INTERNATIONAL RANGELAND CONGRESS

Saskatoon, Saskatchewan | 17-22 July 2016

The Future Management of Grazing and Wild Lands in a High-Tech World

Teacher's Credit Union Place

T 1.306.231.7505 | F 1.306.682.5080
W www.irc2016Canada.ca | E sponsorship@irc2016Canada.ca

SPONSORSHIP PACKAGE
INVITATION

The Organizing Committee of the 10th International Rangeland Congress (IRC) invites you to be part of the world’s largest and most significant Congress on grazing and wild lands. Held every three to five years, the Congress brings together those with an interest in all types of rangelands and pasture grazing from all corners of the globe. The Tenth International Rangeland Congress will be held at Saskatoon’s Convention Centre - Teacher’s Credit Union Place (TCUP) in Saskatchewan, Canada from July 17-22, 2016.

We look forward to hosting this International Congress as it provides us the opportunity to showcase our grazing lands, our research and development efforts and our management practices to attendees from around the globe.

The overall theme of the Congress is ‘The Future Management of Grazing and Wild Lands in a High-Tech World’. We have put together an ambitious program to meet the aim of the IRC to promote the interchange of scientific and technical information on all aspects of rangelands and grass farming.

In addition to scientific program, exciting and informative pre- and mid- congress tours will showcase western Canadian rangelands, livestock operations, cultural and heritage sites and the spirit of the people. There will be ample opportunity for networking and interactive learning for researchers, extension personnel, educators, extension agents, livestock producers, land managers, wildlife managers, agribusiness professionals, policy-makers and all those who have an interest in forage-based production systems, including crop-livestock systems. Delegates from around the world are expected to attend IRC 2016.

We invite you to showcase your support for vital range-based industries and resources through the various opportunities included in this sponsorship prospectus. There are sponsorship levels to suit all organization types, objectives and budgets to enable all interested organizations to be part of this Congress. Early confirmation of your participation will ensure an even higher level of pre-Congress exposure. As a sponsor of the IRC, your name or logo will be included in the extensive promotional campaign implemented in the lead-up to the Congress.

On behalf of the IRC 2016 Organizing Committee, we extend to you a warm welcome and we look forward to the possibility of having your organization aligned with this world class Congress in July 2016.

Bruce Coulman & Duane McCartney
Congress Co-Chairs
The arrangements for IRC 2016 are conducted by members of the Canadian Organizing Committee. There is also an International Continuing Committee which manages the affairs of the IRC between Congresses.

### Canadian Organizing Committee

**Organizing Chairs**
- **Dr. Bruce Coulman, Chair**
  University of Saskatchewan
- **Duane McCartney, Chair**
  Agriculture & Agri-Food Canada (Retired)

**Fundraising**
- Dr. Paul Jefferson
  Western Beef Development Centre
- Dr. James O’Rourke
  USA (retired)

**Program**
- Dr. Walter Willms
  Agriculture & Agri-Food Canada
- Dr. Mike Schellenberg
  Agriculture & Agri-Food Canada

**Tours**
- Al Foster
  Saskatchewan Ministry of Agriculture
- Sarah Sommerfeld
  Saskatchewan Ministry of Agriculture

**Delegate Sponsorship**
- Dr. Bill Houston
  Agriculture & Agri-Food Canada

**Publication**
- Dr. Alan Iwassa
  Agriculture and Agri-Food Canada
- Dr. Bart Lardner
  Western Beef Development Centre

**Local Arrangements**
- Dr. John McKinnon
  University of Saskatchewan
- Dr. Greg Penner
  University of Saskatchewan

**Communications**
- Kathy Larson
  Western Beef Development Centre

### International Continuing Committee

- **Gabriel Oliva, President**
  Instituto Nacional de Tecnologia Agropecuaria, Argentina
- **David Michalk, Vice President**
  NSW Dept of Primary Industries, Australia
- **Elisabeth Huber-Sannwald**
  Instituto Potosino de Investigacion Cientifica y Tecnologica, Mexico
- **Douglas A. Johnson**
  USDA-ARS Forage and Range Research Lab, United States
- **Dana Kelly**
  International Water Centre, Australia
- **Dr. Anthony R Palmer**
  Agricultural Research Council, Africa
- **Dr. James Bennett**
  Coventry University, UK
- **Dorai Pandian Kannan**
  Thiagarajar College, India
- **Yingjun Zhang**
  China Agricultural University, China
- **Mounir Louhaichi**
  CGIAR/ICARDA, Jordan
- **Dulamsuren Dorligsuren**
  Mongolian Society for Range Management, Mongolia
- **Caterina Batello**
  FAO, Italy
- **Elbio J. Berretta**
  Consultant, Uruguay
- **Hossein Azarnivand**
  University of Tehran, Iran
- **Solomon Desta**
  MARIL Research & Development PLC, Ethiopia
SPONSORSHIP PROSPECTUS

ABOUT THE INTERNATIONAL RANGELAND CONGRESS

Permanent website: http://rangelandcongress.org/
IRC 2016 website: www irc2016canada.ca

The aim of the International Rangeland Congress is to promote the interchange of scientific and technical information on all aspects of rangelands: research, planning, development, management, extension, education and training. The Congress is the international event for the rangeland community around the world to share research and perspectives on grazing lands.

Rangelands are important for Canada, and in particular to the agricultural economy of Saskatchewan, which has almost 5 million hectares of native grass rangelands, about 2 million hectares of tame hay, and 1.6 million hectares of perennial pasture crops out of a total of nearly 26 million hectares of agricultural land.

Venue

Teacher’s Credit Union Place (TCUP) is a world-class convention centre located in downtown Saskatoon. It is within walking distance to ten hotels, next door to the Midtown Plaza shopping centre as well as several restaurants. TCUP is approximately a 10 minute (5.5 kilometre) drive from the John G. Diefenbaker International Airport. For more information about the venue visit www.tcuplace.com

Congress Facts

Event: 10th International Rangeland Congress 2016 (IRC)
Date: 17-22 July 2016
Location: Saskatoon, Saskatchewan CANADA
Venue: Teacher’s Credit Union Place (TCUP)
Target Audience: Research scientists, extension agents, educators, students, agri-business professionals, ranchers and farmers, land managers, pastoralists, policy makers
Key Topics: grazing and wild lands research, grazing management practices, rangeland technology and grazing policy

Congress website: www.irc2016canada.ca
Contact: sponsorship@irc2016canada.ca or 1.306.682.3139 for information on sponsorship opportunities

Photo credit: Tourism Saskatchewan
## Schedule of Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 10 July 2016</td>
<td>Pre-Congress Tour #1 Begins</td>
</tr>
<tr>
<td>Wednesday 13 July 2016</td>
<td>Pre-Congress Tour #2 Begins</td>
</tr>
<tr>
<td>Thursday 14 July 2016</td>
<td>Pre-Congress Tour #3 Begins</td>
</tr>
<tr>
<td>Sunday 17 July 2016</td>
<td>Sponsor Workshops&lt;br&gt;Registration for Congress Delegates&lt;br&gt;Opening Session&lt;br&gt;Welcome Reception</td>
</tr>
<tr>
<td>Monday 18 July 2016</td>
<td>Plenary Sessions&lt;br&gt;Oral &amp; Poster Presentations</td>
</tr>
<tr>
<td>Tuesday 19 July 2016</td>
<td>Plenary Sessions&lt;br&gt;Oral &amp; Poster Presentations</td>
</tr>
<tr>
<td>Wednesday 20 July 2016</td>
<td>Mid-Congress Tours</td>
</tr>
<tr>
<td>Thursday 21 July 2016</td>
<td>Plenary Sessions&lt;br&gt;Oral &amp; Poster Presentations&lt;br&gt;IRC Business Meeting</td>
</tr>
<tr>
<td>Friday 22 July 2016</td>
<td>Plenary Sessions&lt;br&gt;Land Managers Forum&lt;br&gt;Oral &amp; Poster Presentations&lt;br&gt;Congress Banquet</td>
</tr>
</tbody>
</table>

Program subject to change - please refer to [www.irc2016canada.ca](http://www.irc2016canada.ca) for most current version.
SPONSORSHIP PROSPECTUS

Technical Program

Monday, July 18

08.30-10.00  PLENARY SESSION #1
State of Global & Canadian Rangeland and Pasture Resources

Canada’s rangeland and pasture resources
Ed Bork, Professor & Matheis Chair, Agriculture, Food and Nutritional Science, University of Alberta

Global range resources
Yingjun Zhang, Professor & Chief Scientist, China Agricultural University

10.00-10.30  NETWORKING BREAK

10.30 - 12.00  CONCURRENT ORAL SESSIONS
- Ecosite descriptions and ecoregion classification
- Historical development of rangelands
- Conservation of wildlife and natural areas
- Grazing management practices
- Genetic resources and forage development

12.00-13.00  LUNCH

13.00-14.30  PLENARY SESSION #2
Ecological Goods & Services of Rangelands & Pasturelands

What are ecological goods & services? 
David Briske, Professor, Rangeland Ecology, Texas A&M University

What is the role of society in protecting and providing EG&S? 
Don Gayton, Ecologist & Writer, Summerland, British Columbia

14.30-15.00  NETWORKING BREAK

15.00-16.30  CONCURRENT ORAL SESSIONS
- Nutritional links from soil to people
- Carbon sequestration in rangelands
- Water supply and quality

Tuesday, July 19

08.30-10.00  PLENARY SESSION #3
The People of the Grasslands

Pastoralists of the world
Ann Waters-Bayer, Senior Advisor, Prolinnova International Support Team, ETC Foundation, Germany

Canadian Indigenous Peoples and Arctic/Grassland Use
Ryan Brook, Assistant Professor, Department of Animal & Poultry Science, University of Saskatchewan; Indigenous Land Management Institute

10.00-10.30  NETWORKING BREAK

10.30 - 12.00  CONCURRENT ORAL SESSIONS
- Changes to pastoral systems around the globe
- Privately owned and leased rangeland systems
- Urban and sub-urban grassland societies
- Professional extension and technology transfer
- Social justice issues in rangelands

12.00-13.00  LUNCH

13.00-14.30  PLENARY SESSION #4
Multiple Use of Rangelands

Resource extraction impacts in Asia
Purevsuren, Director, Nature Conservation Fund, Ministry of Nature and Green Development, Mongolia

Resource extraction impacts in North America.
Brad Stelfox, Landscape Ecologist, founder of Forem Technologies and the ALCES Group
14.30-15.00 NETWORKING BREAK

15.00-16.30 CONCURRENT ORAL SESSIONS

- Energy development and reclamation of industrial disturbances
- Fire management and restoration in rangelands
- Cropland abandonment, revegetation with perennial forages, re-used as rangeland
- Invasive species impacts and management in rangelands
- Wildlife conflicts and commercial wildlife utilization opportunities

16.30-18.00 POSTER SESSION

WEDNESDAY, JULY 20

Mid-Week Tours

THURSDAY, JULY 21

08.30-10.00 PLENARY SESSION #5
Range and Forage of High Latitudes & Altitudes

Range/Forage environment of the Arctic and Subarctic North America & Europe
Dave Downing, Vegetation Ecologist, Alberta, Canada

Range/Forage environment of the Andean/Patagonian or Tibetan Plateau
Marc Foggin, Acting Director/Scientist, Mountain Societies Research Institute, United Kingdom

10.00-10.30 NETWORKING BREAK

10.30-12.00 IRC BUSINESS MEETING

12.00-13.00 LUNCH

13.00-14.30 PLENARY SESSION #6
Climate Change in Rangelands

Climate of the Canadian Prairies: Past, Present, Future

Dave Sauchyn, Professor, University of Regina; Research Coordinator, Prairie Adaptation Research Collaborative, Regina, Saskatchewan, CANADA

Global Climate of Rangelands: Past, Present, Future
Jan Ruppert, Post-Doctoral Researcher, Botanical Institute, University of Cologne, Cologne, GERMANY

14.30-15.00 NETWORKING BREAK

15.00-16.30 CONCURRENT ORAL SESSIONS

- Plant adaptations to climate change
- Livestock and grazing system adaptations to climate change
- Water supply and quality impacts from climate change
- Historic and cultural response and adaptations to drought in grasslands
- Modeling future human and climate change in arid and semi-arid areas

16.30-18.00 POSTER SESSION

FRIDAY, JULY 22

08.30-10.00 PLENARY SESSION #7
Grazing Land Assessment & Management in High-Tech World

Evolution of modeling approaches to grazing land assessment
Barry Adams, Rangeland Extension Specialist, Lethbridge, Alberta, CANADA

Impact of communication technologies on pastoralist societies
Ed Charmley, Program Leader, Livestock Environmental System, Australian Tropical Sciences and Innovation Precinct, James Cook University, Townsville, Queensland, AUSTRALIA

10.00-10.30 NETWORKING BREAK

10.30-12.00 CONCURRENT ORAL SESSIONS
SPONSORSHIP PROSPECTUS

- Technology in land resource data acquisition and modeling
- Technology in social and psychological data acquisition and modeling
- Technology in animal movement data acquisition and modeling
- Technology in education and extension
- Technology in fencing, water supply, livestock health

12.00-13.00 LUNCH

13.00-14.30 PLENARY SESSION #8

Farmer’s Forum
Duane Thompson, Tee Two Land & Cattle Company, Keliher, Saskatchewan, CANADA

Leanne Thompson, Living Sky Beef, Ceylon, Saskatchewan, CANADA

14.30-16.00 CLOSING SESSION AND SUMMARY

Summary and Synthesis Presentations on IRC 2016

17.30-21.00 BANQUET & ENTERTAINMENT

CONGRESS HISTORY

There have been nine International Rangeland Congresses held to date. The first IRC was held in Denver, Colorado USA in 1978. The most recent Congress was held in Rosario, Argentina in 2011.

Past Congresses and their attendance are listed below in reverse chronological order:

- Rosario, Argentina, 2011; 510 delegates
- Hohhot, China in 2008; 1700 delegates
- Durban, South Africa in 2003; 400 delegates
- Townsville, Australia in 1999; 460 delegates
- Salt Lake City, USA in 1995; 706 delegates
- Montpellier, France in 1991; 820 delegates
- New Delhi, India in 1988; 200 delegates
- Adelaide, Australia in 1985; 450 delegates
- Denver, USA in 1978; 700 delegates

Historically, the Congress attracts:

- high calibre speakers including: world-leading researchers, research organization heads and representatives of international organizations such as CSIRO and FAO
- 15-20 sponsors providing in excess of half a million dollars in investment
- a high level of media - print, radio and television coverage

DELEGATE BACKGROUND

Delegates attending the International Rangeland Congress tend to be:

- Rangeland researchers and educators
- Extension agents
- Graduate-level university students
- Agri-business professionals
- Policy makers
- Leading livestock producers, land managers and farmers
Delegate Origins

The host country traditionally provides a large share of the delegates. The estimated breakdown of delegate origin for IRC 2016 is:

• 25% Canada
• 20% United States
• 20% Australia
• 15% Asia
• 8% Africa
• 8% South America
• 4% Europe

Sponsorship Benefits

• Gain global recognition from the delegates
• Publicize your activities and promote your organization
• Support the future of rangeland
• Meet the R&D movers and shakers in the industry and interact with them during sessions and planned social events
• Strengthen relationships with existing clients as well as develop new contacts

Sponsor Today!

Early confirmation of your sponsorship will ensure the highest level of exposure in the Congress’ extensive promotional campaign.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>SUPPORTER</th>
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<td>$50,000</td>
<td>$40,000</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>Under $10,000 cash, in-kind support, support of own delegates, etc</td>
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<td>3</td>
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<td>Host July 17th Workshop</td>
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### Promotional Materials

- Sponsor logos will be featured in right-hand margin of site

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<th>Congress Website</th>
<th>DIAMOND</th>
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<th>BRONZE</th>
<th>SUPPORTER</th>
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<tr>
<td>Registration Brochure</td>
<td>Logo on front cover</td>
<td>Logo on front cover</td>
<td>Logo inside</td>
<td>Logo inside</td>
<td>Logo inside</td>
<td>Name listed inside</td>
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<tr>
<td></td>
<td>Full page advert</td>
<td>3/4 page advert</td>
<td>1/2 page advert</td>
<td>1/4 page advert</td>
<td>1/6 page advert</td>
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<tr>
<td>Delegate Handbook</td>
<td>Logo on front cover</td>
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# Sponsorship Opportunities (Continued)

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<th>BRONZE</th>
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<tbody>
<tr>
<td><strong>VISUAL RECOGNITION DURING SCIENTIFIC PROGRAM</strong></td>
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<td>Opening Session</td>
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<td>Logo on rotating sponsor thank you Powerpoint slides</td>
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<td>Verbal recognition</td>
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<td>Closing Session</td>
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<td>Verbal recognition</td>
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<td>All Sessions</td>
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<td>Logo on rotating sponsor thank you Powerpoint slides</td>
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## Sponsorship Opportunities (Continued)

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<tr>
<th>EVENT</th>
<th>DESCRIPTION</th>
<th>CDN AMOUNT</th>
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<tbody>
<tr>
<td>Congress Banquet</td>
<td>Opportunity to be the official sponsor(s) of the Congress Final Banquet being held on Friday, July 22, 2016. Benefits include:</td>
<td>$35,000 (to be sole banquet sponsor)</td>
</tr>
<tr>
<td></td>
<td>- Recognition as the official Congress Banquet sponsor(s)</td>
<td>OR</td>
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<td></td>
<td>- Logo featured on the dinner menu</td>
<td>5 opportunities of $7,000 each</td>
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<td></td>
<td>- Opportunity to provide menu item supplied by your organization</td>
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<td></td>
<td>- 10 dinner tickets (sole sponsor only) or 2 per $7,000 sponsorship</td>
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<td>- Opportunity to display retractable banner at the banquet</td>
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<td>- Formal acknowledgement during the banquet and opportunity to address audience (5 min)</td>
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<tr>
<td>Farmer's Forum</td>
<td>Opportunity to be the official sponsor of the Farmer's Forum on Friday, July 22, 2016. Benefits include:</td>
<td>$25,000</td>
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<tr>
<td></td>
<td>- Recognition as the official Farmer's Forum sponsor</td>
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<td>- Logo featured on signage outside of meeting room</td>
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<td></td>
<td>- Opportunity to provide 5 minute speech to forum attendees</td>
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<td></td>
<td>- Opportunity to display retractable banner at the event</td>
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</tr>
<tr>
<td>Networking Breaks</td>
<td>Opportunity to sponsor one or more of the 7 networking breaks during the five-day program. Benefits include:</td>
<td>7 opportunities of $5,000 each</td>
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<td></td>
<td>- Recognition as the official Networking Break sponsor</td>
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<td></td>
<td>- Logo featured on signage at the break stations</td>
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<tr>
<td>Delegate Bag</td>
<td>Monochromatic logo screenprinted alongside IRC 2016 logo</td>
<td>$15,000 (to be sole sponsor)</td>
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<td>- $15,000 will ensure your logo is the only logo on the delegate bag along with the IRC 2016 logo</td>
<td>OR</td>
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<td></td>
<td>- OR for $3,000, up to five organizations can have their logo alongside the IRC 2016 logo</td>
<td>5 opportunities of $3,000 each</td>
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<tr>
<td>VARIABLE COSTS</td>
<td>ESTIMATE</td>
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<tr>
<td>Printing and Production</td>
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<td>Audio Visual Equipment Rental</td>
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<td>Banquet</td>
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<td>Personal Assistance Services</td>
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<td>Welcome Reception (food only)</td>
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<td>Morning and Afternoon Breaks</td>
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<td>Food for Volunteers</td>
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<td>Other Expenses</td>
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<td>Levy to Continuing Committee</td>
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<td>TOTAL VARIABLE COSTS</td>
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<table>
<thead>
<tr>
<th>FIXED COSTS</th>
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<tr>
<td>Conference Organizer</td>
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<td>Initial Outlay</td>
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<td>Design and Artwork</td>
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<td>Communications</td>
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<td>Venue Hire</td>
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<td>Cost of Proceedings</td>
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<tr>
<td>Support for Keynote Speakers</td>
<td>$115,000</td>
</tr>
<tr>
<td>Support for International Delegates</td>
<td>$215,000</td>
</tr>
<tr>
<td>Insurance and Charges</td>
<td>$20,000</td>
</tr>
<tr>
<td>International Travel</td>
<td>$50,000</td>
</tr>
<tr>
<td>Contingency</td>
<td>$100,000</td>
</tr>
<tr>
<td>TOTAL FIXED COSTS</td>
<td>$775,000</td>
</tr>
</tbody>
</table>

TOTAL COSTS                       $1,025,000

ESTIMATED PROFIT/LOSS             $0
IRC 2016 - Application to Sponsor

To sponsor, complete this form and submit to:
X International Rangeland Congress 2016
c/o Sponsorship Committee
PO Box 1150 Humboldt, SK S0K 2A0 or
Fax: 1-306-682-5080 or
Email: sponsorship@irc2016canada.ca

Important: Your organization’s sponsorship level and benefits associated with that level of sponsorship will be confirmed in writing and will become effective once payment has been received, or by agreed upon payment schedule.

### Sponsor Details

<table>
<thead>
<tr>
<th>Company/Organization Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Contact Person:</td>
<td>Title:</td>
</tr>
<tr>
<td>Mailing Address:</td>
<td>Address:</td>
</tr>
<tr>
<td></td>
<td>Address:</td>
</tr>
<tr>
<td></td>
<td>Telephone</td>
</tr>
<tr>
<td></td>
<td>Email</td>
</tr>
</tbody>
</table>

### Sponsorship Level

Please indicate your chosen sponsorship level. All amounts in $CDN.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond $50,000</td>
<td></td>
</tr>
<tr>
<td>Platinum $40,000</td>
<td></td>
</tr>
<tr>
<td>Gold $30,000</td>
<td></td>
</tr>
<tr>
<td>Silver $20,000</td>
<td></td>
</tr>
<tr>
<td>Bronze $10,000</td>
<td></td>
</tr>
<tr>
<td>Supporter &lt;$10,000</td>
<td>Amount:</td>
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</tbody>
</table>

### Special Sponsorships

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Final Banquet</td>
<td>$35,000</td>
</tr>
<tr>
<td>Networking Break Sponsor</td>
<td>$7,000</td>
</tr>
<tr>
<td>Farmer’s Forum Sponsor</td>
<td>x $5,000</td>
</tr>
<tr>
<td>Delegate Bag Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Payment Details

Total Sponsorship $CDN

Organizations that require a 501(c)(3) tax-exempt charity status please contact Jim O’Rourke (jorourke@csc.edu).

Cheque made payable to University of Saskatchewan

Electronic funds transfer (EFT) (bank account details will be provided at later date)

<table>
<thead>
<tr>
<th>Credit card:</th>
<th>Visa</th>
<th>MasterCard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardholder’s Name:</td>
<td>Signature:</td>
<td></td>
</tr>
<tr>
<td>Credit card number:</td>
<td>Expiry /</td>
<td></td>
</tr>
</tbody>
</table>