

WCCA Fundraising Committee

Conference Call – March 25, 2013

Attendance: Glen Shaw, Karen Scanlon, Paul Thoroughgood

Agenda

1. Review next steps from previous meeting:
 - KAS email to organize meeting of Karen, Glen, Jeff, Paul O, Paul T, Jerry H (joint fundraising and program) discuss space for sponsors
 - April 1 @ 1pm eastern
 - KAS to send meeting appointment
 - KAS email Committee with questions to invite discussion via email (see below)
 - Glen/Jeff contact convention center to ask about room for booths/coffee breaks
 - Jeff talk with convention center to identify other sponsorship opportunities
 - Meeting planner – what is our timeline for a decision?
 - Need all quotes by April 12
 - Decision by April 30

1. Perhaps the limited number of sponsors that we have in our budget answers the question of booth space – we are already discounting those sponsors who are primarily interested in a sales opportunity and instead going for those who have a larger vested interest in promoting CA and simply being a presence so gather insight for their own future marketing efforts. I think we need to talk to a couple of potential sponsors before making this decision. I think there is a lot of value in “space” while I recognize it is also an expense.

2. Items for sponsorship. One of the advantages of the electronic age is sponsorships can be shared. An app can have a rolling index of platinum and gold level sponsors, with more frequency given to one than the other. I presume someone on the marketing committee has locked down the @WCCA6 label on Twitter (#wcca6). The brief description there will allow us to mention platinum sponsors. Same with a facebook page – prominence in the backdrop for higher level sponsors, based on type size. The target of these is not so much farmers as it is the larger audience and attendees, and media especially.

3. As far as the other things such as lanyards, some of that should be reserved for WCCA6 promotion, but making things available on a cost+ basis --- I liked the cocktail napkin idea – to the larger donors first, makes sense as an additional revenue generator.

If the decision is made to provide booth space we would definitely need to rent additional space at the Convention Centre as we hope to have 45 to 50 sponsors in the platinum to bronze categories. The width of the meeting room for the plenary sessions is only 120', with less than 100' feet for booth

display area. That may accommodate 7 or 8 displays and perhaps 3 or 4 could be located on the second floor near the presentation theatre (breakout room). Sponsors would request the area with the highest traffic volume, not usually a separate room. I am sitting on the fence when it comes to booths. I can see why sponsors would like a booth but providing a larger booth space based on the sponsorship level is not likely going to work at the Centre.

Earlier there were discussions about offering the lower cost items to potential sponsors after the platinum sponsors were obtained. But everything needs to move ahead quickly and be coordinated. The lanyards are not costly items but they do get a sponsor's name out there.

2. Sponsorship

- a. Media sponsorship
- b. Connections made
 - i. The Nature Conservancy
 - 1. Paul talk to Canadian TNC for additional sponsorship. Karen to mention to TNC.
 - ii. USDA
 - iii. Field to Market
 - iv. Farm Foundation
 - v. USB
- c. Sponsorship materials
 - i. Reserve "other" sponsorship opportunities for selection by medal sponsors until set deadline. We provide options to medals to select from.
 - ii. After deadline, open "others" to additional sponsors.
 - iii. Paul T to draft
- d. Target sponsors
 - i. Provincial govts unlikely to sponsor, but could fund a "deliverable," e.g. published proceedings. Invoice based.
 - ii. Commercial sponsors and "friends of" or "supporters of"

DECISIONS

NEXT STEPS:

NEXT CALL

Monday, March 25 @ 2:30pm eastern

