



**CALIFORNIA CREAMERY
OPERATORS ASSOCIATION**

124th Annual Meeting

JUNE 24-25, 2024

TAHOE BLUE EVENT CENTER | SOUTH LAKE TAHOE

Event Overview & Prospectus

We invite you to be part of the 124th California Creamery Operators Association (CCOA) Annual Meeting, **June 24-25, 2024, at the NEW Tahoe Blue Event Center in South Lake Tahoe.** We hope you will join us to reflect on another year of changes, innovations, creative solutions, and evolving opportunities for California dairy. Since 1900, the CCOA convention has served as an important forum for dairy farmers, processors, academics, allied industry members, and other partners. We are proud of our program, which provides valuable insight on challenges and emerging opportunities.

CCOA's annual meeting is a **longstanding, family-oriented tradition like no other, now with a fresh look!** Attendees look forward to connecting and learning from peers and industry experts. From the golf course to the lake cruise, the event provides opportunities to relax, network, and recharge. Through promotion, collaboration, and education, CCOA's annual meeting further strengthens California's position as the world leader in dairy production, processing, and delivery of high-quality dairy products to the world marketplace. We hope you can join us to showcase your company's role in helping move this world-leading industry forward.

The 124th Annual Meeting will be the first held at Tahoe Blue Event Center, a venue that allows you to enjoy the beautiful views of South Lake Tahoe. Elevate your company's exposure by sponsoring this premier gathering of Western dairy industry leaders. This is an exclusive chance to highlight products or services and connect with industry experts, dairy processors and farmers, government representatives, and others as they exchange ideas and gain valuable insights. Approximately 200+ attendees gather for CCOA's annual meetings. CCOA offers a variety of sponsorship levels –including unique promotional and hospitality options— that are accessible to vendor partners of all sizes.



TAHOE
Blue
— EVENT CENTER —



The new Tahoe Blue Event Center is a short walk from our previous Annual Meeting location.

Sunday, June 23, 2024

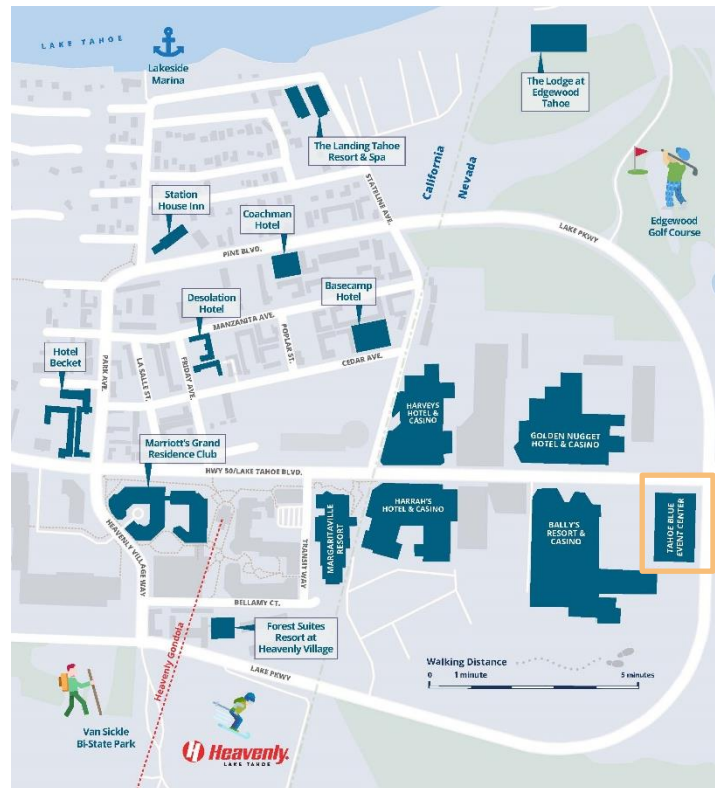
5:00 – 6:30 p.m.	Welcome Reception and Exhibits
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Monday, June 24, 2024

7:00 a.m.	Continental Breakfast
8:00 a.m.	Welcome & Morning Sessions
11:50 a.m.	Networking Lunch
1:10 p.m.	Afternoon Sessions
3:15 p.m.	Adjourn General Session Board of Directors Meeting
5:30 – 7:00 p.m.	President’s Reception and Exhibits

Tuesday, June 25, 2024

7:00 a.m.	Continental Breakfast
8:10 a.m.	Morning Sessions
10:30 a.m.	Adjourn 2023 Annual Conference
12:30 p.m.	43 rd Annual Matchak/Fear CCOA Golf Invitational – Shotgun Start (Lake Tahoe Golf Course)
1:00 p.m.	Lake Tahoe Cruise
7:00 -10:00 p.m.	Cocktail Hour & Awards Dinner



SPONSOR RECOGNITION PACKAGES

Sponsorship Packages	Presenting	Platinum	Gold	Silver	Bronze	Exhibitor Only
	\$7,000 (limited opportunities)	\$2,500	\$1,500	\$1,000	\$750	Member \$1,000 Non-Member \$1,750
Registration Benefits						
Registrations for company/agency staff or guest	3	2	1			
Pre-Event Benefits						
Sponsor level recognition on CCOA website and event sponsor page	✓	✓	✓	✓	✓	✓
Sponsor logo/banner placement on event homepage	✓	✓				
Logo on pre-event emails	✓	✓	✓	✓	✓	✓
On-Site Event Benefits						
Option to sponsor one program session and one breakfast or lunch of your choice (call for details)	✓					
Verbal sponsor level recognition during opening and closing	✓	✓	✓			
Logo and sponsor level recognition on signage at the event	✓	✓	✓	✓	✓	
Logo and sponsor level recognition on printed program	✓	✓	✓	✓	✓	✓
Option to play promotional video during the event	✓	✓				
Option to add an exhibit booth at discounted price (\$200 for members and \$500 for non-members)	✓	✓	✓	✓	✓	
Post Event						
Logo on post-event survey email	✓	✓	✓	✓	✓	✓
Final database of attendee emails	✓	✓				

PROMOTIONAL & HOSPITALITY SPONSORS

<p>Lanyard Sponsor (Exclusive – One Opportunity Available) One of the most visible sponsorships which provides hundreds of walking billboards for your company that includes 2-color Company/Agency logo on each lanyard.</p>	<p>\$2,000</p>
<p>Attendee Badge Sponsor (Exclusive – One Opportunity Available) One of the most visible sponsorships which provides hundreds of walking billboards for your company that includes Company/Agency logo branded on each name badge.</p>	<p>\$2,000</p>
<p>Tote Bag Sponsor (Exclusive – One Opportunity Available) Bags will be distributed at registration and branded with sponsor logo. Sponsors asked to provide a minimum of 300 tote bags. Tote bags must be provided by sponsor and pre-approved by event management.</p>	<p>\$1,000</p>
<p>Official Pen Sponsor (Exclusive – One Opportunity Available) Pens displayed at registration desk and provided to each event attendee. Sponsor asked to provide a minimum of 300 pens. Pens must be provided by sponsor and pre-approved by event management.</p>	<p>\$500</p>
<p>Tote Bag Insert (Exclusive opportunity for sponsors and exhibitors only) Opportunity to include one (1) literature item (one-page, 8.5" x 11") OR giveaway item for inclusion in event tote bags, which are received by every attendee. Insert must be provided by sponsoring Company/Agency.</p>	<p>\$250</p>
<p>Welcome Reception Sponsor – Sunday Night Increase your Company/Agency's exposure by hosting the Sunday night (June 25th) welcome reception! Sponsorship includes logo branding on drink tickets, opportunity to display content and distribute promotional materials during the reception, and signage recognizing your sponsorship near food & beverage area.</p>	<p>\$5,000</p>
<p>Refreshment Sponsor (Multiple Opportunities Available) Refreshments are served as conference attendees regroup between educational sessions. Sponsor logos are placed on highly trafficked break signage table. Opportunity to provide branded napkins and display Company/Agency literature.</p>	<p>\$1,000</p>
<p>Monday Breakfast Sponsor Sponsor(s) will be the host of the breakfast on Monday, June 24. Your logo will be prominently displayed in the breakfast area with an opportunity to display/distribute promotional, collateral materials around the food and beverage tables.</p>	<p>Exclusive: \$2,500 Co-Sponsor: \$1,250</p>
<p>Monday Networking Lunch Sponsor Sponsor(s) will be the host of the Networking Lunch on Monday, June 24. Your logo will be prominently displayed in the lunch area with an opportunity to display/distribute promotional, collateral materials around the food and beverage tables.</p>	<p>Exclusive: \$3,000 Co-Sponsor: \$1,500</p>
<p>President's Reception Sponsor – Monday Night Increase your Company/Agency's exposure by hosting the President's Reception on Monday, June 24! Sponsorship includes logo branding on drink tickets, opportunity to display content and distribute promotional materials during the reception, and signage recognizing your sponsorship near all food & beverage areas.</p>	<p>Exclusive: \$5,000 Co-Sponsor: \$2,500</p>

PROMOTIONAL & HOSPITALITY SPONSORS cont.

<p>Tuesday Breakfast Sponsor</p> <p>Sponsor(s) will be the host of the breakfast on Tuesday, June 25. Your logo will be prominently displayed in the breakfast area with an opportunity to display/distribute promotional, collateral materials around the food and beverage tables.</p>	<p>Exclusive: \$2,500</p> <p>Co-Sponsor: \$1,250</p>
<p>Golf Tournament Sponsor</p> <p>The golf tournament is a long-time favorite activity for conference attendees. Sponsorship includes recognition on tournament and conference signage and the opportunity to provide materials to all golfers at check-in.</p>	<p>\$2,500</p>
<p>Cruise Sponsor</p> <p>Sponsor a private cruise across the beautiful Lake Tahoe, complete with refreshments! Be recognized on the yacht and on conference signage, and via verbal mentions from the podium. If desired, the sponsor can also provide materials to all cruise passengers. Sponsorship comes with complimentary cruise tickets. Passengers will be transported to and from the cruise dock via private shuttle.</p>	<p>\$4,000</p> <p>Co-Sponsor: \$2,000</p>
<p>No-Host Cocktail Hour Sponsor – Tuesday Night</p> <p>Increase your Company/Agency’s exposure by sponsoring Tuesday’s cocktail hour preceding the awards dinner! Sponsorship includes recognition on signage near all beverage areas and distribute promotional materials during the cocktail hour. Option to fully host or provide drink coupons at an additional cost.</p>	<p>\$1,500</p>
<p>Awards Dinner Sponsor</p> <p>Increase your Company/Agency’s exposure by hosting the Awards Dinner on Tuesday, June 25! Sponsorship includes opportunity to display/distribute promotional materials during the reception, and signage recognizing your sponsorship near all food & beverage areas.</p>	<p>Exclusive: \$6,000</p> <p>Co-Sponsor: \$3,000</p>

Raffle Prize Donor!

Don't miss the opportunity for your company to shine during the cherished raffle prize extravaganza on Tuesday night. The odds of winning are always good at CCOA, but the rewards will be even greater when your prize is in the mix. If you plan to donate cash or an item, **please let us know**. Contact Tony Peters at tpeters@farwestdistributors.com.

