



2015 Conference Now is the Time: New Visions Toward Ending Hunger

May 4 & 5, Sacramento Convention Center

Sponsor CAFB's 2015 Conference – and show your company's commitment to a healthy, hunger-free California.

On May 4 and 5, the California Association of Food Banks (CAFB), its members, and key stakeholders will come together to share best practices and new thinking to end hunger and improve nutrition for Californians in need.

As the only event of its kind on the West Coast, this biennial anti-hunger conference attracts:

- Up to 300 food banking professionals and anti-hunger advocates
- Representatives from state government, federal nutrition programs, and key California public officials
- Top corporate and foundation leaders who support basic human needs

Help Us Bring More Food to More People in Need!

With innovative programs and cutting edge leadership, CAFB and its members play a key role in California's food safety net:

- CAFB represents 42 food banks working with 5,000 charities statewide
- Together we provide food to over 2 million Californians
- CAFB's Farm to Family program distributes over 140 million pounds of fresh fruits and vegetables annually

Sponsorship of CAFB's 2015 Conference

With your support, CAFB's conference can provide:

- Skills-building for our state's food bank staff, in areas like food safety, disaster planning, nutrition education, and efficient logistics
- A forum for thought leaders in the public and private sectors to address California's critical hunger and nutrition issues



Hunger and poor nutrition pose a major threat to California's future:

More than 1 in 6 adults and 1 in 4 children in California face the threat of hunger daily.

Many Californians have yet to find their way out of the recession. And when the resources of friends and family are depleted, struggling families must turn to our food safety net.

California food banks provide healthy foods in a dignified setting to help people in need get back on their feet and provide for their families again.



Two students enjoy a snack of fresh fruit provided by CAFB's Farm to Family program.



2015 Conference Sponsorship Opportunities and Benefits

Want to Get Involved?

Sponsorship levels range from \$1,000 to \$25,000. This conference provides an ideal opportunity for your company to gain visibility with a large and diverse anti-hunger community. Your contribution will reinforce your company's commitment to supporting basic human needs while at the same time helping strengthen a food bank network that serves over 2 million Californians each year. For many of our food banks, this is their only opportunity for the in-depth skills building and networking a conference of this size can provide.

Information on sponsorship levels is below. An application form for sponsorship is on the following page. Questions can be directed to Austin Perry at austin@cafoodbanks.org or at (510) 350-9906.

	Premier Sponsor \$25,000	Featured Sponsor \$15,000	Reception Sponsor \$10,000	Lunch Sponsor \$7,500	Breakfast Sponsor \$5,000	Break Sponsor \$2,500	Exhibitor Only \$1,000
Opportunity to address attendees from podium	●						
Prominent signage at <u>all</u> conference events	●	●					
Featured logo placement on printed materials & totes	●	●					
Recognition from podium during all events	●	●					
Recognition and priority seating at sponsored event			●	●	●		
Prominent signage during sponsored event			●	●	●	●	
Tickets for May 4 reception at the Sterling Hotel	4	4	10	2	2	2	1
Exhibitor table, if requested (8' x 3.5' + 2 chairs + sign)	●	●	●	●	●	●	●
Recognition in conference program and online	●	●	●	●	●	●	●



2015 Conference

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Sacramento Convention Center

Sponsorship Application

Questions?

Please contact Austin Perry at austin@cafoodbanks.org or at (510) 350-9906.

SPONSORSHIP LEVEL:

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[]	[]	[]	[]	[]	[]	[]

CONTACT INFO:

Company Name: _____

Contact Person: _____

Phone: _____

E-mail : _____

Address: _____

City, State, Zip: _____

Website: _____

ATTENDEES:

Please print the names and titles of individual(s) who will be attending, along with any dietary restrictions. For Exhibitor Only, please note your registration includes on attendee. Please include \$125 per additional exhibitor in your final payment.

Name (first and last)	Title	Dietary Restrictions
1)		
2)		
3)		
4)		
5)		

FUNDS ENCLOSED: _____

Please return application and payment by Friday, February 27th, 2015.
 California Association of Food Banks, ATTN: Austin Perry
 1624 Franklin Street, Suite 722
 Oakland, CA 94612



2015 Conference

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Sponsor FAQ

What kind of signage is allowed?

CAFB is happy to work with both Premier and Featured-level sponsors to place their banners or pop-up signs near the podium so they can be seen throughout the day. Lunch and Breakfast-level sponsors will have their company logo projected on either side of the podium while attendees are dining. Break sponsors will have smaller, printed signs accompanying the refreshments provided in the main walkway during breaks.

What does priority seating entail?

Should a Lunch, Breakfast, or Reception sponsor wish to meet or build a relationship with a particular attendee, CAFB will ensure that up to four guests are seated with the attendee during the sponsored event. Otherwise, up to four guests of the sponsor will be seated with a selected group of prominent food bank members.

What does being an exhibitor entail?

Exhibitor tables are for educational and informational purposes only. You may not conduct retail sales on the exhibit floor during the conference. California Association of Food Banks reserves the right to prohibit any display or exhibit or any part of a proposed exhibit which it judges not suitable or in accordance with acceptable professional ethics of CAFB. Exhibitor space will be in the main walkway and gathering area. Each exhibitor space will be provided with an 8' x 3.5' table, two chairs, and an ID sign. Exhibitors are welcome to use this sign or opt to bring their own drape or display provided it fits behind the table.

Please note that the "Exhibitor Only" option includes one attendee. For each additional attendee, please include \$125 per person in your payment.

Are there any additional benefits to sponsorship?

All sponsorship levels include meals, the option to include promotional materials in attendee tote bags, registration to all conference sessions, and tickets to CAFB's member reception on the evening of May 4.

When is the sponsorship application due?

Please return completed application and payment to Austin Perry by Friday, February 27, 2015.