



FUR INSTITUTE OF CANADA
INSTITUT DE LA FOURRURE
DU CANADA

Sponsorship Opportunities at the Fur Institute of Canada Annual General Meeting 2025

Fur Institute of Canada

The Fur Institute of Canada, created in 1983 by Canada's Wildlife Ministers, is Canada's national voice for the fur sector. The Institute is also the country's lead expert on humane trap research and furbearer conservation and is the official trap-testing agency for the Government of Canada and all provincial/territorial governments. The FIC's membership is made up of trappers, governments, Indigenous nations, sealers, furriers, processors, manufacturers and artisans from across Canada.

The *Fur Institute of Canada* (FIC) is also home to the Seals & Sealing Network (SSN). SSN brings together Canada's sealing industry harvesters, processors, manufacturers, retailers, and Indigenous peoples of Canada to promote and market high quality and sustainable Canadian Seal Products (seal oil, seal meat, seal fur) through our *Canadian Seal Products* and *Proudly Indigenous Crafts & Designs* brands.

Annual Meeting 2025

The Fur Institute of Canada Annual Meeting (AGM) is an important opportunity for Canada's fur sector to gather and collaborate on our continuing work to defend and grow our sector. The AGM attracts representatives from fur-involved organizations and businesses from across Canada and around the world, providing an excellent opportunity to showcase brands active in the outdoors space and the local host province. This year's AGM will take place in Edmonton, Alberta, on June 12-13, 2025.

Sponsorship Opportunities

The FIC AGM provides a broad array of opportunities to highlight your brand to attendees from across Canada and around the globe, both through on-site promotional activities and coverage of the event by way of the FIC and SSN's newsletters and [TruthAboutFur](#), the world's most-read fur blog. Event sponsors will also be acknowledged in the Fur Institute Annual Report, attendee package, and certain sponsorship packages will include on-site advertising.

Sponsorship packages are available for each of the Institute's four annual awards. Please see attached document to see which of the awards best aligns with your brand. Packages are also available for sponsoring activities and events which take place during the Meeting, including coffee hours, social activities and our Banquet.

Finally, non-cash contributions are always appreciated for raffles, door prizes, and silent and live auctions, which take place during the event.

For more information, please contact the Fur Institute of Canada Executive Director, Doug Chiasson, at doug.chiasson@fur.ca.