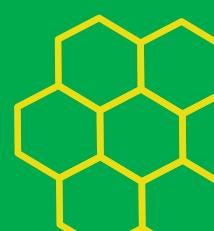




**Nurturing a Sustainable Future:**  
A Partnership with  
Bee Maid Honey Limited  
&  
Agriculture in the Classroom-Manitoba

**Program Impact Showcase Proposal**  
**February 10, 2025**





# Overview

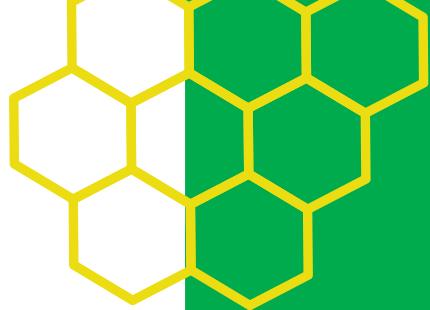
Agriculture in the Classroom-Manitoba (AITC-M) plays a vital role in fostering agricultural literacy among young people, connecting them with the importance of a thriving agricultural industry. This work resonates deeply with Manitobans who recognize the crucial role agriculture plays in our province's economy, environment, and way of life.

Bee Maid Honey Limited makes a significant contribution to a healthy agricultural ecosystem, a contribution that AITC-M is committed to highlighting for future generations. We invite Bee Maid to further showcase this important work at our "Program Impact Showcase," an event designed to connect educators, students, and community members through agriculture.

A partnership, including participation in the showcase, would powerfully demonstrate Bee Maid Honey Limited's impact and goal of educating youth about the importance of pollinators and a thriving agricultural industry.

## Event Information:

- **Event:** Program Impact Showcase
- **Date:** April 24, 2025
- **Time:** 4:30 PM - 9:30 PM
- **Location:** Centro Caboto Centre, 1055 Wilkes Ave, Winnipeg
- **Attendance:** We expect to welcome hundreds of attendees, more than in previous years.



## **AITC-M recognizes that Bee Maid Honey Limited's objectives include:**

- **Enhance Brand Image:** Position Bee Maid Honey Limited as a leader in supporting sustainable agriculture and community well-being.
- **Reach Target Audiences:** Connect with students, educators, and farmers who value ethical and sustainable practices.
- **Drive Sales:** Increase brand awareness and sell products.
- **Show Commitment:** Showcase Bee Maid Honey Limited's dedication to honeybee health and environmental stewardship.





# Target Audiences

Bee Maid Honey Limited shares common target audiences with AITC-M.

## **Target Audience Objectives:**

- **Students from K-12:** Influencing an appreciation for agriculture and the importance of bees from a young age to create lifelong connections.
- **Educators:** Equipping teachers with resources and training them to educate students about the importance of agriculture and honey production.

## **Psychographics of Target Audience**

**Students (K-12):** Students are developing values and worldviews and can be influenced by teachers and family. They are curious about the environment and learning all the time. Students are becoming more concerned with ethical considerations such as food security and environmental protection. They have diverse learning styles and direct access to resources.

**Educators:** Educators are driven to inspire. They value accurate resources and effective teaching tools. They often have limited time and budgets but are appreciative of quality learning opportunities for their students. They want to have a positive impact and witness student growth.



## What AITC-M Offers:

We offer Bee Maid Honey Limited a platform to achieve its objectives through meaningful engagement with its audiences, contributing to customer relationship nurturing:

- **Engaging Experiences**

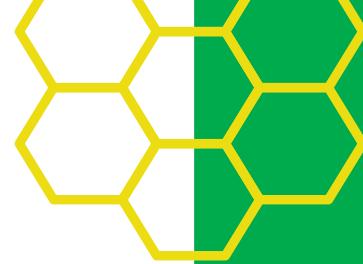
Through programs like mobile observation beehives and apiary field trips, we can provide unforgettable experiences for students and families, creating long-term positive impressions of Bee Maid Honey Limited. A mobile beehive would be featured at the Program Impact Showcase, demonstrating the vital role bees play in our ecosystem and highlighting their importance to food production. An after-school program could be implemented, involving students visiting local beekeepers to help with bee-care and honey production.

- **Community Engagement**

Supporting initiatives like beehive integration on farmland allows Bee Maid Honey Limited to demonstrate its commitment to environmental sustainability and build stronger ties with local communities. This would contribute to long-term brand building.

- **Curriculum Integration**

By integrating bee content into school curriculums, we can ensure students learn about the critical role of pollinators and highlight Bee Maid Honey Limited as a champion of agricultural education.



- **Brand Exposure**

Bee Maid Honey Limited's logo and messaging will be featured in all marketing and promotional materials, on the AITC-M website and at the event, elevating brand exposure.

- **Specialized Marketing Opportunities**

Collaboration provides opportunities for new content, social media campaigns, promotional materials, and reaching an engaged audience. This alliance would include valuable market research, conducted throughout the partnership, and provided directly to the sponsor.

## **Investment**

Partnering with AITC-M is an investment in a shared vision for a thriving agricultural future. With your support, we can educate the next generation about pollinators and healthy ecosystems.

We seek monetary and in-kind support to expand our impactful agricultural education programs and initiatives such as the mobile observation beehives and beekeeping equipment. We would be happy to revisit these terms to maximize the positive outcomes for you.





## Join Us

We invite Bee Maid Honey Limited to join us by sponsoring our Program Impact Showcase, cultivating a sustainable future through investing in agricultural literacy. Partnering with AITC-M offers a powerful platform to connect with target audiences, enhance brand image, and achieve objectives while making a positive impact on the community and the environment.

We are confident that this partnership will be mutually beneficial and look forward to discussing the possibilities further. Please contact Development Consultant, Grace Willmer to schedule a meeting at [gwillmer@academic.rrc.ca](mailto:gwillmer@academic.rrc.ca)

