



CALIFORNIA
FRESH FRUIT
ASSOCIATION

88TH ANNUAL MEETING
SPONSORSHIP
OPPORTUNITIES

THE RITZ-CARLTON
HALF MOON BAY

MARCH 10-12, 2024



CFFA 88TH ANNUAL MEETING INFORMATION

THE RITZ-CARLTON HALF MOON BAY

1 MIRAMONTES POINT ROAD, HALF MOON BAY, CA 94019

CONFERENCE FEES

Annual Meeting registration fees include participation in the Chairman's Welcome Reception, Industry Workshops, Annual Membership Meeting & Breakfast, and Suppliers Party. (*Participation in Monday afternoon activities will require an additional fee.*)

EARLY BIRD REGISTRATION - NOVEMBER 15, 2023 TO DECEMBER 31, 2023

\$400 - Grower and Shipper Members

\$500 - Associate Members

\$700 - Non- Members

\$200 - Spouse/Guests

REGULAR REGISTRATION - JANUARY 1, 2024 TO FEBRUARY 8, 2024

\$500 - Grower and Shipper Members

\$600 - Associate Members

\$800 - Non- Members

\$225 - Spouse/Guests

LATE REGISTRATION - FEBRUARY 8, 2024 TO MARCH 1, 2024

\$600 - Grower and Shipper Members

\$700 - Associate Members

\$900 - Non- Members

\$250 - Spouse/Guests

SCHEDULE OF EVENTS

SUNDAY, MARCH 10, 2024

- Hospitality Suite - 1 p.m. to 5 p.m.
- Chairman's Welcome Reception - 5:30 p.m. to 7 p.m.
 - Past Chairman's Dinner - 7 p.m. to 10 p.m. **Invite only*

MONDAY, MARCH 11, 2024

- Annual Membership Meeting & Breakfast - 8:30 a.m.
 - Industry Workshop - Keynote - 10 a.m.
 - Afternoon Activities - 11 a.m. to 5 p.m.
 - Suppliers Party - 6:30 p.m. to 8 p.m.

TUESDAY, MARCH 12, 2024

- Buffet Breakfast - 7:30 a.m.
- Industry Workshop - Keynote - 8:30 a.m.
- Board of Directors Meeting - 10 a.m.

HOTEL ACCOMODATIONS (RATES ON A PER NIGHT BASIS):

\$450 Per Room • \$30 Resort Fee • \$40 Valet Parking

To make your reservations, please [click here](#) or call (800) 241-3333

******The deadline to secure your hotel reservation is February 8, 2024***



CFFA 88TH ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

The California Fresh Fruit Association's Annual Meeting brings together grower, shipper, and supporting members for three days to celebrate the continued success of the fresh fruit industry.

The Annual Meeting provides an opportunity to network face-to-face with Association members to learn and gain a deeper understanding of the issues affecting California's fresh fruit industry. Sponsorship will provide your company with exposure to CFFA's leadership, Board of Directors and members. These connections will allow your organization to establish meaningful relationships that will last long after the conclusion of the event.

All sponsors will receive the core benefits outlined below:

- Logo Recognition in all Pre and Post Event Publications
 - Verbal and Logo Recognition During the Event
 - Recognition in the Annual Meeting Program
- Logo Recognition on the Annual Meeting Registration Website

Additionally, Gold Sponsors will receive one complimentary event registration and priority recognition in the Annual Meeting program.



CFFA 88TH ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

~~PRESENTING SAPPHIRE SPONSOR~~

GOLD SPONSORSHIPS - \$5,000

ANNUAL MEMBERSHIP MEETING & BREAKFAST - (2 AVAILABLE)

~~BOCCIE BALL TOURNAMENT - (1 AVAILABLE)~~

CHAIRMAN'S WELCOME RECEPTION - (1 AVAILABLE)

HOSPITALITY SUITE - SUNDAY - (2 AVAILABLE)

HOSPITALITY SUITE - MONDAY - (3 AVAILABLE)

INDUSTRY WORKSHOP - MONDAY - (2 AVAILABLE)

INDUSTRY WORKSHOP - TUESDAY - (1 AVAILABLE)

~~LANTARD SPONSOR - (1 AVAILABLE)~~

MILA CARATAN GOLF TOURNAMENT BALL SPONSOR - (1 AVAILABLE)

MILA CARATAN GOLF TOURNAMENT - (2 AVAILABLE)

SILVER SPONSORSHIPS - \$2,500 - \$3,000

~~ANNUAL MEMBERSHIP MEETING FLOWERS - (1 AVAILABLE) \$3,000~~

BOARD OF DIRECTORS LUNCH - (2 AVAILABLE)

BUFFET BREAKFAST - (4 AVAILABLE)

HOSPITALITY SUITE REFRESHMENTS - (1 AVAILABLE)

~~LADIES GIFTS - (1 AVAILABLE)~~

~~MILA CARATAN GOLF TOURNAMENT TEE SPONSOR - (1 AVAILABLE)~~

MONDAY AFTERNOON ACTIVITIES - (2 AVAILABLE)

BRONZE SPONSORSHIPS - \$1,000

AFTERNOON ACTIVITIES TRANSPORTATION SPONSOR - (3 AVAILABLE)

AWARD PLAQUES - (4 AVAILABLE)

GOLF AWARDS & TEE PRIZES - (3 AVAILABLE)

INDUSTRY WORKSHOP REFRESHMENT SPONSOR - (4 AVAILABLE)

~~LADIES GIFT WRAPPING & PACKAGING - (1 AVAILABLE)~~

CONTRIBUTOR PAYMENT INFORMATION

Please Send the Completed Sponsorship Form To:
California Fresh Fruit Association, 7647 North Fresno Street, Suite 103, Fresno, CA 93720 or
email to Courtney Razor at crazor@cafreshfruit.com.

Check Enclosed - # _____

Contact Name: _____

Credit Card
(please complete information below)

Company Name: _____

Please Send An Invoice

Name to Appear on Signage:

Annual Meeting Sponsorship: \$ _____

Suppliers Party Contribution: \$ _____

FruitPAC Sponsorship: \$ _____

Total Amount: \$ _____

CREDIT CARD PAYMENT INFORMATION

CFFA accepts American Express, Discover, Mastercard and Visa.
(All credit card payments will be processed via PayPal.)

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

Corporate Credit Card

Personal Credit Card

Name on Card: _____

Company Name:

Email Address:

Billing Address Information:

Address: _____

City: _____ State: _____ Zip Code: _____



CALIFORNIA
FRESH FRUIT
ASSOCIATION

For More Information, Please Contact: Courtney Razor at (559) 226-6330 or crazor@cafreshfruit.com