



**CALIFORNIA CREAMERY  
OPERATORS ASSOCIATION**

# 125<sup>th</sup> Annual Meeting

**JUNE 23-24, 2025**

**TAHOE BLUE EVENT CENTER | SOUTH LAKE TAHOE**



## Event Overview & Prospectus

We invite you to be part of the 125<sup>th</sup> California Creamery Operators Association (CCOA) Annual Meeting, **June 23-24, 2025, at the 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 invaluable insights.

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. By promoting 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 125<sup>th</sup> Annual Meeting will once again be 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 —

### CCOA 2024-25 Board of Directors

Steve Galbraith, President  
Saputo Inc.

Greg Marty  
Advance Milk Commodities

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California Dairies, Inc.

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Clover Sonoma Farms

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Dairy Farmers of America, Inc.

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Dairy Farmers of America, Inc.

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Land O' Lakes, Inc.

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Leprino Foods

Kim Greenbaum  
Nestlé

Jason Henderson  
Organic Milk West

John Keith  
Producers Dairy Foods

Glenn Wallace  
Valley Milk, LLC



### Sunday, June 22, 2025

5:00 – 6:30 p.m.	Welcome Reception and Exhibits
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### Monday, June 23, 2025

7:00 a.m.	Continental Breakfast
8:00 a.m.	Welcome & Morning Sessions
11:50 a.m.	Networking Lunch
1:30 p.m.	Afternoon Sessions
3:15 p.m.	Adjourn General Session Board of Directors Meeting
5:00 – 6:30 p.m.	President's Reception and Exhibits

### Tuesday, June 24, 2025

7:00 a.m.	Continental Breakfast
8:10 a.m.	Morning Sessions
10:30 a.m.	Adjourn 2023 Annual Conference
12:30 p.m.	44th 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

The Tahoe Blue Event Center is a short walk from many hotels, restaurants, and shops.





# SPONSOR RECOGNITION PACKAGES

Sponsorship Packages	Presenting	Platinum	Gold	Silver	Bronze	Exhibitor Only
	\$7,000 (limited)	\$2,500	\$1,500	\$1,000	\$750	Member \$1,000 Non-Member \$1,750
<b>Registration Benefits</b>						
Complimentary registrations	3	2	1			
<b>Pre-Event Benefits</b>						
Sponsor level recognition on CCOA annual meeting webpage	✓	✓	✓	✓	✓	✓
Add'l logo placement on homepage	✓	✓				
Logo on pre-event emails	✓	✓	✓	✓	✓	✓
<b>On-Site Event Benefits</b>						
Option to sponsor one program session <b>and</b> one meal (call for details)	✓					
<b>NEW, ADDED PERK!</b> - Logo on digital ribbon board that wraps around entire Tahoe Blue Event Center!	✓	✓				
Verbal sponsor level recognition during opening and closing	✓	✓	✓			
<b>NEW, ADDED PERK!</b> - Option to add a promo item to the attendee tote.	✓	✓	✓	✓	✓	
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 <b>exhibit at discount</b> (\$200 for members, \$500 for non-members) <b>EXHIBIT SPACE IS VERY LIMITED</b>	✓	✓	✓	✓	✓	
<b>Post Event</b>						
Logo on post-event survey email	✓	✓	✓	✓	✓	✓
Final database of attendee emails	✓	✓				

## PROMOTIONAL & HOSPITALITY SPONSORS

<b>Wifi Sponsor (Exclusive – One Opportunity Available)</b> As the official Wifi Sponsor, your company name would be the password everyone uses to get logged in! Your name and logo would also appear on tabletop signage everywhere.	<b>\$2,000</b>
<b>Lanyard Sponsor (Exclusive – One Opportunity Available)</b> 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.	<b>\$2,000</b>
<b>Attendee Badge Sponsor (Exclusive – One Opportunity Available)</b> 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.	<b>\$2,000</b>
<b>Tote Bag Sponsor (Exclusive – One Opportunity Available)</b> <b>CCOA only turns 125 once!</b> Commemorative 125 <sup>th</sup> anniversary attendee tote bags will be branded with the sponsor's logo. Sponsors asked to provide a minimum of 300 tote bags. Tote bags to be designed in coordination with and pre-approved by CCOA.	<b>\$1,000</b>
<b>Official Pen Sponsor (Exclusive – One Opportunity Available)</b> 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.	<b>\$500</b>
<b>Tote Bag Insert (à la carte option)</b> Opportunity to provide 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.	<b>\$250</b>
<b>Welcome Reception Sponsor – Sunday Night</b> Increase your Company/Agency's exposure by hosting the Sunday night (June 22 <sup>th</sup> ) welcome reception! Sponsorship includes logo branding on drink tickets, opportunity to display content and distribute promotional materials, and signage recognition.	<b>\$5,000</b>
<b>Refreshment Sponsor (Multiple Opportunities Available)</b> Refreshments are served as attendees network! Sponsor logos are placed in highly trafficked areas! Opportunity to provide branded napkins and display materials.	<b>\$1,000</b>
<b>Monday Breakfast Sponsor</b> Sponsor(s) will be the host of the breakfast on Monday, June 23. 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: <b>\$2,500</b> Co-Sponsor: <b>\$1,250</b>
<b>Monday Networking Lunch Sponsor</b> Sponsor(s) will be the host of the Networking Lunch on Monday, June 23. 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: <b>\$3,000</b> Co-Sponsor: <b>\$1,500</b>

## President's Reception Sponsor – Monday Night

Increase your Company/Agency's exposure by hosting the President's Reception on Monday, June 23! 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**

## Tuesday Breakfast Sponsor

Sponsor(s) will be the host of the breakfast on Tuesday, 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.

Exclusive:  
**\$2,500**  
Co-Sponsor:  
**\$1,250**

## 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 and 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.

**SOLD**

**\$4,000**  
Co-Sponsor:  
**\$2,000**

## Bar Sponsor – Tuesday Night

Increase your Company/Agency's exposure by sponsoring the bar at Tuesday's cocktail hour preceding the awards dinner! Sponsorship includes recognition on signage near all beverage areas and the option to distribute promotional materials during the cocktail hour.

**\$2,000**

## Awards Dinner Sponsor

Increase your Company/Agency's exposure by hosting the Awards Dinner on Tuesday, June 24! Sponsorship includes the 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**

## Golf Tournament 'Hole Sponsor'

The golf tournament is a long-time favorite activity for conference attendees. Sponsor a hole, and your company logo will appear on a sign near the tee box. You can purchase a hole as a company or individual, or in honor of friend or family member. This sponsorship can be purchased online here: <https://www.ccoadairy.org/golf>

**\$250/  
hole**

## 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. If you plan to donate cash or an item, **please let us know.**

Contact Tony Peters at  
[tpeters@farwestdistributors.com](mailto:tpeters@farwestdistributors.com).

