

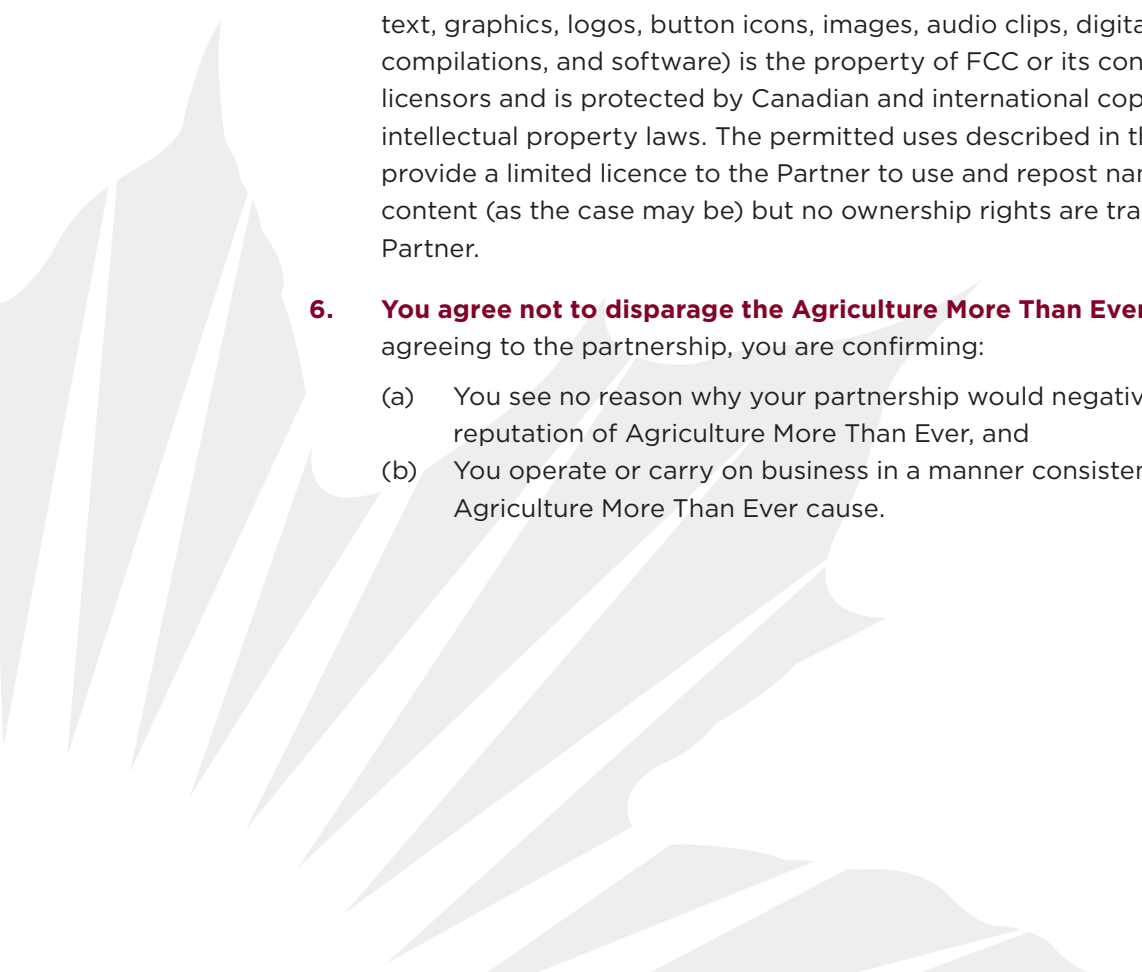
Agriculture More Than Ever

Partnership Agreement

Welcome to **Agriculture More Than Ever**. Farm Credit Canada (FCC) manages the Agriculture More Than Ever cause. Each Partner relationship is managed by a **Partnership Agreement** that describes what you can expect from us and what we expect from you.

1. **Partner agrees to the Agriculture More Than Ever Guiding Principles.**
2. **Partner benefits.** Partners are encouraged to take advantage of these benefits:
 - (a) **Initial Partner Kit.** Promotional materials and resources that you can [reorder](#) as often as you need. Many items are at a significantly reduced price or at no cost.
 - (b) **Monthly e-communications.** Emails filled with ideas and resources to make the most of our partnership. Share this [link](#) with anyone in your organization you think would benefit from these tips and tools.
 - (c) **Social media sharing.** When sharing your positive messages and stories about agriculture, use the **#AgMoreThanEver** hashtag and we will reshare (at our discretion).
 - (d) **Event planning resources.** [Contact us](#) to request a speaker for events with a large industry audience like your AGM or conference (speakers dependent on availability). Plus, you can access great [event resources](#) to share with your audience.
 - (e) **Partner profile.** We will share examples of Partner advocacy in action both online and offline.
 - (f) **Partner resources.** The [Partner resources](#) page on the Agriculture More Than Ever website offers tools to promote Canadian agriculture.
3. **You agree to promote your partnership.** We encourage you to promote your partnership in these ways:
 - (a) Place this statement on your internal and external communications:
<Your Name> is a proud partner of Agriculture More Than Ever.
 - (b) Prominently place the [Agriculture More Than Ever logo](#) on your website(s). We recommend you post the logo no smaller than 225 pixels wide by 66 pixels high on-screen and include a hyperlink to the Agriculture More Than Ever website ([AgricultureMoreThanEver.ca](#)).

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- 4. You agree to share Agriculture More Than Ever messages.** Shine a spotlight on the facts, stories and people that show Canadian ag as the modern, vital industry it is. We encourage you to regularly share Agriculture More Than Ever messages with your members, employees and customers in these ways:
- (a) Visit our [resources](#) page regularly to find communication tools you can incorporate into your organization’s event.
 - (b) “Like” Agriculture More Than Ever on [Facebook](#) and follow Agriculture More Than Ever on [Twitter](#), [YouTube](#) and [Instagram](#).
 - (c) Share Agriculture More Than Ever articles, webinars, videos, photos, ad placements, emails and facts in your communications and on your online channels.
 - (d) Include the **#AgMoreThanEver** hashtag on the positive messages you share about agriculture on social media.
- 5. Copyright and intellectual property.** The “Agriculture More Than Ever” and “Ag More Than Ever” name, logos and all content posted on Agriculture More Than Ever websites and social media channels (including, but not limited to, text, graphics, logos, button icons, images, audio clips, digital downloads, data compilations, and software) is the property of FCC or its content suppliers and licensors and is protected by Canadian and international copyright and intellectual property laws. The permitted uses described in this agreement provide a limited licence to the Partner to use and repost names, logos or content (as the case may be) but no ownership rights are transferred to the Partner.
- 6. You agree not to disparage the Agriculture More Than Ever cause.** By agreeing to the partnership, you are confirming:
- (a) You see no reason why your partnership would negatively impact the reputation of Agriculture More Than Ever, and
 - (b) You operate or carry on business in a manner consistent with the Agriculture More Than Ever cause.

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As long as you are a Partner, you agree to take no action intended to, or that would reasonably be expected to, harm the Agriculture More Than Ever cause, its reputation, or would reasonably be expected to lead to unwanted or unfavorable publicity to Agriculture More Than Ever. This may include, but is not limited to, a physical action or negative statement, written or oral, about or directed at Agriculture More Than Ever. Your compliance with this non-disparagement provision is a material term of this Agreement, the absence of which would have resulted in FCC refusing to enter into this Agreement with you.

- 7. Your Partner contact.** Your Agriculture More Than Ever contact is **Debbie Bailey**. You can also contact Agriculture More Than Ever by phone at 306-780-7771 or through email at info@AgricultureMoreThanEver.ca.
- 8. Term.** This Agriculture More Than Ever Partnership Agreement will continue until it is terminated by the Partner or by FCC. Either party may terminate the Agreement, for any reason or for no reason, upon written notice to the other party of its intention to terminate this Agreement. Such notice may be delivered by email or other electronic delivery at the option of the terminating party. Upon termination any licence afforded to the Partner to use and share Agriculture More Than Ever names, logos, and content as described in this Agreement is terminated.

