

# WCCA Fundraising Committee

## Conference Call – February 5, 2013

**Attendance:** Tim Healey, Paul Overby, Karen Scanlon, Tammy Taylor, Jeff Whetstine, Paul Thoroughgood

### Agenda

- Budget
  - CTIC and SCCC fee
- Sponsorship
  - Objectives
  - Media sponsorship?
  - Speaking notes / key messages
  - Assignments
  - Communication/organization

### Budget

- Costs for dinners?
  - Include bus transportation to farm
  - Include alcohol costs
  - Plan for 2<sup>nd</sup> dinner at convention center; if at another location, find low cost or sponsor

ACTION: Glen to find bar/server costs for convention center and bus transportation

ACTION: Paul T update budget and redistribute

ACTION: Karen pass along promotion draft and budget to marketing

### Sponsorship

WCCA Objectives

Jeff drafted objectives.

**ACTION: Jeff will revise and send to Karen. Karen will distribute to CASA prior to next teleconference.**

### Media Sponsorship

Approach US and Canadian media groups about sponsorship. Glen looked into Winnipeg-based and another.

Free registration and meals and access to speakers.

Send proposal to top media groups and see what they will do.

Invitation: overview, objectives, plans.

Send to: Charlene Finck (Farm Journal), DTN Progressive Farmer, Successful Farming, Penton Media

Exclusive sponsor (One media group) for Canada and for US.

**ACTION: Karen draft and send to Jeff.**

**Key Messages for Sponsors**

Revise 2-pager drafted by Jeff for “sales pitch”

ACTION: Jeff will revise

ACTION: everyone indicate contacts at each company (name and title). Glen will resend.

**NEXT STEPS:**

Karen draft media invitation and send to Jeff

Jeff revise objectives into sales pitch for sponsors

ALL review sponsor list and indicate personal contacts

**NEXT CALL:**

Feb. 20 @ 2pm eastern.