



# Ad Hoc Committee Report *Sponsorship* For April 2006 Board Meeting

**Committee Charge:** Review CFP Sponsorship Levels, determine if current levels are adequate or revision is needed and report back the CFP Executive Board.

**Committee Members:** Dan Smyly, Industry; Cory Hedman, Industry; Fred Reimers, Industry and Larry Eils, Industry, Chair.

**Committee Report:** The committee evaluated the sponsorship levels used in 2004 and decided there was a need to establish the Titanium Level @ \$2,500 and the CFP Local Sponsor Level @ \$250. This requested change was approved by the CFP Executive Board.

As a result of the committee activities many of the previous sponsors along with **several** new companies and agencies, 26 in total, took sponsorships resulting in a total of \$48,000 sponsorship dollars. After the complimentary registrations are deducted \$30,375 is available to the Conference for the continuation of its operation. A detailed listing of sponsorships is attached for your review.

This compares to 18 companies in 2004 who contributed \$18,600 or \$14,100 after deducting complimentary registrations.

**Requested Action:** The Ad Hoc Committee requests this report be accepted.

These are the Sponsorships levels that were marketed for the 2006 biennial meeting:

- **TITANIUM for companies investing \$2,500**  
In addition to the 4 items listed above your company will receive:
  - 3 Complimentary Registrations for the Conference Biennial Meeting
  - 1 Page “Sponsored in part by” logo ad in the Program book
  - A post-show disk or label list of all pre-registered attendees
- **GOLD for companies investing \$2,000**  
In addition to the 4 items listed above your company will receive:
  - 2 Complimentary Registrations for the Conference Biennial Meeting
  - 1 Half-Page “Sponsored in part by” logo ad in the Program book
  - A post-show disk or label list of all pre-registered attendees
- **SILVER for companies investing \$1,500**  
In addition to the 4 items listed above your company will receive:
  - 1 Complimentary Registration for the Conference Biennial Meeting

1 Quarter-Page “Sponsored in part by” logo ad in the Program book  
A post-show disk or label list of all pre-registered attendees

- **Bronze for companies investing \$1,000**  
In addition to the 4 items listed above your company will receive:  
A post-show disk or label list of all pre-registered attendees
- **Copper for companies investing \$500**  
Your company will receive the 4 items listed above.
- **CFP Local Sponsor for companies investing \$250**  
This level is exclusively for local businesses and/or restaurants in the host city area wishing to support the biennial Conference meeting activities.  
Your business will be listed in the Program book.

For your information the “4 items listed above” are prominent listing in the Program Book; signs indicating your participation as a sponsor; ribbons for all your personnel attending the Conference and visibility – attendees will notice your participation again and again.

I would be happy to entertain any questions you may have about this report.

Respectfully submitted:  
Larry Eils, Chair  
Ad Hoc Sponsorship Committee