

Section: Sponsorship	Document No.: OFPA- to be assigned by EA
Page 1 of 5	Revision date: December 12, 2019

**TITLE: SPONSORSHIP REQUEST PROCEDURES**

**1.0 OBJECTIVE**

The purpose of this document is to describe the procedure for requesting sponsorship to support events organized by the Ontario Food Protection Association (OFPA).

**2.0 SCOPE**

This procedure applies to OFPA requesting sponsorship for events through email. .

**3.0 RESPONSIBILITY**

Chair of OFPA Sponsorship Committee or assigned person.

**4.0 PROCEDURE**

1. Work with Event Committee to set a date to send out sponsorship request. The date is set after the on-line registration is set up on the OFPA website. ALL sponsorship requests should be sent within a week of the set date.
2. Before sending sponsorship request, work closely with Executive Assistant (EA) to:
  - a) ensure on-line registration is ready.
  - b) Review and update costs and benefits in Sponsorship Table (example of a Sponsorship Table is in Appendix A).
  - c) obtain a copy of updated event agenda (if available).
  - d) Review and update the Sponsorship Status List Spreadsheet – contact information may have changed, companies may need to be added or deleted,
3. Work with the event committee to obtain event information such as Theme, Date, Location, Key speaker etc. if the agenda is not yet available.
4. Write up a sponsorship request letter based on information gathered from agenda or the event committee (examples of sponsorship request letter are in Appendix B and C).
5. Send a copy of draft sponsorship request letter to event Lead and EA to ensure information is complete and accurate.
6. Once the sponsorship request letter is finalized, email request to the main contact of the companies listed in the Sponsorship Status List, along with a copy of updated sponsorship table and event agenda (in pdf file) for quick reference.
7. Add a column to Sponsorship Status List spreadsheet to document work status (date email sent, response from companies that might mean an update to contacts, companies, etc.).
8. After the event, update the Sponsorship Status List of the companies sponsoring the event (to specify the level of sponsorship) for a record that can be referenced for the next event.

**5.0 OTHER DOCUMENT**

Sponsorship Status List (Spreadsheet) – **HELD BY OFPA ADMINISTRATOR**



## STANDARD OPERATING PROCEDURES (SOPs)

Section: Sponsorship

Document No.: OFPA- to be assigned by EA

Page 2 of 5

Revision date: December 12, 2019

### **APPENDIX A: EXAMPLE - Sponsorship Table - MUST BE UPDATED BEFORE EACH EVENT**



#### **2020 SPRING TECHNICAL MEETING & CLIVE KINGSBURY POSTER COMPETITION Sponsorship Package**

<b>Diamond \$2500 (one only)</b>	<b>Platinum \$1500 (unlimited)</b>	<b>Gold \$850 (unlimited)</b>	<b>Silver \$550 (unlimited)</b>
Full size logo included on one side of the participant kits (OFPA logo on the other side) or another promotional item agreed to by the OFPA.			
Your company spokesperson allotted a 5-10-minute presentation during OFPA event.			
Your company logo displayed on Name Badge / Lanyards			
Your one to five-page promo flyer to be inserted into each participant kit bag or opportunity to distribute /include your own promo item at the registration area.	Your one-page promo flyer to be inserted into each participant kit bag or opportunity to distribute /include your own promo item at the registration area.		
One free membership for 2020 (worth \$65.00) – can be given to a client, colleague or associate.	One free membership for 2020 (worth \$65.00) – can be given to a client, colleague or associate.	One free membership for 2020 (worth \$65.00) – can be given to a client, colleague or associate.	
One attendee registration.	One attendee registration.	One attendee registration.	One attendee registration.
One 8' booth space with one 5" table & linen	One 8' booth space with one 5" table & linen	One 8' booth space with one 5" table & linen	One 8' booth space with one 5" table & linen
Your company logo featured on the speaker's podium for the duration of the conference.	Your company logo featured on signage at the lunch or nutrition break station for one break.	Your company logo featured on signage at the lunch or nutrition break station for one break.	Your company logo featured on signage at the lunch or nutrition break station for one break.
Your company logo displayed on the conference room projection screen for the duration of breaks and door prize draws.	Your company logo displayed on the conference room projection screen for the duration of breaks and door prize draws.	Your company logo displayed on the conference room projection screen for the duration of breaks and door prize draws	Your company logo displayed on the conference room projection screen for the duration of breaks and door prize draws.
Your company logo on event materials as OFPA Diamond sponsor	Your company logo on event materials as OFPA Platinum sponsor.	Your company logo on event materials as OFPA Gold sponsor.	Your company logo on event materials as OFPA Silver sponsor.
Your company logo displayed on the sponsor event page and the OFPA website as Diamond level sponsor for this event.	Your company logo displayed on the sponsor event page and the OFPA website as Platinum level sponsor for this event.	Your company logo displayed on the sponsor event page and the OFPA website as Gold level sponsor for this event.	Your company logo displayed on the sponsor event page and the OFPA website as Silver level sponsor for this event.



## STANDARD OPERATING PROCEDURES (SOPs)

Section: Sponsorship	Document No.: OFPA- to be assigned by EA
Page 3 of 5	Revision date: December 12, 2019

First choice of location for your company's exhibit table during the Tradeshow portion of the OFPA event.	After the Diamond sponsor, you will have first choice of location for your company's exhibit table during the Tradeshow portion of the OFPA event.	After the Diamond and Platinum sponsors, priority status for choosing the location of your company's exhibit table during the Tradeshow portion of the OFPA event.	After the Diamond and Platinum sponsors, priority status for choosing the location of your company's exhibit table during the Tradeshow portion of the OFPA event.
Acknowledgement during the OFPA meeting.	Acknowledgement during the OFPA meeting.	Acknowledgement during the OFPA meeting.	Acknowledgement during the OFPA meeting.

**PLEASE NOTE: Additional attendees must purchase an event registration.**

### **APPENDIX B: Sponsorship Request Letter Sample A (Fall meeting)**

Dear XXX,

On the behalf of the Ontario Food Protection Association (OFPA) Board of Directors, I would like to invite you to take part in our 61st OFPA Annual Food Safety Symposium: Food Safety Culture & Food Professional Industry Mentoring. The Symposium and Annual General Meeting will be held on November 20, 2019 at the Mississauga Convention Centre.

A culture that fosters innovation, inclusivity, and effective communication is a vital component of any organization. Indeed, empowering and engaging individuals has become key drivers for success when it comes to high performing food-safety management systems. As such, this one-day technical symposium is designed to disseminate information and teach delegates on how to cultivate a positive food safety culture within their organization by implementing best practices and encouraging strong leadership and accountability.

#### **Sponsorship**

For this event, OFPA is seeking sponsors to enrich the symposium's experience for everyone. Below are the available sponsorship levels as well as a description of their benefits which is attached. Each tier includes an exhibitor table and one free registration to the event:

Diamond \$2500  
Platinum - \$1500  
Gold - \$850  
Silver - \$550

If you wish to exhibit without a sponsorship, an exhibitor table is available for \$450 which will also include one free registration. Additional delegates from your organization who wish to attend the event, however, will need to register on-line and use PayPal to pay the registration fee,

#### **Silent Action and Door Prizes**

As always, we welcome Silent Auction items and Door Prizes!



## STANDARD OPERATING PROCEDURES (SOPs)

Section: Sponsorship	Document No.: OFPA- to be assigned by EA
Page 4 of 5	Revision date: December 12, 2019

To attend this event, please register online at <https://www.ofpa.on.ca/events/fall-meetings-agm/2019-ofpa-61st-annual-fall-food-safety-symposium-annual-general-meeting>

If you have any questions, please do hesitate to contact the OFPA office at [info@ofpa.on.ca](mailto:info@ofpa.on.ca).

Sincerely,

XXX

Chair of OFPA Sponsorship Committee & OFPA Board Member

Contact Number

### **APPENDIX C: Sponsorship Request Letter Sample B (Spring meeting)**

Dear XXX,

Once again, the Ontario Food Protection Association (OFPA) is hosting our 61st Spring Technical Meeting and Clive Kingsbury Poster Competition on April 15, 2019 at the Centennial College Event Center, Progress Campus, 937 Progress Avenue, Toronto, Ontario. In order to meet the needs of the food industry, we have prepared 2 themes for the meeting: "Latest in Pathogen Controls" and "Regulatory Updates".

On behalf of the OFPA Board of Directors, I would like to extend a heart-felt thank you for your commitment to making our technical meetings a success in the past. It is the vision of our organization to bring professionals together in a forum to promote, educate and communicate innovation in food safety. Not only did you help us make this vision a reality; your generous support also helped us to continue awarding numerous scholarships for the pursuit of food safety and food technology education at numerous major educational institutions in Ontario.

We are seeking sponsorship from your organization for our upcoming Spring Meeting. The OFPA meetings offer a great opportunity to your company to support a worthy cause and at the same time receive valuable exposure. Below are the available sponsorship levels for the Spring meeting and a description of their benefits is attached; each sponsorship includes an 8-foot exhibitor table and one registration to the event:

Diamond - \$2500

Platinum - \$1500

Gold - \$850

Silver - \$550

If you wish to exhibit without sponsorship, we can offer you an 8-foot exhibitor table for \$450 and a 5-foot exhibitor table for \$400. Each table includes one registration to our event. Other participants from your organization who wish to attend the event will need to pay a full-day member registration. All registrants are entitled to participate in the various sessions as well as enjoy breakfast, lunch, and nutrition breaks

In addition to the sponsorship, we welcome any donations you can give for:

1. Door Prizes



## STANDARD OPERATING PROCEDURES (SOPs)

Section: Sponsorship	Document No.: OFPA- to be assigned by EA
Page 5 of 5	Revision date: December 12, 2019

### 2. Silent Auction Items

We appreciate your consideration and look forward to hearing from you soon. Please register on-line on our OFPA website at [www.ofpa.on.ca](http://www.ofpa.on.ca). You will also find more details on Door Prizes and the Silent Auction on this same website.

If you have any questions, please contact the OFPA office at [info@ofpa.on.ca](mailto:info@ofpa.on.ca).

Sincerely,

XXX

Chair of OFPA Sponsorship Committee & OFPA Board Member  
Contact number