

Centre canadien  
pour l'intégrité  
alimentaire



Canadian  
Centre for  
Food Integrity

**Sponsorship Opportunities**

# 2026

# PUBLIC TRUST SUMMIT

*Trust Under Pressure: Leading in an Era of Scrutiny*

**October 6 & 7**

The Westin Toronto Airport Hotel

# About the Summit

The 2026 Public Trust Summit theme, *Trust Under Pressure: Leading in an Era of Scrutiny*, will explore how Canada's food system can navigate the challenges of maintaining public confidence in a rapidly changing world.

This year's program is structured around three key pillars: The Pressure, The Risk, and The Response.

- The **Pressure** examines the broader trends affecting public trust, from shifting expectations to polarized opinions and the fragmentation of information.
- The **Risk** explores the potential consequences for the food system, including how misalignment and loss of trust can influence consumer confidence and decision-making.
- The **Response** highlights practical strategies and leadership approaches organizations can adopt to strengthen public trust and navigate this complex environment.



More than just a conversation, the Public Trust Summit is a national platform for bold dialogue and cross-sector collaboration. It brings together diverse voices from across the Canadian food system to shape a shared path forward—grounded in facts, transparency, and meaningful engagement.

## WHY THIS SUMMIT?

Public trust is no longer a background consideration. It is a defining factor in how the food system performs, how decisions are made, and how innovation is received.

The Public Trust Summit is built to meet this moment. It brings together leaders from across the food system to examine the pressures shaping public trust, the risks of inaction, and the leadership required to respond.

Grounded in research and focused on practical application, the Summit creates a space for meaningful dialogue, shared insight, and cross-sector alignment on one of the most critical issues facing the sector today.



# Why Invest in the Summit

Public trust is increasingly shaping how the food system operates, from consumer confidence to the adoption of innovation and the ability to respond to complex challenges.

Sponsoring the Public Trust Summit is an opportunity to play a meaningful role in how the food system is understood and trusted in Canada.

## As a sponsor, you will:

- Position your organization as a leader in building and maintaining public trust
- Contribute to sector-wide dialogue on the pressures and risks shaping the food system
- Engage directly with a highly relevant audience of decision-makers and influencers
- Align your brand with a credible, research-based platform focused on practical outcomes
- Be part of a shared effort to strengthen confidence in Canada's food system

## WHO ATTENDS ?

The Public Trust Summit convenes a highly engaged, cross-sector audience of leaders shaping the future of Canada's food system.

### Attendees include:

- Executive and senior leadership from across the value chain
- Industry associations and sector organizations representing key commodities and food categories
- Government and regulatory stakeholders
- Experts in research, communications, sustainability, and public affairs

This is a room of individuals who influence how the food system is understood, communicated, and trusted in Canada.



# General Sponsorship Packages

Benefits	Platinum Sponsor \$25K	Gold Sponsor \$10K	Silver Sponsor \$5K	Bronze Sponsor \$2K
Opportunities Available	1	4	Unlimited	Unlimited
Complementary registrations	2	2	1	-
10-minute speaking opportunity	✓	-	-	-
Opportunity to showcase branded materials or swag	✓	✓	-	-
Ad featured on Summit slideshow (16:9)	✓	✓	-	-
Logo on name tags	✓	✓	-	-
Logo featured on all promotional materials	✓	✓	-	-
Verbal recognition	✓	✓	✓	-
Logo featured on Summit webpage and onsite materials	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓



# Featured Sponsorship Packages

\$8K

Benefits	Keynote Sponsor	Research Sponsor	Reception Sponsor	AV Sponsor
Opportunities Available	2	1	3	1
Complementary registrations	1	1	1	1
Opportunity to introduce the speaker	✓	✓	-	-
Private meet & greet with the speaker	✓	✓	-	-
Recognition on food item of your choice	-	-	✓	-
Logo displayed in reception area	-	-	✓	-
Opportunity to have a 30–60 second branded video played during the Summit	-	-	-	✓
Verbal recognition	✓	✓	✓	✓
Logo featured on Summit webpage and onsite materials	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓



# Featured Sponsorship Packages

\$5K

Benefits	Session Sponsor	Registration Sponsor	Lunch Sponsor	Nutrition Breaks Sponsor	Breakfast Sponsor
Opportunities Available	2	1	1	3	1
Complementary registrations	-	-	-	-	-
Opportunity to introduce a session	✓	-	-	-	-
Logo displayed in registration area	-	✓	-	-	-
Recognition on food item of your choice	-	-	✓	-	✓
Logo displayed in lunch/breakfast area	-	-	✓	-	✓
Logo displayed in break area (x3)	-	-	-	✓	-
Verbal recognition	✓	✓	✓	✓	✓
Logo featured on Summit webpage and onsite materials	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓



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**Thank you,  
we hope to  
collaborate  
with you soon.**

## Contact



[foodintegrity.ca](https://foodintegrity.ca)



[learnmore@foodintegrity.ca](mailto:learnmore@foodintegrity.ca)