

WCCA Fundraising Committee

23 April 2013

Paul Thoroughgood, Jeff Whetstine, Glen Shaw, Sue Hubbs, Tim Healey, Karen Scanlon

### **Sponsor Display Space**

10 x 6 space offered, 42 spaces available

Have coffee breaks in display area

Offer to all sponsors, up to 42

Offer Platinum sponsors something other than (instead of) booth space; space to allow interaction with groups of growers that they bring to the Congress. Use a breakout room after hours? May not be quiet, with graduations happening. Congress has evening events planned. Hospitality suites at hotels?

Emphasize booth is limited, confirm your sponsorship now.

Richardson and, possibly, New Holland could use evening events instead of Convention Centre display space.

NEED TRACKING SYSTEM FOR SPONSORSHIP RECRUITMENT

### **Sponsor Recognition**

#### Platinum

Reception, dinner, lunch mentions. Short non-commercial message to audience.

Participate in sessions in active role. Help to identify speakers. Host a panel.

#### Gold

Coffee breaks, breakfast

High level of recognition and address full group.

Suggest speakers.

#### Silver

Ala carte list with cost+ price

Offer ala carte to only medal sponsors

Offer ala carte items preferentially to gold and platinum first.

Create materials tailored to Gold and Platinum level sponsors

Include ala carte options with cost+ pricing

Need bids on ala carte items for pricing

### **NEXT STEPS**

Jeff & Karen create ala carte list, get cost and propose WCCA prices

Jeff create detailed PPT for Platinum and Gold

Agreed to move early registration deadline to March 15, 2014.

Paul Thoroughgood: Richardson and Bayer (KAS to contact Alan Ayers first)

Karen Scanlon: CTIC members

Glen and Don: Farm Credit Corporation, provincial and federal governments

Paul Overby: Seed implement dealers, CHS Foundation

Jeff Whetstine: Glacier Media Group and Farm Journal Media Group

Tim: test with Koch Agronomic Services

Whenever connection made with sponsor, send notes to full committee. Sue will update spreadsheet and redistribute to all. Karen add to Forum.

Survey marketing and fundraising committee to select Glacier Media Group and Farm Journal Media Group as exclusive media sponsors.

### **NEXT CALL**

May 1 @ 2pm eastern