

## Conference for Food Protection – Committee Periodic Report

Committee Reports are considered **DRAFT** until accepted by the Executive Board  
Approved 4/20/2016

The Conference Chair, Executive Director, Council Chair, or Issue Chair may return committee reports, Issues, or attached documents requesting edits to improve clarity or understanding, or to include missing information.

Committee-submitted documents may impact the image, credibility and integrity of the Conference as an organization. With the exception of material that is copyrighted and/or has registration marks, committee generated documents submitted to the Executive Board and via the Issue process (including Issues, reports, and content documents) become the property of the Conference.

**COMMITTEE NAME:** Sponsorship Committee

**DATE OF REPORT:**  Initial fall progress report  Spring progress report  Second fall progress report

Date submitted: 3/7/2019

Date amended (if applicable): [Click here to enter a date.](#)

Date accepted by Executive Board: [Click here to enter a date.](#)

**COMMITTEE ASSIGNMENT:**  Council I  Council II  Council III  Executive Board

**REPORT SUBMITTED BY:** Eric Moore and James O'Donnell, Co-Chairs

**COMMITTEE CHARGE(S):**

**1. Identify and provide recommendations for benefactors to provide financial support:**

- a. Identify specific activities/service funding opportunities for benefactors
- b. Provide pricing recommendations for activates/services
- c. Provide feedback to Board at April 2019 Board Meeting

**2. Sustaining Member sponsorship promotion:**

- a. Identify methods to continue to promote the recently established sustaining supporter sponsorship program

**3. Evaluate eliminating printed CFP biennial program and replacing with CFP App:**

- a. Identify and potential impacts of not having a printed agenda on sponsored agreements
- b. Provide suggested mitigations to each of the impacts identified
- c. Provide feedback to Board at April 2019 Board Meeting

**COMMITTEE WORK PLAN AND TIMELINE:**

1. Monthly conference calls (next call March 22<sup>nd</sup>). Much of the work is conducted via email.
2. March 22<sup>nd</sup>, committee review of survey data. Discuss key points with Board at April meeting.
3. Action plan dates TBD based on survey outcome. Potential actions
  - a. Reassess possible print alternative
  - b. Developing messaging and campaign to promote changes
  - c. Work with Website and App designer to institute changes
4. Assess potential sponsorship levels change based on other similar organizations
5. Assess and promote "Event" Sponsorships fees
  - a. Break-outs
  - b. Networking events
  - c. Navigator program
6. Develop new marketing material to be submitted to all Previous Sponsors
7. Assess and target membership organizations that have not sponsored previously
8. Assess and target non-membership organizations that have not sponsored previously

**COMMITTEE ACTIVITIES: Dates of committee meetings or conference calls:**

**1. Overview of committee activities:**

- a. 5 Committee meetings
- b. Developed Sponsor Survey to assess reaction to loss of printed program- to be released March 1 for completion by March 15
- c. Developed PRINT PROGRAM IMPACT EVALUATION

**2. Charges COMPLETED and the rationale for each specific recommendation:**

- a. None
- 3. **Status of charges still *PENDING* and activities yet to be completed:**
  - a. **Sponsorship Financial Goal = \$200,000.00**  
\$2500 Yum Brands- 1<sup>st</sup> payment for Titanium Sponsorship
  - b. **Identify and provide recommendations for benefactors to provide financial support:**  
Awaiting feedback from survey
  - c. **Sustaining Member sponsorship promotion:**  
Identify methods to continue to promote the recently established sustaining supporter sponsorship program
  - d. **Evaluate eliminating printed CFP biennial program and replacing with CFP App:**  
Awaiting on survey on impacts of not having a printed agenda on sponsored agreements

COMMITTEE REQUESTED ACTION FOR EXECUTIVE BOARD:  *No requested action at this time*

- 1. Acknowledge the Sponsorship Committee progress report.

**ATTACHMENTS:**

- 1. **Content Documents:**
  - a. **Committee Member Roster:**  *See changes noted above under “requested action”*  *No changes to previously approved roster*  
*“Committee Members Template” (Excel) available at: [www.foodprotect.org/work/](http://www.foodprotect.org/work/) Committee roster to be submitted as a PDF attachment to this report.*
  - b. **Committee Generated Content Documents (OPTIONAL):**  *No draft content documents submitted at this time.*
    - i. Sponsorship Survey- <https://www.surveymonkey.com/r/SVBW7TZ>
    - ii. PRINT PROGRAM IMPACT EVALUATION
- 2. **Supporting Attachments (OPTIONAL):**  *Not applicable*