

FCP's Culinary Workshop Learn ~ Experience ~ Master



March 2 – 4, 2017 | Napa Valley, California

We invite you to be a sponsor for this exciting culinary workshop that will attract up to 150 registered dietitian nutritionists from across the U.S. who are eager to learn and master culinary techniques, experience food and flavor in new ways and prepare to educate consumers how to incorporate health-promoting products into flavorful, healthful dishes and meals.

This Culinary Workshop will focus on strengthening food, culinary and nutrition knowledge.

The educational workshop begins on Thursday, March 2 with an opening keynote presentation and an evening reception and sponsor showcase at the Napa Valley Embassy Suites. On Friday and Saturday, March 3 and 4, the group will split – half attending an all-day session at the Ramekins Culinary Event Center in Sonoma and half the group participating in educational sessions at the Napa Embassy Suites. The groups reverse location on Saturday. The workshop concludes Saturday evening.

Sponsorship levels of opportunity:

Platinum Sponsorship (\$20,000). *(One available)*

As the Platinum Sponsor of this event, your company/association/brand will have the following benefits and opportunities:

- Four (4) tickets for representatives to attend the three-day workshop, (optional sessions/activities not included).
- Opportunity to participate in the sponsor exhibit time on Thursday evening, March 2.
- Opportunity to provide a speaker for a general education session on Friday and Saturday at the Embassy Suites. This benefit is exclusive for the Platinum Sponsors of this event, and the sponsor must cover the travel, housing and honorarium costs for the speaker. Additional costs may be incurred for programming.
- Opportunity to incorporate your products into the event's food and beverage plans, as allowed by our venues (i.e., Embassy Suites) for this event.
- Opportunity to provide printed materials (e.g., company/product brochure, recipes, nutrition information) and promotional items (e.g., pens, product samples), subject to Academy/FCP approval.
- Use of your logo on workshop materials.
- Recognition from the podium at the workshop.
- Recognition in FCP's quarterly newsletter, *Tastings*.
- Recognition on the corporate sponsor page of FCP website, www.foodculinaryprofs.org.
- A sponsored eblast to all members with up to 3 web links and 3 photos/graphics or a survey to members (survey to be developed in collaboration/approval of the Academy of Nutrition and Dietetics and FCP).
- Opportunity to place a half-page ad in the Spring 2017 issue of FCP's quarterly newsletter, *Tastings*. Note that the ad must be designed by the sponsor and the ad is subject to approval by the Academy of Nutrition and Dietetics and FCP.
- Opportunity to post four (4) recipes on the FCP website for one year.

Gold Sponsorship (\$10,000). (3 remaining!)

As a Gold Sponsor of this event, your company/association/brand will have the following benefits and opportunities:

- Three (3) tickets for representatives to attend the three-day workshop (optional sessions/activities not included).
- Opportunity to participate in the sponsor exhibit time on Thursday evening, March 2.
- A choice of event sponsorship:
 - Opportunity to incorporate your products into the event's food and beverage plans, as allowed by our venues (i.e., Embassy Suites and Ramekins) for this event. This may include product incorporation in to the hands-on workshops.
 - Opportunity to sponsor the optional hands-on dinner event at the Silverado Cooking School (either Friday or Saturday evening, March 3 or 4). Subject to venue approval, your products can be incorporated in to the evening's menu. Up to 24 attendees are planned for this event. As the event sponsor for this optional event, you receive 2 complimentary tickets.
 - Opportunity to present a concurrent (breakout) session. This is a 1-hour session that will be an option for attendees on the Embassy Suites day.
- Opportunity to provide printed materials (e.g., company/product brochure, recipes, nutrition information) and promotional items (e.g., pens, product samples), subject to Academy/FCP approval.
- Use of your logo on workshop materials.
- Recognition in FCP's quarterly newsletter, *Tastings*.
- Recognition on the corporate sponsor page of FCP website, www.foodculinaryprofs.org.
- Opportunity to place a quarter-page ad in the Spring 2017 issue FCP's quarterly newsletter, *Tastings*. Note that the ad must be designed by the sponsor and that the ad is subject to approval by the Academy of Nutrition and Dietetics and FCP.
- Opportunity to post two (2) recipes on the FCP website for one year.

Silver Sponsorship (\$5,000). (Up to 3 available)

As a Silver Sponsor of this event, your company/association/brand will have the following benefits and opportunities:

- Two (2) tickets for representatives to attend the three-day workshop (optional sessions/activities not included).
- Opportunity to participate in the sponsor exhibit time on Thursday evening, March 2.
- Opportunity to incorporate your products into the event food and beverage plans, as allowed by our venues (i.e., Embassy Suites and Ramekins) for this event.
- Opportunity to provide printed materials (e.g., company/product brochure, recipes, nutrition information) and promotional items (e.g., pens, product samples), subject to Academy/FCP approval
- Use of the logo on workshop materials.
- Recognition in FCP's quarterly newsletter, *Tastings*.
- Opportunity to post one (1) recipe on the FCP website for one year.

Bronze Sponsorship (\$3,000). (Up to 3 available)

As a Bronze Sponsor of this event, your company/association/brand will have the following benefits and opportunities:

- One (1) ticket for representatives to attend the three-day workshop (optional sessions/activities not included).
- Opportunity to participate in the sponsor exhibit time on Thursday evening, March 2.
- Opportunity to incorporate your products into the event food and beverage plans, as allowed for the opening reception at the Embassy Suites.
- Opportunity to provide printed materials (e.g., company/product brochure, recipes, nutrition information) and promotional items (e.g., pens, product samples), subject to Academy/FCP approval.
- Use of the logo on workshop materials.
- Recognition in FCP's quarterly newsletter, *Tastings*.

If interested or need more information, please contact:

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