



20th Anniversary

THE WESTERN FOOD SAFETY CONFERENCE



HARTNELL COLLEGE

AGRICULTURAL BUSINESS
AND TECHNOLOGY INSTITUTE



presented by **HARTNELL COLLEGE**

**Cultivating the Future of Food Safety:
20 Years of Growth and Innovation**

SAVE-THE-DATE | MAY 7-8, 2025 | SHERWOOD HALL, SALINAS

MORE THAN 500 INDUSTRY ATTENDEES

- 20th Annual Conference
- Strengthen our industry's understanding of regulations throughout the supply chain.
- Expand the science-based knowledge of our managers, workforce, and stakeholders.
- Support for student scholarships in food safety science.

Remember: Food Safety is Everyone's Business!

This event is wheelchair accessible. Individuals requiring sign-language interpreters, real-time captioners or other accommodations should contact Hartnell College at (831) 755-6760 as soon as possible.

The Western Food Safety Conference is an annual two-day conference designed especially for you—our food safety industry leaders! The conference will provide you with current produce safety information, research and regulatory developments to the fresh produce industry that you can apply to today's environment. Join us and industry leading scientists, executives, and professionals for the latest science-based industry information and networking opportunities.



FEATURING:
DAY 1 KEYNOTE

TIM YORK
CEO, California Leafy Greens Marketing Agreement

VISIT: thewesternfoodsafetyconference.com

SPONSORSHIP BENEFITS BY LEVEL

PLATINUM SPONSOR - \$10,000

(Only Two Sponsorships Available – One for Each Day)

- Complimentary Registrations: Eight registrations to the conference (submit attendee names by April 3, 2025).
- Sponsor Booths: Two booths in the exhibitor area at the event, located at the Check-In Area.
- VIP Dinner Host: Host a VIP dinner with conference speakers and key industry stakeholders. Dinner details determined by sponsor.
- Event Exposure: Logo displayed on posters, pull-up banners, and on-screen throughout the event, offering exposure to Salinas Valley Ag businesses.
- Logo Placement: Featured on all Food Safety Conference materials: eblasts, attendees' manual, website and donor banner.
- Speaking Opportunity: Speak for 2 minutes at the opening of your allocated day or share a 3-minute video.
- 5-Minute Video: Opportunity to present a 5-minute video displayed throughout the conference (minimum 5 times per day) and included in the final video sent to all attendees.
- Homepage Feature: 5-minute video featured on the homepage of the event website, prioritized above all other sponsors.
- Newsletter Spotlights: Two spotlights in the newsletter with your logo, 1 photo, a 1-minute video, and up to 400 words.
- Custom Web Page: Dedicated webpage for the Platinum sponsor on the conference website.
- Premier Recognition: Recognition as the Premier Sponsor for Day 1 or Day 2.

EXCLUSIVE AFTER-HOURS HAPPY HOUR SPONSOR - \$7,500 (One for Each Day)

- Branding Rights: Sponsor branding at the After-Hours Happy Hour event.
- Branded Items: Branded cocktail napkins and signage during the Happy Hour.
- Event Tickets: Six complimentary tickets to the Happy Hour event.
- Event Exposure: Recognition as the Exclusive After-Hours Happy Hour Sponsor for Day 1 or Day 2, with logo displayed at the event.

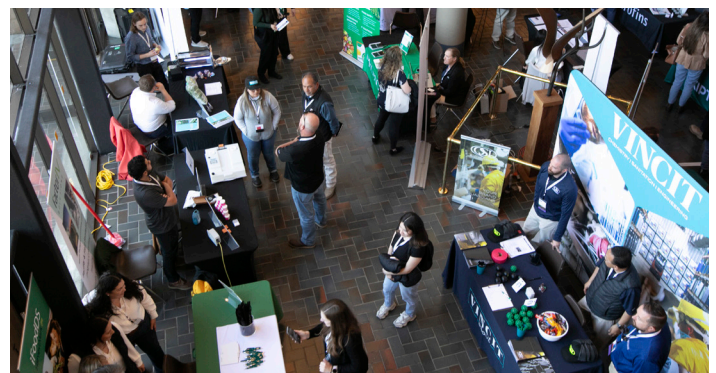
SWAG BAG SPONSOR - \$5,000

- Logo Placement: Your company logo prominently featured on swag bags distributed to all attendees.
- Exclusive Item: Opportunity to include a branded item or flyer inside the swag bags.
- Event Exposure: Logo displayed on posters, pull-up banners, and on-screen throughout the event, offering exposure to Salinas Valley Ag businesses.
- Event Shoutout: Mention as the exclusive Swag Bag Sponsor during the event and on social media.



GOLD SPONSOR - \$5,000

- Complimentary Registrations: Three registrations to the conference (submit attendee names by April 3, 2025).
- Sponsor Booth: One booth in the exhibitor area at the event.
- Event Exposure: Logo displayed on posters, pull-up banners, and on-screen throughout the event, offering exposure to Salinas Valley Ag businesses.
- Logo Placement: Featured on all Food Safety Conference materials: eblasts, attendees' manual, website and donor banner.
- Video Presentation: Present a 3-minute video displayed throughout the conference (minimum 5 times per day) and included in the final video sent to all attendees.
- Homepage Feature: 3-minute video featured on the event website homepage.
- Newsletter Spotlights: Two spotlights in the newsletter with your logo, 1 photo, a 1-minute video, and up to 400 words.
- Lunch Break Sponsor: Recognition as the sponsor of Lunch Day 1 or Day 2, with dedicated signage during the Lunch Break.



SILVER SPONSOR - \$3,000

- Complimentary Registrations: Two registrations to the conference (submit attendee names by April 3, 2025).
- Sponsor Booth: One booth in the exhibitor area at the event.
- Event Exposure: Logo displayed on posters, pull-up banners, and on-screen throughout the event, offering exposure to Salinas Valley Ag businesses.



- Logo Placement: Featured on all Food Safety Conference materials: eblasts, attendees' manual, website and donor banner.
- Video Presentation: Present a 2-minute video displayed throughout the conference (minimum 3 times per day) and included in the final video sent to all attendees.
- Homepage Feature: 2-minute video featured on the event website homepage.
- Newsletter Spotlight: One spotlight in the newsletter with your logo, 1 photo, a 1-minute video, and up to 400 words.
- Break Sponsor: Recognition as the sponsor of Breakfast/Coffee or Snacks. Choose from:
 - o Coffee Day 1
 - o Coffee Day 2
 - o Snack Morning Day 1
 - o Snack Afternoon Day 1
 - o Snack Morning Day 2
 - o Snack Afternoon Day 2
 - o Scholarship Fund Donation Option

BRONZE SPONSOR - \$2,000

- Complimentary Registration: One registration to the conference (submit attendee name by April 3, 2025).
- Sponsor Booth: One booth in the exhibitor area at the event.
- Event Exposure: Logo displayed on posters, pull-up banners, and on-screen throughout the event, offering exposure to Salinas Valley Ag businesses.
- Logo Placement: Featured on all Food Safety Conference materials: eblasts, attendees' manual, website and donor banner.
- Video Presentation: Present a 1-minute video displayed throughout the conference (minimum 1 time per day) and included in the final video sent to all attendees.
- Homepage Feature: 1-minute video featured on the event website homepage.
- Newsletter Spotlight: One spotlight in the newsletter with your logo, 1 photo, a 1-minute video, and up to 400 words.

PARTNER SPONSOR - \$1,500

- Event Exposure: Significant exposure to Salinas Valley Ag businesses throughout the event with the company logo featured on:
 - o Flyers
 - o Attendees' manual
 - o Website
 - o Donor banner
- Complimentary Registration: One registration to the conference (submit attendee name by April 3, 2025).

ADDITIONAL NEW SPONSORSHIP CATEGORIES

MOBILE APP SPONSOR - \$4,000

- Exclusive Branding: Sponsor's logo featured prominently on the event mobile app, including push notifications.
- Banner Ads: Ads or logo placement on the app's homepage.
- Event Shoutout: Recognition as the Mobile App Sponsor during opening and closing remarks.

CHARGING STATION SPONSOR - \$2,500

- Branding: Exclusive signage at charging stations throughout the event.
- Sponsor Visibility: Sponsor's name or logo displayed on all charging station signage, encouraging attendees to stay powered up.

PHOTO BOOTH SPONSOR - \$2,000

- Logo Placement: Logo prominently featured on the photo booth backdrop and on all printed/digital photos.
- Custom Frames: Personalized photo frames with sponsor branding.
- Event Shoutout: Mention as the exclusive Photo Booth Sponsor during event wrap-up and on social media.

LANYARD SPONSOR - \$1,500

- Logo Placement: Logo featured on all attendee lanyards for maximum visibility throughout the event.
- Exclusive Visibility: Every attendee wears your brand, making your logo a prominent part of the experience

SCHOLARSHIP SPONSOR - \$1,500 PER SCHOLARSHIP

- Recognition: Contribute to the event's scholarship fund, providing educational opportunities for attendees.
- Sponsor Visibility: Recognition in all event materials, including eblasts, attendees' manual, website and donor banner.

WATER STATION SPONSOR - \$1,000

- Sponsor Visibility: Logo placement on signage at water stations throughout the venue.
- Reusable Bottles: Option to provide branded reusable water bottles to attendees.

20th Annual Western Food Safety Conference

2025 Sponsorship Opportunities

May 7-8, 2025

Yes! I'd like to become a sponsor of the 20th Annual Western Food Safety Conference!

SPONSORSHIP LEVEL (check one):

- | | | | |
|-----------------------------------|----------|---|---------|
| <input type="checkbox"/> Platinum | \$10,000 | <input type="checkbox"/> Exclusive After-Hours Happy Hour Sponsor | \$7,500 |
| <input type="checkbox"/> Gold | \$5,000 | | |
| <input type="checkbox"/> Bronze | \$2,000 | <input type="checkbox"/> Silver | \$3,000 |
| <input type="checkbox"/> Partner | \$1,500 | | |

I am not able to sponsor but enclosed is my gift of \$ _____.

Sponsoring company _____

(Exactly as name should appear in publications)

Contact name _____

Title _____

Mailing address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email address _____

Will your organization utilize the sponsor's booth? yes no

Complimentary registration attendee:

Name _____

Title _____

Phone (____) _____ Email: _____

PAYMENT METHOD — Check one:

Enclosed check (make payable to Hartnell College Foundation)

Please send invoice

Charge my Visa or MasterCard (circle one)

Number _____

Expiration ____/____ Code _____ Name on card _____

Billing address (if different from above) _____

City _____ State _____ Zip _____

Signature _____ Date: _____



LOGO DEADLINE:

March 1, 2025

Please send your company logo to:
mayala@hartnellcollegefoundation.org

SPECIFICATIONS FOR LOGO:

- Acceptable file formats: JPEG, PDF and EPS at 300 dpi
- To ensure best print quality, low-resolution files cannot be used.
- Please send file with clear background.
- Sponsor recognition will begin upon receipt of payment.

QUESTIONS:

Contact the Hartnell College Foundation at (831) 755-6907

Please complete this form, sign and send it to:

(please keep a photocopy for your files)

FAX: (831) 759-6038

EMAIL: mayala@hartnellcollegefoundation.org

(email preferred)

OR MAIL TO:

Hartnell College Foundation

P.O. Box 2258

Salinas, CA 93902

THANK YOU!

thewesternfoodsafetyconference.com/sponsorship