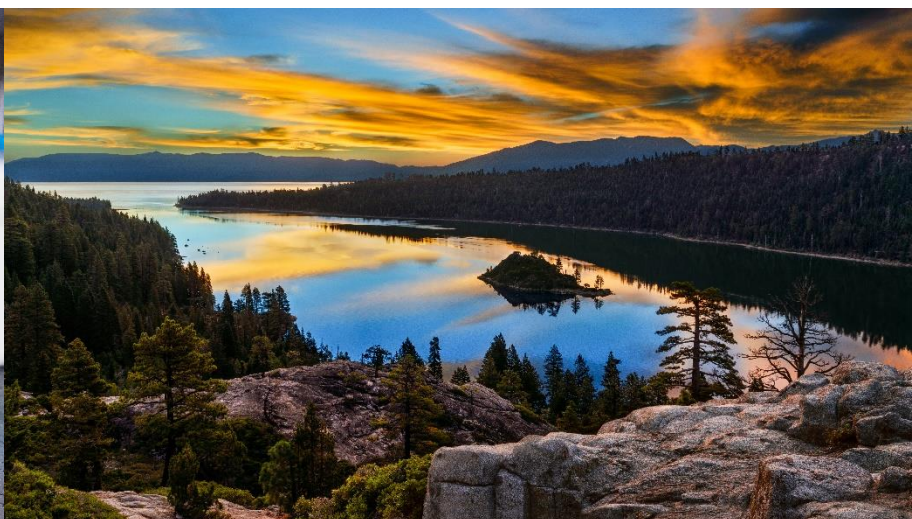


Event Overview & Prospectus

We invite you to be part of the 122nd California Creamery Operators Association (CCOA) Annual Meeting, **June 27-28, 2022 in South Lake Tahoe**. We are thrilled to be gathering *in person again for the first time in three years*, as we discuss exciting advancements, creative solutions, and new opportunities being realized throughout the California dairy sector.

CCOA's annual meeting is a **longstanding, family-oriented tradition like no other**. The unique event brings together dairy producers, dairy processors, allied industries, academic faculty, government officials, trade associations, and other industry professionals. Members and guests look forward to connecting and learning from peers and expert speakers, as well as relaxing with their families and spending time on a Lake Tahoe cruise or golf course.

Show your support and elevate your company's exposure by sponsoring this premier gathering of Western dairy industry leaders. This is an exclusive opportunity to connect with dairy processors and farmers, exchange ideas, gain valuable insights, and promote your products or services. Approximately 200 attendees have gathered for CCOA's annual meetings each year. In 2022, we are especially eager to reconnect and reset in relaxing Lake Tahoe. CCOA offers a variety of sponsorship levels accessible to vendor partners of all sizes, along with several unique promotional and hospitality options. Each opportunity provides value with many touch points.



PROGRAM AGENDA

(Tentative/Subject to Change)

Sunday, June 26, 2022	
5:00 – 6:30 p.m.	Welcome Reception
Monday, June 27, 2022	
7:00 a.m.	Continental Breakfast/ Exhibits
8:00 a.m.	Welcome - Gary Stueve, CCOA President, Chief Operating Officer-Western Area, DFA
8:15 a.m.	Dairy's Global Economic Outlook and Implications for California <i>(keynote)</i> <i>Today's dairy market and the trends, policies and innovations impacting future forecasts.</i> - Phil Plourd, President, Blimling and Associates, Inc.
9:00 a.m.	Keep on Trucking: Labor, Costs, and Other Issues Impacting Freight Movement <i>(panel discussion)</i>
10:00 a.m.	Exhibit and Refreshment Break
10:30 a.m.	Capitol View: Policy and Political Projections for 2022 <i>(panel discussion)</i>
11:25 a.m.	Innovating for the Future <i>(keynote)</i> <i>An update on the California Dairy Innovation Center and resources available to processors.</i>
11:50 a.m.	Networking Lunch
1:10 p.m.	Global Supply and Demand: What to Expect as Markets Evolve <i>(keynote)</i> - Will Loux, Director of Global Trade Analysis, U.S. Dairy Export Council
1:45 p.m.	Increasing Water Scarcity: Implications for Feed Availability and Affordability <i>(panel discussion)</i>
2:45 p.m.	Advancing Dairy in Healthy, Sustainable Food Systems <i>(keynote)</i> Ashley Rosales, Nutrition Science Officer, Dairy Council of California
3:15 p.m.	Adjourn General Session Board of Directors Meeting
5:30 – 7:00 p.m.	President's Reception

Tuesday, June 28, 2022	
7:00 a.m.	Continental Breakfast/ Exhibits
8:10 a.m.	When the Ship Hits the Fan: Digging into Port Logistics and Dairy Export Challenges <i>(panel discussion)</i>
8:55 a.m.	Sizing Up the Competition: What to Expect from Alternative Dairy Products <i>(panel discussion)</i>
9:50 a.m.	Dairy's Climate Journey: Where We Are and Where We're Headed <i>(panel discussion)</i>
10:30 a.m.	Adjourn 2021 Annual Conference
12:30 p.m.	41st 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 Maddie Munson | mmunson@westcoastadvisors.com | 916-441-5668
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	✓	✓				
Option to add custom question to the online registration form	✓	✓				
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	✓	✓	✓	✓	✓	✓
Option to add custom question in the post-event survey	✓	✓				
Final database of event attendees	✓	✓				

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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>	\$2,000
<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>	\$2,000
<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>	\$1,000
<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>	\$500
<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>	\$250
<p>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.</p>	\$5,000
<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>	\$1,000
<p>Monday Breakfast Sponsor Sponsor(s) will be the host of the breakfast on Monday, 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.</p>	Exclusive: \$2,500 Co-Sponsor: \$1,250
<p>Monday Networking Lunch Sponsor Sponsor(s) will be the host of the Networking Lunch on Monday, June 27. 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>	Exclusive: \$3,000 Co-Sponsor: \$1,500
<p>President's Reception Sponsor – Monday Night Increase your Company/Agency's exposure by hosting the President's Reception on Monday, June 27! 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>	Exclusive: \$5,000 Co-Sponsor: \$2,500

PROMOTIONAL & HOSPITALITY SPONSORS cont.

Tuesday Breakfast Sponsor Sponsor(s) will be the host of the breakfast on Tuesday, June 28. 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 Sponsorship includes recognition on tournament and conference signage and the opportunity to provide materials to all golfers at check-in.	\$2,500
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 of 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 28! 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

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