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COMMITTEE NAME: Sponsorship Committee

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

Date submitted: 7/15/2019

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 August 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 22nd). Much of the work is conducted via email.
2. March 22nd, 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. 7 Committee meetings
- b. Developed Sponsor Survey to assess reaction to loss of printed program- released March 1 for completion by March 15. Results reported at April 2019 Board meeting.
- c. Assessed print survey impact and provided data to Strategic Planning Committee.
- d. Developed PRINT PROGRAM IMPACT EVALUATION.

- e. Held special committee meetings with Finance and Strategic Planning Committees to assess Event Support Donations.
 - f. Met with Specially Formed Executive Board Committee to assess Event Support Donations for Board approval.
 - g. Providing support to Ad-Hoc Mobil App Committee related to the newly created event sponsor benefit recognition.
 - h. Developed Messaging for website and print. Launch TBD.
2. **Charges COMPLETED and the rationale for each specific recommendation:**
- a. **Identify and provide recommendations for benefactors to provide financial support:**
Made recommendations to the Executive board via Special Committee meeting.
Developed messaging for July release. See attached CFP Sponsorship Document.
 - b. **Sustaining Member sponsorship promotion:**
Identified methods to continue to promote the recently established sustaining supporter sponsorship program.
Developed Messaging for July release. See attached CFP Sponsorship Document
3. **Status of charges still PENDING and activities yet to be completed:**
- a. **Sponsorship Financial Goal = \$200,000.00**
\$2500 Yum Brands- 1st payment for Titanium Sponsorship
 - b. **Evaluate eliminating printed CFP biennial program and replacing with CFP App:**
Presented results of survey (survey link: <https://www.surveymonkey.com/r/SVBW7TZ>) at April 2019 Board meeting. Made suggestions to Strategic Planning and APP committees. Currently working with both committees to develop app guidance.

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/ 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. CFP Sponsorship Document
- 2. **Supporting Attachments (OPTIONAL):** *Not applicable*