

WCCA Fundraising Committee

Conference Call – March 11, 2013

Attendance: Glen Shaw, Paul Overby, Karen Scanlon, Jeff Whetstine, Paul Thoroughgood

Agenda

1. Review next steps from previous meeting:
 - KAS checked with Paul O about publishing registration fees and got *OK to proceed*
 - KAS sent Media sponsorship invitation to Marketing Committee for comment. *Will revise and send next week to large publishers in US and Canada. KAS talked with Kurt Lawton, Corn and Soybean Digest, last week; he welcomed getting the invitation.*
 - All add contacts to US and Canada columns in sponsor spreadsheet and suggest appropriate sponsor level. Send information to Sue and she will compile into one spreadsheet. *JW sent. KAS added sponsor level suggestions for CTIC contacts in attached Excel file. The Nature Conservancy is interested in lower level sponsorship and will help recruit higher level sponsors. Suggested attendance at April Field to Market meeting to target food chain companies.*
 - Jeff develop sponsorship packet
 - KAS send JW logos for SCCC and CTIC (*done*), list of CASA members (*to come*)

PT: met with event coordinator which is also interested in media sponsorship

GS: Lilly Ann Morris contact at Farm Business Communications

JW: logo presentation

All: consensus to approve logo. Try to include sorghum in future crop designs. Ramp up color of “6”

JW: sponsorship pitch materials

PT: notes show 40% growers, 60% key stakeholders

PT: must stick to presentation time limits

JW: Farm Journal has instant feedback clickers and could offer them as part of media sponsorship

PT: may need to add as budget. Leave blank amount for now.

PO: could be another sponsorship opportunity.

PO: need to notify Jerry and program committee about this possibility

JW: talked with Jerry about getting 1-2 min video from each presenter to help advertise their topic and presentation. Feature in promotions and on website.

JW: need to coordinate presentation of sponsorship with tour committees to avoid overlap and conflicting messages

YES. Spend specific request to each potential sponsor

BOOTH SPACE. No. Use banners instead. **Are banner costs included budget?**

Other benefits: input on session development

Platinum: opportunity to co-locate meetings the evening without WCCA event; **should be included in meeting planner contract**

PO: concerned about not offering Bronze level a booth space.

KS: need joint call with program committee to discuss where to incorporate booth space for certain sponsors

Think differently about meals and networking sessions/areas to force interaction and incorporate sponsorship recognition.

Other opportunities: first offer to medal sponsors then offer to others

How do we decide who gets what opportunity?

DECISIONS

Add booth space for medal level sponsors? Could impact space requirements and budget.

How do we offer "other opportunities"?

NEXT STEPS:

KAS email to organize meeting of Karen, Glen, Jeff, Paul O, Paul T, Jerry H (joint fundraising and program) discuss space for sponsors

KAS email Committee with questions to invite discussion via email

Jeff talk with convention center to identify other sponsorship opportunities

NEXT CALL

Monday, March 25 @ 2:30pm eastern