

FPFC Annual Dinner Dance

THE SPEAKEASY

February 5, 2022

The Langham, Pasadena

Sponsorship Opportunities

Priority is given to the previous year's Dinner Dance sponsors and sponsorships are assigned on a first come, first served basis. All sponsors receive priority seating at the Dinner Dance based on sponsorship level and date of receipt of reservation.

Specialty Cocktail Bar **SOLD OUT**

\$5,000 Exclusive Sponsorship

A popular stop during and after dinner, sponsorship of the Specialty Cocktail Bar is sure to get your company noticed. Specialty drink recipes using your company's beverage can be offered at the reception bars (no produce product can be accepted and recipes are subject to hotel approval). The Specialty Cocktail Bar sponsor receives signage at the bar, plus event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. During the evening, Sponsor logo and TWO product shots will also be included in the Event Video, and sponsor.

VIP Reception

\$4,000 Exclusive Sponsorship

The VIP Reception is an invitation-only event attended by industry leaders, and key retail and foodservice executives. Sponsorship includes special signage at the VIP Reception and the Dinner Dance, as well as listings in the Evening Program and the FPFC magazine *Fresh Digest*. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

General Reception

\$5,000 Exclusive Sponsorship or \$2,500 Co-Sponsorship (2 Available)

The Evening begins at the General Reception. General Reception Sponsor(s) receive a company listing on the Dinner Dance Invitation, special signage at the General Reception, listings in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logo and TWO product shots will be included in the Event Video shown during dinner.

Band

\$7,500 Exclusive Sponsorship or \$2,500 Co-Sponsorship (3 Available)

The band keeps the party going after dinner. The Band Sponsorship includes distinctive signage on the stage throughout the evening. Sponsor also receives a listing in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logos and one product shot will be included in the Event Video shown during dinner.

Photo Booth **SOLD OUT**

~~**\$4,400 Exclusive Sponsorship or \$2,200 Co-Sponsorship (2 Available)**~~

A night at The Speakeasy goes from epic to legendary when you commemorate it with a complimentary photo. Photos feature sponsor logo(s) in one color. Logo(s) will also appear on event signage, and listings will appear in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logo(s) and one product shot will also be included in the Event Video shown during dinner.

Name Badges **SOLD OUT**

~~**\$3,750 Exclusive Sponsorship**~~

Sponsorship also includes event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

2022 FPFC Dinner Dance Sponsorships

~~Invitation~~ **SOLD OUT** ~~\$3,000 Exclusive Sponsorship or \$1,500 Co-Sponsorship (2 Available)~~

Hundreds of retailers, foodservice operators, brokers, growers, distributors, wholesalers and allied professionals see the Dinner Dance invitation—even if they don't attend. Sponsor's 4-color logo will appear on the invitation cover and on all printed event materials including the Evening Program, in the FPFC magazine *Fresh Digest*, and on event signage. Sponsor's logo and one product shot will be included in the Event Video shown throughout dinner.

Evening Program **\$2,000 Exclusive Sponsorship or \$1,000 Co-Sponsorship (2 Available)**

The Evening Program Sponsor's logo appears on the cover of the program that is placed at every Dinner Dance table setting. The Evening Program Sponsorship also includes special event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

Party Favors **2 available** **\$2,500 (3 Available)**

Every attendee takes home a little bit of The Speakeasy — a wine glass, shaker or tumbler. Party Favors Sponsor's logo will appear on party favors, and their name on signage at each table. Sponsorship also includes event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

~~Event Video~~ **SOLD OUT** ~~\$2,000 Exclusive Sponsorship~~

The Event Video displays photos from the previous year—throughout dinner, with the prominently-placed Event Video Sponsor's logo appearing repeatedly through the presentation. The Sponsor's logo will appear on Dinner Dance signage in the Evening Program and FPFC's magazine *Fresh Digest*. The Event Video Sponsor company will be also verbally recognized from the podium during the event.

~~Centerpieces~~ **SOLD OUT** ~~\$2,000 Exclusive Sponsorship~~

Dinner Dance Centerpieces beautify the room and carry our theme into dinner. The Centerpieces Sponsor name will appear on signage at each table and sponsorship also includes event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Centerpieces Sponsor logo and one product shot will be included in the Event Video shown during dinner.

~~Event Signage~~ **SOLD OUT** ~~\$1,750 Exclusive Sponsorship~~

The logo of the Event Signage Sponsor will appear on every sign at the Dinner Dance. Sponsorship also includes listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Event Signage Sponsor logo and one product shot will be included in the Event Video shown during dinner.

Wine Corkage **\$3,000 Exclusive Sponsorship or \$1,500 Co-Sponsorship (2 Available)**

The Wine Corkage Sponsor helps to complete the dinner menu. Sponsor's logo will appear on the table tent at each table. Sponsorship also includes special event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Wine Corkage Sponsor logo and one product shot will be included in the Event Video shown during dinner.

~~Décor~~ **SOLD OUT** ~~\$1,500 Exclusive Sponsorship~~

It's the décor that makes Dinner Dance memorable and will help bring The Speakeasy to life. The Décor Sponsor name will appear on signage at each table and sponsorship also includes listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Décor Sponsor logo and one product shot will be included in the Event Video shown during dinner.

2022 FPFC Dinner Dance Sponsorships

~~Coffee Bar~~ **SOLD OUT**

~~\$1,500 Exclusive Sponsorship~~

Dinner Dance attendees seek out the Coffee Bar after dinner. The Coffee Bar Sponsor logo will appear on signage at the Coffee Bar. Sponsorship also includes special event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Coffee Bar Sponsor logo and one product shot will be included in the Event Video shown during dinner.

Entertainment (General Reception)

\$1,500 Exclusive Sponsorship

The evening begins at the General Reception and great entertainment=elfies. Entertainment Sponsor will receive special signage at the General Reception, listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Entertainment Sponsor logo and one product shot will be included in the Event Video shown during dinner.

General Reception - GoBos

\$4,000 Exclusive Sponsorship or \$1,000 Co-Sponsorship (4 Available)

GoBos are a stencil placed inside a light and they will be projecting the sponsor logo on to the wall for all guests to see. The GoBo Sponsorship includes listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The GoBo Sponsor(s) logo and one product shot will be included in the Event Video shown during dinner.

Awards

\$1,500 Exclusive Sponsorship

We recognize and honor FPFC standouts at the Annual Dinner Dance and the Awards Sponsor logo will appear on all awards given out. Sponsorship also includes event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Awards Sponsor logo and one product shot will be included in the Event Video shown during dinner.

Go Bo

2 Available ~~\$1,000 (4 Available)~~

Your logo will appear on behind a light that is projected on to the wall throughout the entire Dinner Dance. Your logo will appear on event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. Your logo and one product shot will be included in the Event Video shown during dinner.

~~Event Photographer~~ **SOLD OUT** ~~\$1,200 Exclusive Sponsorship or \$600 Co-Sponsorship (2 Available)~~

Photos from the Dinner Dance are used in *Fresh Digest* and other trade press, as well as on our social media and at FPFC.org. The Event Photographer Sponsorship includes special event signage and listings in the Evening Program and in the FPFC magazine *Fresh Digest*. The Event Photographer Sponsor logo and one product shot will be included in the Event Video shown during dinner.

Make a **General Contribution** to the FPFC Dinner Dance. Contributors at \$350 and above will receive: Special signage at event; listing in the Evening Program and in the FPFC magazine *Fresh Digest*; logo and one product shot included in the Event Video shown during dinner. Contributors UNDER \$350 will received signage at event; listing in the Evening Program and in the FPFC magazine *Fresh Digest*.

2022 Dinner Dance Door Prizes

Designate your company as a Door Prize Sponsor. All Door Prize Sponsors receive: Recognition on signage at the event; special mention from the podium the evening of the event; listing in the Dinner Dance Evening Program and in the FPFC magazine *Fresh Digest*; logo and one product shot included in the Dinner Dance Event Video shown during dinner.

Let's Get This Party Roaring

\$2,500 Sponsorship

We want to send you and a guest to the City That Never Sleeps! We'll do the heavy lifting so you can enjoy planning all the FUN things on your trip. Your flights, accommodations, and even a dinner are included.

It's A Roaring Good Time

\$1,000 Sponsorship

Enjoy a complimentary wine tasting for two. California makes some dang good grapes, and what better way to enjoy them than by drinking them? Wine not right?

Old Sport

\$1,500 Sponsorship

Par, Bogey, Birdie, or Eagle we want to treat you to a round of golf on us with 3 guests. Not only will you enjoy the Great Scottish Game but your group of 4 will also enjoy lunch, again, on us!

Puttin' on the Ritz

\$1,000 Sponsorship

Relax, and let your cares drift away as you and a guest enjoy a day of pampering at The Ritz Carlton in beautiful Laguna Beach. Inspired by the ocean this luxury spa is sure to surprise and delight.

The Don

\$1,000 Sponsorship

Lake Arrowhead's first craft brewery located lakeside will be the sight for your adventure with Don. A Lake Arrowhead resident himself you can bet The Don will make you an offer you can't refuse... free beer!

WANT TO PROVIDE YOUR OWN LEGENDARY PRIZE?

We will gladly accept your prize valued at \$500 or more!

THE SPEAKEASY

February 5, 2022

FPFC Annual Dinner Dance at The Langham, Pasadena, CA.

Yes, sign my company up for the following Dinner Dance Sponsorships!

- | | | |
|--|--|--|
| <input type="checkbox"/> Specialty Cocktail Bar (\$5,000) | <input type="checkbox"/> Exclusive Invitation (\$3,000) | <input type="checkbox"/> Décor (\$1,500) |
| <input type="checkbox"/> Exclusive General Reception (\$5,000) | <input type="checkbox"/> Co-Sponsor Invitation (\$1,500) | <input type="checkbox"/> Coffee Bar (\$1,500) |
| <input type="checkbox"/> Co-Sponsor General Reception (\$2,500) 1 available | <input type="checkbox"/> Evening Program (\$2,000) | <input type="checkbox"/> Entertainment (\$1,500) |
| <input type="checkbox"/> Exclusive Band (\$7,500) | <input type="checkbox"/> Co-Sponsor Program (\$1,000) | <input type="checkbox"/> Exclusive General Reception GoBos (\$4,000) |
| <input type="checkbox"/> Co-Sponsor Band (\$2,500)
3 Available | <input type="checkbox"/> Party Favors (\$2,500)
3 Available 2 available | <input type="checkbox"/> Co-Sponsor General Reception GoBos (\$1,000) 1 available |
| <input type="checkbox"/> Photo Booth (\$4,400) | <input type="checkbox"/> Event Video (\$2,000) | <input type="checkbox"/> Awards (\$1,500) |
| <input type="checkbox"/> Co-Sponsor Photo Booth (\$2,200) | <input type="checkbox"/> Centerpieces (\$2,000) | <input type="checkbox"/> Exclusive Event Photographer (\$1,200) |
| <input type="checkbox"/> Name Badges (\$3,750) | <input type="checkbox"/> Event Signage (\$1,750) | <input type="checkbox"/> Co-Sponsor Event Photographer (\$600) |
| <input type="checkbox"/> VIP Reception (\$4,000) | <input type="checkbox"/> Exclusive Wine Corkage (\$3,000) | |
| | <input type="checkbox"/> Co-Sponsor Wine Corkage (\$1,500) | |

Yes, Sign my company up for the following Dinner Dance DOOR PRIZES!

- | | |
|---|--|
| <input type="checkbox"/> Let's Get This Party Roaring (\$2,500) | <input type="checkbox"/> The Don (\$1,000) |
| <input type="checkbox"/> Old Sport (\$1,500) | |
| <input type="checkbox"/> It's A Roaring Good Time (\$1,000) | |
| <input type="checkbox"/> Putting on the Ritz (\$1,000) | |
| <input type="checkbox"/> My company would like to DONATE an additional item for the DOOR PRIZES
(Minimum value \$500. Subject to Approval) | |
| <input type="checkbox"/> My company would like to make a CONTRIBUTION of \$ _____ to help underwrite the event. | |

My Check is enclosed

Invoice my company

*PLEASE NOTE: Sponsorships are on a first come, first served basis.
No cancellations or refunds will be honored after **Friday, January 21, 2022.***

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Please return to the FPFC via fax (714-739-0226) or email (info@fpfc.org)
Questions? Please call the FPFC Office at 714-739-0177