

Conference for Food Protection – Committee Progress Report

Committee **Progress** Reports are considered **DRAFT** until accepted by the Executive Board

Approved 7/13/21

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COMMITTEE NAME: Sponsorship Committee

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

Date submitted: [Click here to enter a date.](#) 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

COMMITTEE CHARGE(S):

1. Address CFP Board Questions:
 - a. Will there be any changes to Sustaining Sponsor levels or amounts?
 - b. Will a Pre-Conference Workshop credit stay in place for some sponsors?
 - c. Will there be any changes to Event sponsor options?
2. Establish Committee financial goal for 2023 Biennium
3. Review Post Meeting Sponsor Survey Results
 - a. Identify changes, opportunities for improvement, etc.
4. Review Sustaining Sponsor Program and update as needed
 - a. Identify methods to enhance promotion of Event Service Sponsor Donation Program
5. Review and revise Event Services Sponsor Donation Program
 - a. Identify methods to enhance promotion of Event Service Sponsor Donation Program
6. Identify appropriate event recognition that corresponds with Sponsor financial commitment
 - a. To include both Digital and Print media

COMMITTEE WORK PLAN AND TIMELINE:

- Monthly conference calls leading up to Biennium
- All committee work to be completed remotely
- Incorporate LAC representatives in meetings
- Review and update conference flyer:
 - Targeted Deadline: End of April
- Update supporting conference communication tools (email templates, etc.):
 - Completed once conference flyer finalized
- Determine committee member outreach plan for past sponsors and attendees (who will contact who)
 - Completed once conference flyer finalized

COMMITTEE ACTIVITIES:

1. Dates of committee meetings or conference calls:

- | | |
|---------------------------------|------------------|
| • Meeting 1: 02/21/22 -Complete | • Meeting 5: TBD |
| • Meeting 2: 04/08/22 -Complete | • Meeting 6 TBD: |
| • Meeting 3: 05/06/22 | • Meeting 7: TBD |
| • Meeting 4: 06/03/22 | • Meeting 8: TBD |

2. Overview of committee activities:

Meeting 1: 02/21/22

- Reviewed last biennium financials and post event sponsor survey,
- Agreed to Committee workplan and timeline, established the need for monthly calls due to the condensed timeline
- Address CFP Board Questions:
 - Will there be any changes to Sustaining Sponsor levels or amounts?
 - Committee agreed unanimously to maintain sustaining sponsor model donation levels and amounts
 - Will a Pre-Conference Workshop credit stay in place for some sponsors?

- Committee agreed unanimously to eliminate the workshop discount
- Will there be any changes to Event sponsor options?
 - Committee to make changes to event sponsorship program to simplify as was indicated via the Sponsor Post Survey results.
- Establish Committee financial goal for 2023 Biennium – COMPLETED PENDING BOARD APPROVAL
 - Committee agreed during the 1st meeting that maintaining the previous Biennium financial goal (\$200K) is appropriate
- Review Post Meeting Sponsor Survey Results – COMPLETED
 - Survey results were reviewed and appropriate action (where appropriate) was made related to revising the Event Sponsorship Donation Program

Meeting 2: 04/08/22

- Brief review of the revised conference flyer that was updated with correct dates, location, etc.
 - Further updates still needed related to payment options/instructions – To be addressed once conference platform provider finalized and information is available.
- Revised the Event Sponsor Donation Program options:
 - Committee agreed to remove all the AM/PM Break options – Recommend that this be used by the LAC as a way to offer possible sponsorship opportunities for local businesses
 - Made some formatting changes in an effort to highlight lower financial commitments through shared support rather than placing focus on large dollar sole support
 - Revised all pricing to try and drive greater participation.
 - Revised options to be provided for Board Review and approval

3. Charges COMPLETED and the rationale for each specific recommendation:

- a. Address CFP Board Questions: **COMPLETED** (See meeting 1 activity information above)
- b. Establish Committee financial goal for 2023 Biennium – COMPLETED PENDING BOARD APPROVAL
 - a. Committee agreed during the 1st meeting that maintaining the previous Biennium financial goal (\$200K) is appropriate
- c. Review Post Meeting Sponsor Survey Results – **COMPLETED**
 - a. During the committee’s 1st meeting the survey results were reviewed and appropriate action (where appropriate) was made related to revising the Event Sponsorship Donation Program
- d. Review Sustaining Sponsor Program and update as needed - **COMPLETED**

4. Status of charges still PENDING and activities yet to be completed:

- e. Review and revise Event Services Sponsor Donation Program
- f. Identify appropriate event recognition that corresponds with Sponsor financial commitment
- g. Finalize Conference Flyer
- h. Begin outreach to past sponsors and members

COMMITTEE REQUESTED ACTION FOR EXECUTIVE BOARD:

- 1. Approve Committee recommendations to Board questions**
- 2. Review and approve changes to Event Sponsor Donation Program options**
 - a. **See CFP Sponsorship Breakdown PDF**

ATTACHMENTS:

1. Content Documents:

- a. **Committee Member Roster:** See changes noted above under “requested action” **X No changes to previously approved roster**
 “Committee Members Template” (Excel) available at: www.foodprotect.org/work/report 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
 - 02/21/22 Meeting Minutes
 - 04/8/22 Meeting Minutes
 - DRAFT CFP Sponsorship Event Donor Breakdown

2. Supporting Attachments (OPTIONAL): Not applicable

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