

Conference for Food Protection

Ad Hoc Sponsorship Committee Timeline for Activities

Timeline begins with the conclusion of the biennial meeting

May – September

Conference Chair will seek a Chair for this Ad Hoc Committee after the conclusion of the biennial meeting.

September – December

Committee Chair should begin search for two committee members. Committee members should represent the retail food, foodservice and vending segments, if possible. The Committee Chair requests approval from the Conference Chair of the selected committee members.

January - March

Committee reviews the sponsorship campaign for the last biennial meeting, analyzing gross and net figures, to see how successful it was and if anything needs to be changed with regards to seeking sponsors, forms, entitlements and procedures. Committee works with the Executive Treasurer on any procedure changes to assure smooth collection of the money and sponsorship applications. The sponsorship levels are reviewed and a recommendation drawn up for presentation to the Executive Board at the April Board meeting (one year in advance of the biennial meeting). Report is submitted 30 days in advance. It is helpful if the Committee Chair or designee is present in person or via conference call – for discussion purposes.

April - August

Based on the results of the April Board meeting, make any necessary adjustments to the sponsorship levels, forms, entitlements and procedures. Resubmit changes as necessary via written report to the Executive Director 30 days in advance of the August Board meeting. Sponsorship levels and form receive final approval at the August Board meeting. . The Committee Chair does not need to be present for this report presentation.

September – January

An updated Sponsorship Announcement and Application are prepared and submitted to the Executive Director in September for inclusion in the Registration Packet. Immediately begin contacting all sponsors from the previous biennial meeting by email requesting their continued support. New potential sponsors are identified and contacted for support. Committee Chair works with the Executive Treasurer on the collection of money and completed applications in a timely manner. A worksheet of the sponsorships obtained is maintained and shared with the Executive Treasurer.

February

The Committee Chair and the Executive Treasurer ensure alignment of collections, logos submitted for Program Book and complimentary registrants named. The Committee Chair and the Executive Treasurer conduct a joint evaluation of the campaign.

March

30 days in advance of the April Board meeting, a final report on the sponsorship campaign is written and submitted to the Executive Director for presentation to the Executive Board at the April meeting. Adjust Timeline of Duties as necessary.

Prepared by:

Larry Eils

Chair, Ad Hoc sponsorship Committee

February 2008