

Produce for Better Health Foundation  
ANNUAL MEETING SPONSORSHIPS

# PBH'S ANNUAL MEETING

— FEATURING ANNUAL FUNDRAISERS —

*Golf Tournament & Gala on the Coast*



MARCH 29–31, 2012

MONTEREY PLAZA HOTEL & SPA



For over 20 years, Produce for Better Health Foundation has been a conduit for the fruit and vegetable industry by providing the resources and tools needed to reach the consumer and increase fruit and vegetable consumption. Anchored by award-winning websites and innovative, eye-opening research, we have become a forerunner in consumer marketing and behavior change related to fruits and vegetables.



To learn more about each sponsorship package and other sponsorship opportunities, contact Renee Bullion at [rbullion@PBHFoundation.org](mailto:rbullion@PBHFoundation.org) or Cyndy Dennis at [cdennis@PBHFoundation.org](mailto:cdennis@PBHFoundation.org).

# ANNUAL MEETING SPONSORSHIP LEVELS

Sponsors receive the following benefits for each corresponding sponsorship level*	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	BENEFACTOR \$5,000	FRIEND \$2,500
Featured Commodity of Choice Included in Gala Dinner Menu	★					
Opportunity to Distribute Promotional Item During General Session	★					
Company Video Featured on Shuttle Buses for: Board/VIP Reception & Dinner Field Tours Golf Tournament	★					
Featured Commodity of Choice During General Session Break		★				
Opportunity to Speak or Show a Short Video at Venue of Choice: Awards Luncheon General Session <i>(Limited to first 3 sponsors)</i>	★	★				
Display Collateral Materials During General Session	★	★	★	★		
Company Logo in January Produce Business Ad	★	★	★	★		
Recognition in Print & Electronic Communications: <i>PBH Direct!</i> e-newsletter Event Marketing Emails Event Web Page	★	★	★	★	★	★
Company Logo in Welcome Presentation: Gala Dinner & Auction General Session	★	★	★	★	★	★
Company Logo in Annual Meeting Participant Binder	★	★	★	★	★	★
Company Logo on Event Signage: Awards Luncheon Chairman's Welcome Reception Gala Dinner & Auction General Session Golf Tournament Breakfast & Luncheon	★	★	★	★	★	★
Attendance at the Gala Dinner & Auction	20 Premium Seats	14 Prime Seats	10 Prominent Seats	6 Well Placed Seats	4 Seats	2 Seats
Attendance at the Following: Awards Luncheon Board/VIP Reception & Dinner Chairman's Welcome Reception General Session	5 Attendees	4 Attendees	3 Attendees	2 Attendees	1 Attendee	1 Attendee
Complimentary Player(s) at Golf Tournament	4 Players	4 Players	2 Players	2 Players	1 Player	
Company Recognition on Signs at Golf Tees (On a first-come basis)	2 Golf Tees	2 Golf Tees	1 Golf Tee	1 Golf Tee	1 Golf Tee	

\*Delivery of these benefits is contingent upon meeting sponsorship commitment deadlines.