

Centre canadien
pour l'intégrité
alimentaire



Canadian
Centre for
Food Integrity

PUBLIC TRUST SUMMIT

Sponsorship Opportunities

2025

October 28 & 29

The Westin Toronto Airport Hotel

About The Summit

This year's Public Trust Summit will explore one of the most urgent challenges facing Canada's food system: the growing influence of misinformation on public trust. Recent research reveals that 91% of Canadians are concerned about food misinformation, yet the majority rarely verify the information they consume. This leaves the public vulnerable to misleading narratives—whether spread by social media influencers, self-proclaimed experts, or organized disinformation campaigns aimed at eroding trust in food and farming.

With the theme *Fear, Facts, and Food: The Fight for Trust*, the 2025 Summit will explore the growing phenomenon of “fear-fluencing”—the spread of fear through misinformation and distortion—and unveil new strategies to engage consumers, strengthen trust, and safeguard the integrity of our food system.

More than just a conversation, the Public Trust Summit is a national platform for bold dialogue and cross-sector collaboration. It brings together diverse voices from across the Canadian food system to shape a shared path forward—grounded in facts, transparency, and meaningful engagement.

WHY INVEST IN THE PUBLIC TRUST SUMMIT?

Investing in the 2025 Public Trust Summit showcases your dedication to fostering trust within Canada's food system. It offers a unique opportunity to connect with influential leaders elevating your visibility within the Canadian agriculture and agri-food sector.



As a sponsor, you'll have the opportunity to:

- Speak and engage with the audience, sharing your insights and expertise with delegates
- Network and connect with other industry leaders, building valuable partnerships
- Inspire the audience with your corporate vision, demonstrating your leadership in the food sector
- Showcase your programs and products, reaching a targeted audience of industry professionals



Sponsorship Opportunities

\$25,000

Lead Sponsor (1)

- ✓ A 10-minute speaking opportunity
- ✓ Logo featured on all promotional materials: social media, registrant package, website, and emails.
- ✓ Advertisement on Summit Program (1 page)
- ✓ Logo on registrant's name tags
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Recognition several times during the Summit
- ✓ Complementary registrations (2)

\$10,000

Summit Champion (4)

- ✓ Opportunity to deliver opening remarks to kick off the conference.
- ✓ Logo featured on all promotional materials: social media, registrant package, website, and emails.
- ✓ Advertisement on Summit Program (1/2 page)
- ✓ Logo on registrant's name tags
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Recognition several times during the Summit
- ✓ Complementary registrations (2)

\$8,000

Reception Sponsor (3)

- ✓ Recognition on the food item of your choice
- ✓ Logo displayed in the reception area
- ✓ Verbal acknowledgement during the reception
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Complementary registration (1)

\$7,500

Keynote Speaker Sponsor (2)

- ✓ Opportunity to introduce one keynote speaker
- ✓ Private meet&greet with the keynote speaker
- ✓ Logo displayed on stage with the keynote speaker
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Complementary registration (1)



\$7,500

Research Speaker Sponsor (1)

- ✓ Opportunity to introduce your organization and Ashley Bruner, CCFI Research Director
- ✓ Logo displayed on stage with the speaker
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Plenary Strategy Session Sponsor (1)

- ✓ Opportunity to introduce your organization and the session
- ✓ Logo displayed on stage with the speaker
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Lunch Sponsor

- ✓ Recognition on the food item of your choice
- ✓ Logo displayed in the lunch area
- ✓ Verbal acknowledgment prior to lunch
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Nutrition Breaks Sponsor (2)

- ✓ Logo displayed in the food area during all three (3) nutrition breaks
- ✓ Verbal acknowledgment before each break
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Registration Sponsor (1)

- ✓ Logo displayed on signage next to the registration table
- ✓ Verbal acknowledgment during the opening speech
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Consumer Insight Session Sponsor (1)

- ✓ Logo displayed on stage with the speaker
- ✓ Verbal acknowledgment during the introduction of the session
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels



\$5,000

AV Sponsor (1)

- ✓ Opportunity to feature your brand with a promotional video played during the Summit
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Breakfast Sponsor

- ✓ Recognition on the food item of your choice
- ✓ Logo displayed in the breakfast area
- ✓ Verbal acknowledgment during breakfast
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$5,000

Summit Partner

- ✓ Verbal acknowledgment on day 1, day 2 and during reception
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Complementary registration (1)

\$5,000

Translation Sponsor (1)

- ✓ Verbal acknowledgment during the opening speech
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels
- ✓ Complementary registration (1)

\$1,500

Wifi Sponsor (1)

- ✓ Logo displayed alongside Wifi login information
- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels

\$1,000

Summit Advocate

- ✓ Logo featured on Summit agenda, website, and onsite materials
- ✓ Acknowledgement of support on CCFI's social media channels



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**Thank you,
we hope to
collaborate
with you soon.**

Contact



foodintegrity.ca



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