

Cornell Cooperative Extension Lake Ontario Fruit Program

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Dear Lake Ontario Fruit Team Supporter,

January 6th, 2023

RE: Sponsorship Opportunities for our Upcoming Western NY Fruit Conference – February 27 & 28, at the RIT Inn & Conference Center, Henrietta, NY

CCE-LOF are excited to bring you a multi-day fruit conference in WNY! This is replacing our Winter Fruit Schools, and our participation in the Empire Producer's Expo. We are in the process of putting together the program, and have garnered key input from our growers, businesses, and other personnel. The overarching theme is the "State of the Industry", in which topics targeted include the latest in our (and some growers) technology & adoption, including Precision Apple Crop Load Management (PACMAN) technologies. We are also putting together a session targeting the processing industry. In addition, presentations will cover marketing, crop estimates, labor, and insurance requirements. Pest management will also be featured, including fire blight updates, weed management, woolly apple aphid, and brown marmorated stink bug. Other topics are soil health and strawberry weed management. The conference will begin with lunch on Feb 27, followed by two afternoon sessions with a break in between, which are included with your registration fee. An optional cocktail hour and banquet dinner (separate pre-registration required) will be among the choices attendees have. Folks can choose to stay in the host hotel or nearby ones, or commute. The RIT Inn & Conference Center is conveniently located away from downtown, so parking and optional dinner on your own choices will be less restrictive. There will be DEC credit-eligible sessions applied for, and all should be eligible for CCA credits. Day 2 will be a full day program that will include 4 educational sessions, along with breakfast, lunch, and 2 breaks, which are all included with your registration fee.

At this first of its kind conference that we're organizing, we anticipate 150-250 growers and related industry to attend.

We know you will see value for your business in this educational opportunity for the industry, and invite you to participate as either an exhibitor, cocktail hour sponsor, banquet dinner sponsor, or general donor to support the current and future sustainability of our industry.

Sponsor Levels:

Exhibitor Sponsor: The exhibitor level is \$1,000, and gets you a 6' display table to network with our growers and other industry throughout the one and a half day conference. In addition, you'll get a 2 minute speaker spot in the beginning of a session. You'll likely be assigned a session that most lines up with your business. The exhibitor sponsorship of this event gets recognition in addition to the "all sponsors" benefits below. Up to three employees from your organization can attend the conference at this level.

In addition, we're looking for sponsorships to partially offset the costs of an "open bar" cocktail hour on Feb 27, that will be followed by a banquet dinner, graciously sponsored by Patrick Coates at Farm Credit East, ACA/Crop Growers.

Cocktail Hour Sponsor: The cocktail hour sponsorship is \$2,500. Your sponsorship of this event gets acknowledgement in addition to the "all sponsors" benefits below. In addition, you can also choose to be an exhibitor sponsor at this level, and gets you a 6' display table to network with our growers and other industry throughout the one and a half day conference. In addition, you'll get a 2 minute speaker spot in the beginning of a session. You'll likely be assigned a session that most lines up with your business. Up to five employees from your organization can attend the conference at this level.

All sponsors will be acknowledged in at least two each of our newsletters and email blasts, and on our conference website and program.

If you are not able to participate, any donation you would like to make toward expenses for the events will be graciously accepted and acknowledged. You can simply send a check in any amount made out to “Cornell Cooperative Extension” and send to Natalie Mrzywka at the address below. In addition, you can donate online at:

http://lof.cce.cornell.edu/donation_invoice_new.php

Please be sure to type 2023 Winter Conference under "Please tell us why you've chosen to support our work".

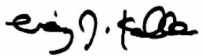
Sponsorship at these events allows for great marketing and promotional opportunities. Sponsor fees will be used to partially cover the costs of the facility rental, food, and travel of invited speakers, and to keep attendee registration fees reasonable.

If you are interested in the online registration option as a sponsor, please visit the sponsorship link on our website: https://lof.cce.cornell.edu/sponsor_new_event.php?event_id=1729

If you prefer to send a check, please fill out the enclosed registration form and mail to Natalie with your check.

If you have any questions, please contact Craig Kahlke (585-735-5448 or cjk37@cornell.edu). **Exhibitor space is limited, on a first come, first-serve basis. Please register for sponsorship ASAP. The deadline for all sponsorship options is February 13.** Upon receipt of your registration, we will follow up with exhibitors when we get closer to the event. We are looking forward to resuming our in-person educational events and hope you will participate to help make it a success. Thank you.

Sincerely,



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Building Strong and Vibrant New York Communities

Diversity and Inclusion are a part of Cornell University's heritage. We are a recognized employer and educator valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.

