

# SPONSORSHIP OPPORTUNITIES

## The Western Food Safety Conference

The Culture of Food Safety

Hybrid Event

May 4-5, 2022

17th Annual

presented by  
Hartnell College



HARTNELL COLLEGE

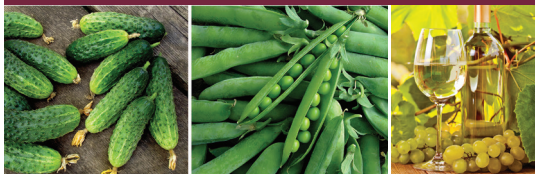
AGRICULTURAL BUSINESS  
AND TECHNOLOGY INSTITUTE



### MORE THAN 500 INDUSTRY ATTENDEES

- 17th Annual Conference
- Improve our industry's understanding of regulations throughout the supply chain.
- Increase the science-based knowledge of our workforce, managers and business owners.
- Support for student scholarships in food safety science.

**Remember: Food Safety is  
Everyone's Business!**



### Hybrid Event at Hartnell College Main Campus and through Zoom

The Western Food Safety Conference brings together all levels of the agricultural workforce and support services to California's Central Coast for two days of intensive training on the most current food safety issues and concerns for fresh fruits and vegetables.

Topics for 2022 Include:

- Managing Food Safety Through Virtual Technology
- Ag and Water
- Today's Environmental Assessment
- Technology in Food Safety
- Biological Soil Amendments
- Updates and Guidance on the Produce Safety Rule
- Balancing Food Safety and Sustainability and more

This event is wheelchair accessible. Individuals requiring sign-language interpreters, real-time captioners or other accommodations should contact Hartnell College at (831) 755-6702 as soon as possible.

# SPONSORSHIP BENEFITS BY LEVEL

## Platinum \$10,000 (Only Two Sponsorships Available – One for Each Day)

- Eight complimentary registration to the conference (please submit the attendee's name by 4/3/22).
- Two complimentary sponsor's booth in our virtual exhibitor area online or in person at the event. Booths would be located at the Check In Area
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Large**
- Opportunity to present 5 minute video to be displayed throughout the conference on the video screen (minimum 5 times per day) and displayed on the final video sent to all attendees.
- 5 minute video on the home page of the website above all other sponsors
- 2 spotlight on a newsletter with your logo, 1 photo, 1 minute video and up to 400 words
- Custom page dedicated to this sponsor on the website
- Recognition for: **Premiere Sponsor of the event for Day #1 or Day #2**
- Signage on stage and opportunity to present all attendees with a Swag Bag

## Gold \$5,000 (Only Two Sponsorships Available)

- Three complimentary registration to the conference (please submit the attendee's name by 4/3/22).
- One complimentary sponsor's booth in our virtual exhibitor area online or in person at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Medium**
- Opportunity to present 3 minute video to be displayed throughout the conference on the video screen (minimum 5 times per day) and displayed on the final video sent to all attendees.
- 3 minute video on the home page of the website
- 2 spotlight on a newsletter with your logo, 1 photo, 1 minute video and up to 400 words
- Recognition for: **Lunch** • The Lunch Break if dedicated for choice of Day #1 or Day #2 to this level sponsor

## Silver \$2,500 (Only Two Sponsorships Available)

- Two complimentary registration to the conference (please submit the attendee's name by 4/3/22).
- One complimentary sponsor's booth in our virtual exhibitor area online or in person at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Medium**
- Opportunity to present 2 minute video to be displayed throughout the conference on the video screen (minimum 3 times per day) and displayed on the final video sent to all attendees.
- 2 minute video on the home page of the website
- 1 spotlight on a newsletter with your logo, 1 photo, 1 minute video and up to 400 words
- Recognition for: **Breakfast/Coffee** • The Breakfast Coffee Break if dedicated for choice of Day #1 or Day #2 to this level sponsor

## Bronze \$1,500

- One complimentary registration to the conference (please submit the attendee's name by 4/3/22).
- One complimentary sponsor's booth in our virtual exhibitor area online or in person at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Small Size**
- Opportunity to present 1 minute video to be displayed throughout the conference on the video screen (minimum 1 time per day) and displayed on the final video sent to all attendees.
- 1 minute video on the home page of the website
- 1 spotlight on a newsletter with your logo, 1 photo, 1 minute video and up to 400 words

## Partner \$1,000

- Significant exposure to Salinas Valley Ag businesses throughout the event.
- Company logo on Food Safety Conference materials: flyer, attendees' manual, website, and donor banner.
- Virtual exhibitors will receive website exposure, social media posts, and more. All virtual exhibitors will be able to submit a 1-minute video played throughout the conference.
- One complimentary registration to the conference (please submit the attendee's name by 4/3/22).
- One complimentary sponsor's booth in our virtual exhibitor area online.

# 17th Annual Western Food Safety Conference

2022 Sponsorship Opportunities – May 4 & 5, 2022

[thewesternfoodsafetyconference.com/sponsorship](http://thewesternfoodsafetyconference.com/sponsorship)



Yes, I'd like to become a sponsor of the  
17th Annual Western Food Safety Conference!

Sponsorship Level (*check one*):

\_\_\_\_\_ Platinum \$ 10,000

\_\_\_\_\_ Gold \$ 5,000

\_\_\_\_\_ Silver \$ 2,500

\_\_\_\_\_ Bronze \$ 1,500

\_\_\_\_\_ Partner \$ 1,000

\_\_\_\_\_ 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, 2022**

**Please send your  
company logo to:  
agtech@hartell.edu**

**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) 755-6810

**Please complete this form,  
sign and send it to:**

*(please keep a photocopy for your files)*

**FAX: (831) 759-6038**

**EMAIL: agtech@hartell.edu**

*(email preferred)*

**OR MAIL TO:**

**Hartnell College Foundation  
411 Central Ave.  
Salinas, CA 93901**

**THANK YOU!**