



Ad Hoc Committee Report *Sponsorship* For August 2007 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: Kristie Grzywinski, Foodservice Industry; Cory Hedman, Retail Food Industry; Fred Reimers, Local Arrangements and Larry Eils, Vending Industry, Chair.

Committee Report: After reviewing the comments made at the April Board meeting and in further conversation with Trevor Hayes, the committee has decided to revise the CFP Sponsorship Levels to 4 categories which are: Titanium, Gold, Silver and Bronze. See the attached Sponsorship Opportunities form for all the details. We have kept the number of Complimentary Registrations the same for the top three categories.

The CFP office asked the committee to consider not accepting credit cards for sponsorship payment but this was not acceptable to the committee members since more businesses are using cards instead of checks. We also tried to help with the Pre-conference Workshop confusion which requires a separate registration by adding a note on the Sponsorship form, also attached.

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

These are the revised Sponsorships levels for the 2008 biennial meeting:

- **TITANIUM for companies investing \$3,000**
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 \$1,000**
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 \$500**

In addition to the 4 items listed above your company will receive:

A post-show disk or label list of all pre-registered attendees

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 unfortunately I cannot be with you. Perhaps Cory Hedman could answer them on behalf of the committee.

Respectfully submitted:

Larry Eils, Chair

Ad Hoc Sponsorship Committee