✓	✓	✓	✓	✓
Logo on sponsor page of website	✓	✓	✓	✓	✓
Logo in the OCAN report to growers	✓	✓	✓	✓	✓
Quarterly update on how your sponsorship dollars are helping the program.	✓	✓	✓	✓	✓
Copy of the OCAN corn crop summary report for the year	✓	✓	✓	✓	✓

* plus applicable taxes

Other OCAN Sponsorship Opportunities

Wrap up meeting opportunities

Recognition as the nutrition break sponsor at the wrap up meeting (\$2,500.00*)

Recognition as the lunch sponsor at the wrap meeting, including a showing of a 30-second sponsor-provided video (\$5,000.00)

Both opportunities include attendance to the annual OCAN wrap up meeting for two attendees.

Summer networking tour opportunities

Please contact the OCAN leadership team to discuss summer networking tour needs, as these will change depending on the tour location. Past opportunities include:

Meal sponsor (\$1,000.00* +)

Transportation sponsor (\$500.00 per day)

All opportunities include prominent sponsor logo placement, social media mentions, and the opportunity to attend the tour (two attendees).



Sponsor Registration Form

Please click on spaces, fill in your information, save the document and email to jtichborne@gfo.ca. Also enclose a copy of this form with your sponsorship cheque when mailing to Grain Farmers of Ontario.

Step 1 - Contact information

First name:		Last name:	
Title/Position:		Company:	
Address:		City:	
Province/ State:		Country:	
Postal/Zip code:		Fax:	
Phone:			
Email:			

Step 2 - Sponsorship level

Our company wishes to sponsor the OCAN at the following level:

- ☐ Diamond (10,000) ☐ Platinum (7,500) ☐ Supporter (750)
- ☐ Gold (5,000) ☐ Silver (2,500) ☐ Other sponsorship opportunity
(please state amount and activity: _____)

Step 3 - Final details

Please review and select the following

- ☐ Please invoice me. I understand that payment is required prior to receiving sponsorship benefits.
- ☐ Please link our website address from the OCAN website
Our website address is: _____
- ☐ We will be sending our corporate logo to be used in the OCAN materials.
Please send logo to jtichborne@gfo.ca (ai, eps, or pdf format)
- ☐ If the sponsorship package chosen includes contributing materials, please provide a list of item(s) you will be including.

Step 4 - Send registration

To send your completed registration, please save and email as an attachment to jtichborne@gfo.ca.

(Joanne Tichborne, Advertising Sales Representative, Grain Farmers of Ontario, jtichborne@gfo.ca, 226-332-3637)

OCAN partners accept no liability for any impacts (financial or otherwise) to the sponsor as a result of its association with the OCAN or its use of any OCAN analyses or reports.