



123rd Annual Meeting

JUNE 26-27, 2023

HARRAH'S, SOUTH LAKE TAHOE

California Dreaming: A Vision for Continued Leadership and Financial Success

Event Overview & Prospectus

We invite you to be part of the 123rd California Creamery Operators Association (CCOA) Annual Meeting, **June 26-27, 2023, in South Lake Tahoe**. We hope you will join us to discuss exciting advancements, creative solutions, and new opportunities being realized throughout the California dairy sector.

Since 1900, the CCOA convention has served as an important forum for dairy farmers, processors, academics, allied industry members, and other partners. This year's theme is **California Dreaming: A Vision for Continued Leadership and Financial Success**. We are proud of our program, which provides valuable insight for challenges and emerging opportunities.

CCOA's annual meeting is a **longstanding, family-oriented tradition like no other**. 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 continuing to keep California on the leading edge.

Show your support and elevate your company's exposure by sponsoring this premier gathering of Western dairy industry leaders. This is an exclusive chance to connect with dairy processors and farmers, exchange ideas, gain valuable insights, and promote your products or services. Approximately 150+ attendees have gathered for CCOA's annual meetings each year. CCOA offers a variety of sponsorship levels accessible to vendor partners of all sizes, along with several unique promotional and hospitality options.

TENTATIVE SCHEDULE

HARRAH'S, SOUTH LAKE TAHOE



Sunday, June 25, 2023

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| 5:00 – 6:30 p.m. | Welcome Reception |
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Monday, June 26, 2023

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| 7:00 a.m. | Continental Breakfast and Exhibits |
| 8:00 a.m. | Welcome & Morning Sessions |
| 11:50 a.m. | Networking Lunch and Exhibits |
| 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 27, 2023

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| 7:00 a.m. | Continental Breakfast and Exhibits |
| 8:10 a.m. | Morning Sessions |
| 10:30 a.m. | Adjourn 2023 Annual Conference |
| 12:30 p.m. | 42 nd Annual Matchak/Fear CCOA Golf Invitational – Shotgun Start |
| 1:00 p.m. | Lake Tahoe Cruise |
| 7:00 -10:00 p.m. | Cocktail Hour & Awards Dinner |

To Reserve Sponsorship, Contact Jennifer Bingham | jbingham@westcoastadvisors.com | 916-717-9456
ccoadairy.org

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 | ✓ | ✓ | | | | |

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PROMOTIONAL & HOSPITALITY SPONSORS

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|---|---|
| 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. | \$2,000 |
| 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. | \$2,000 |
| 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. | \$1,000 |
| 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. | \$500 |
| 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. | \$250 |
| Welcome Reception Sponsor – Sunday Night Increase your Company/Agency's exposure by hosting the Sunday night 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. | \$5,000 |
| 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. | \$1,000 |
| Monday Breakfast Sponsor Sponsor(s) will be the host of the breakfast on Monday, June 26. 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. | Exclusive: \$2,500 Co-Sponsor: \$1,250 |
| Monday Networking Lunch Sponsor Sponsor(s) will be the host of the Networking Lunch on Monday, June 26. 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. | Exclusive: \$3,000 Co-Sponsor: \$1,500 |
| President's Reception Sponsor – Monday Night Increase your Company/Agency's exposure by hosting the President's Reception on Monday, June 26! 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. | Exclusive: \$5,000 Co-Sponsor: \$2,500 |

PROMOTIONAL & HOSPITALITY SPONSORS cont.

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| Tuesday Breakfast Sponsor Sponsor(s) will be the host of the breakfast on Tuesday, June 27. 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. | Exclusive: \$2,500 Co-Sponsor: \$1,250 |
| Golf Tournament Sponsor 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. | \$2,500 |
| Cruise Sponsor 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. | \$4,000 Co-Sponsor: \$2,000 |
| No-Host Cocktail Hour Sponsor – Tuesday Night 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. | \$1,500 |
| Awards Dinner Sponsor Increase your Company/Agency's exposure by hosting the Awards Dinner on Tuesday, June 27! Sponsorship includes opportunity to display/distribute promotional materials during the reception, and signage recognizing your sponsorship near all food & beverage areas. | Exclusive: \$6,000 Co-Sponsor: \$3,000 |

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.

