



2025 Sponsorship Kit

About the Great Lakes YEN

The Great Lakes YEN is a groundbreaking, cross-border collaboration that connects farmers with agronomists, academics, extension specialists, agricultural organizations, and more, to analyze, measure, and understand yield potential and the actual yield of a given field.

The goal is to learn more about specific crop and field characteristics that could spotlight opportunities for closing the yield gap.

Who is leading the Great Lakes YEN?

The Great Lakes YEN project is being spearheaded by Grain Farmers of Ontario, Michigan Wheat Program, Michigan State University, Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA), and University of Guelph.

Our project will analyze yield potential of a farmer's field and benchmark against peer farmers' fields to help identify potential yield limiting components.

We will collect and analyze:

- Agronomic and management data
- Soil samples
- Tissue samples
- Grain composition
- Weather and soil data
- Growers will receive a detailed analysis of the growing year in a final benchmark report for their specific field.
- Recognition will be given to the farmer achieving the highest percentage of potential yield and also the farmer with the highest yield.

About the YEN

The Yield Enhancement Network (YEN) is a concept that originated with ADAS in the U.K. as a way to help local farmers better understand their actual and potential yields and learn what is limiting achieving that potential. Spanning YEN projects, there are now several countries and many crops, including wheat, oats, edible beans, and potatoes. The Great Lakes YEN is linked to this broader global network of YENs.

Partnership Opportunities

The Great Lakes YEN is seeking partners at various levels to support the program and our farmer participants. Partners can choose from a range of sponsorship levels as well as the region(s) they wish to sponsor (Ontario and/or Great Lakes region of the U.S.). Both geographies have their regional costs that need to be covered and will be operating in their local currency. Sponsorship rates are per region (Ontario vs. Great Lakes region, U.S.).

Sponsorship opportunities are listed on the next page.

If you have an alternative idea to sponsor the Great Lakes YEN, we'd love to hear it!

For more information, visit www.GreatLakesYEN.com.

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

Great Lakes YEN partners:



MICHIGAN STATE UNIVERSITY | Extension



Ontario 

UNIVERSITY OF GUELPH



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2025 Sponsorship Levels

	PREMIER \$15,000+*	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 Great Lakes YEN social media accounts and sent out to participants by email	✓	✓				
Opportunity to present at the YEN 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), Twitter and Facebook	✓	✓	✓			
Opportunity to present in front of the YEN participants at the kick-off meeting (2 minutes)	✓	✓	✓			
Recognition in grower communications (two times per year)	✓	✓	✓			
Representation on the sponsorship review panel	✓	✓	✓	✓		
Opportunity to include gift items at YEN wrap-up meeting	✓	✓	✓	✓		
Opportunity to set up booth at yearly YEN wrap-up meeting (if in person)	✓	✓	✓	✓		
Attendance to the yearly YEN wrap up meeting (two attendees)	✓	✓	✓	✓	✓	
Inclusion of promotional material to be included in the YEN 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 YEN wrap up meeting	✓	✓	✓	✓	✓	✓
Logo on sponsor page of website	✓	✓	✓	✓	✓	✓
Logo in the YEN report to growers	✓	✓	✓	✓	✓	✓
Biannual update on how your sponsorship dollars are helping the program.	✓	✓	✓	✓	✓	✓
Copy of the YEN wheat crop summary report for the year	✓	✓	✓	✓	✓	✓

* plus applicable taxes

Wrap Up meeting opportunities

Lunch break sponsor at local Great Lakes YEN wrap up meeting
Includes: the showing of a 30-second video that the sponsor provides (prior to the lunch break), attendance to the yearly YEN wrap up meeting (2 attendees), and recognition as the lunch sponsor at the wrap up meeting.

\$5,000.00*

Nutrition break sponsor at local Great Lakes YEN wrap up meeting
Includes: attendance to the yearly YEN wrap up meeting (2 attendees) and recognition as the nutrition break sponsor at the wrap up meeting.

\$2,500.00*

Great Lakes YEN partners:





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: _____

Phone: _____ Fax: _____

Email: _____

Step 2 - Sponsorship level

Our company wishes to sponsor the Great Lakes YEN at the following level:

Premier (15,000+)	Platinum (\$7,500)	Silver (\$2,500)	Lunch Break (\$5,000)
Diamond (\$10,000)	Gold (\$5,000)	Supporter (\$750)	Nutrition Break (\$2,500)

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 Great Lakes YEN website

Our website address is: _____

We will be sending our corporate logo to be used in the Great Lakes YEN 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)

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Great Lakes YEN partners:

