

Celebrating Innovation and Leadership in Agricultural Education

A Partnership between Richardson International and
Agriculture in the Classroom-Manitoba

2025 Program Showcase

April 24, 2025

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To: Richardson International Team
Richardson International Ltd.
2800 One Lombard Place, Winnipeg, MB R3X 0X8

Dear Richardson International Team,

What if every student in Manitoba graduated high school with a clear understanding of how agriculture affects their lives and the world around them? At Agriculture in the Classroom-Manitoba (AITC-M), that's exactly what we're working toward — providing students with hands-on experiences that connect them to the science and innovation behind the food on their plates.

We'd love for Richardson International to join us in this effort by sponsoring a key part of our 2025 Program Showcase on April 24, 2025. Specifically, we're inviting Richardson International to support the Educator Champion Award Ceremony, which recognizes a teacher who has gone above and beyond to inspire students through agricultural education.

By supporting this event, Richardson International can help mold the future of Manitoba's agricultural sector while reinforcing its leadership in education, sustainability, and innovation. This sponsorship provides Richardson International with a valuable platform to engage with key stakeholders, while also promoting the brand through our event promotions and networks.

The event is expected to host over 300 attendees, including educators, volunteers, industry leaders, and government representatives. It offers an exclusive opportunity to show Richardson International's dedication to inspiring the next generation of agricultural leaders.

I'd love to connect and discuss how we can make this partnership impactful. Please let me know a time that works for you.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,
Cassidy Burak
Development Consultant
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Overview

Agriculture is central to life in Manitoba, influencing our economy, communities, and future. At Agriculture in the Classroom-Manitoba (AITC-M), we engage students through hands-on experiences that explore sustainability, food systems, and technology.

In 2023, we created **407,314** inspiring student experiences across the province, moving us closer to our goal of ensuring all Manitoba graduates leave high school with agricultural literacy. With your support, we can inspire others and expand this reach even further. Richardson International is a leader in Manitoba's agriculture sector, playing a key role in grain operations, crop supply, and food production. These focus areas are central to AITC-M's programs, making this sponsorship a powerful opportunity to inspire and steer the future of agriculture in Manitoba.

This year, we're hosting the 2025 Program Showcase to celebrate these successes. We are inviting Richardson International to sponsor the Educator Champion Award Ceremony, a **\$1,000 sponsorship opportunity** that honours a teacher whose innovative work has impacted students and elevated agricultural education.

About

- **Date:** April 24, 2025
- **Time:** 4:00 p.m. to 8:00 p.m.
- **Location:** Centro Caboto Centre, Winnipeg
- **Audience:** 300+ attendees, including educators, government representatives, volunteers, and agricultural industry leaders
- **Event purpose:** Celebrate educational milestones, showcase impactful programs, and recognize key contributors to agricultural literacy
- **Engagement opportunities:**
 - Interactive demonstrations of AITC-M classroom activities
 - Networking with Manitoba's agricultural and educational leaders
 - Recognition awards, including the Educator Champion Award Ceremony

Sponsorship Opportunity

Richardson International's trusted expertise in Manitoba's agriculture sector directly aligns with the core focus of AITC-M's programs, making this partnership a natural fit. Sponsoring the Educator Champion Award Ceremony positions Richardson International as a key supporter of education and sustainability, strengthening connections with stakeholders who push development in agriculture.

Target Market

Our audiences share Richardson International's dedication to agricultural education and progress. This partnership aligns with the values of two key groups:

- **Primary:** Educators and students who value hands-on learning and seek opportunities to connect classroom concepts to real-world experiences in agriculture, technology, and food production.
- **Secondary:** Agricultural industry leaders, policy-makers, and government representatives who focus on long-term sustainability and job development. They appreciate partnerships that nurture education and create future opportunities.

Marketing Plan

Richardson International's sponsorship will receive high visibility through a variety of communication channels, including:

- **On-site:** Recognition during the awards ceremony and on event signage and materials
- **Digital:** Live event coverage, mentions on AITC-M's social media, and features on our website
- **Post-event:** Recap newsletters and reports shared with the broader AITC-M community and partners

Creative Leverage Opportunities

To maximize visibility, Richardson International can collaborate with AITC-M on:

- Hosting facility tours to show agricultural careers and new technology in the industry
- Developing co-branded educational scholarships or mentorship programs
- Sharing stories of the Educator Champion Award winner through Richardson's digital marketing channels

Key Benefits for Richardson International

This partnership reflects Richardson International's values of trust, excellence, strategic thinking, and innovation while supporting its mission to advance sustainability and workforce development through:

- **Brand visibility:** Gain exposure through on-site materials, award presentations, and digital coverage across AITC-M platforms and networks.
- **Strategic engagement:** Connect with educators, policy-makers, and industry leaders guiding Manitoba's agricultural future.
- **Tangible impact:** Participate in program showcases and award presentations. Receive follow-up updates that demonstrate how your support creates meaningful educational impact.
- **Expanded partnerships:** Strengthen relationships with current stakeholders and open doors to new collaboration opportunities.
- **Recognition as a leader:** Be celebrated as a champion of sustainability, education, and community development within the agriculture sector.
- **Established presence:** Richardson International's history supporting AITC-M has built a strong foundation in agricultural education. This sponsorship is a chance to deepen those connections and expand your influence in the community.