



CALIFORNIA
FRESH FRUIT
ASSOCIATION



89TH ANNUAL MEETING

THE OJAI VALLEY INN

MARCH 9-11, 2025

89TH ANNUAL MEETING

89TH ANNUAL MEETING INFORMATION

OJAI VALLEY INN

905 COUNTRY CLUB ROAD, OJAI, CA 93023

REGISTRATION FEES

THE CFFA 89TH ANNUAL MEETING REGISTRATION FEES INCLUDE PARTICIPATION IN THE CHAIRWOMAN'S WELCOME RECEPTION, INDUSTRY WORKSHOPS, ANNUAL MEETING & BREAKFAST, SUPPLIERS COCKTAIL RECEPTION AND BUFFET BREAKFAST.

**PARTICIPATION IN MONDAY AFTERNOON ACTIVITIES WILL REQUIRE AN ADDITIONAL FEE.*

EARLY BIRD REGISTRATION

NOVEMBER 18, 2024 - JANUARY 10, 2025

\$400 - GROWER & SHIPPER MEMBERS
\$500 - ASSOCIATE MEMBERS
\$700 - NON-MEMBERS
\$200 - SPOUSE/GUEST

REGULAR REGISTRATION

JANUARY 11, 2025 - FEBRUARY 21, 2025

\$500 - GROWER & SHIPPER MEMBERS
\$600 - ASSOCIATE MEMBERS
\$800 - NON-MEMBERS
\$225 - SPOUSE/GUEST

LATE REGISTRATION

FEBRUARY 22 - MARCH 5, 2025

\$600 - GROWER & SHIPPER MEMBERS
\$700 - ASSOCIATE MEMBERS
\$900 - NON-MEMBERS
\$250 - SPOUSE/GUEST

HOTEL ACCOMMODATIONS

***RATES ON A PER-NIGHT BASIS*

\$395 PER ROOM - \$35 RESORT FEE - COMPLIMENTARY PARKING

[CLICK HERE](#) TO RESERVE ONLINE OR CALL (888) 697.9116/PRESS 5

**** THE DEADLINE TO SECURE YOUR HOTEL RESERVATION IS FRIDAY, FEBRUARY 14, 2025*

SCHEDULE OF ACTIVITIES

SUNDAY, MARCH 9, 2025

** HOTEL CHECK-IN BEGINS AT 3 P.M.*

- › HOSPITALITY SUITE - 1 P.M. TO 4:30 P.M.
- › CHAIRWOMAN'S WELCOME RECEPTION - 5:30 P.M. TO 7 P.M.

MONDAY, MARCH 10, 2025

- › ANNUAL MEMBERSHIP MEETING & BREAKFAST -
8:30 A.M.
 - › INDUSTRY WORKSHOP - 10 A.M.
 - › HOSPITALITY SUITE - 11 A.M. TO 4:30 P.M.
 - › AFTERNOON ACTIVITIES - 11 A.M. TO 5 P.M.
- › SUPPLIERS COCKTAIL RECEPTION - 6 P.M. TO 7 P.M.

TUESDAY, MARCH 11, 2025

- › BUFFET BREAKFAST - 7:30 A.M.
- › INDUSTRY WORKSHOP - 9 A.M.
- › BOARD OF DIRECTORS MEETING - 10:30 A.M.



SPONSORSHIP OPPORTUNITIES

BENEFITS

EACH YEAR, THE CALIFORNIA FRESH FRUIT ASSOCIATION'S ANNUAL MEETING BRINGS TOGETHER GROWER, SHIPPER, AND SUPPORTING MEMBERS 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 GAIN A DEEPER UNDERSTANDING OF THE NEEDS OF CALIFORNIA'S FRESH FRUIT INDUSTRY. SPONSORSHIP PROVIDES YOUR COMPANY WITH GREATER VISIBILITY TO CFFA'S LEADERSHIP, BOARD OF DIRECTORS AND KEY INDUSTRY STAKEHOLDERS. 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 AND SOCIAL MEDIA PROMOTIONS

***ADDITIONALLY, GOLD SPONSORS WILL RECEIVE **ONE** COMPLIMENTARY EVENT REGISTRATION AND PRIORITY RECOGNITION IN THE ANNUAL MEETING PROGRAM.*



CALIFORNIA
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SPONSORSHIP LEVELS

~~PRESENTING SAPPHIRE SPONSOR~~

GOLD SPONSORSHIPS - \$5,000

ANNUAL MEMBERSHIP MEETING & BREAKFAST - (1 AVAILABLE)

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

CHAIRWOMAN'S WELCOME RECEPTION - (1 AVAILABLE)

HOSPITALITY SUITE - (1 AVAILABLE)

INDUSTRY WORKSHOPS - (1 AVAILABLE)

~~LANYARD SPONSOR - (1 AVAILABLE)~~

NAME BADGE SPONSOR - (1 AVAILABLE)

MILA CARATAN GOLF TOURNAMENT BALL SPONSOR
- (1 AVAILABLE)

MILA CARATAN GOLF TOURNAMENT - (1 AVAILABLE)

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

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

BUFFET BREAKFAST - (1 AVAILABLE)

HOSPITALITY SUITE REFRESHMENTS - (3 AVAILABLE)

LADIES GIFTS - (3 AVAILABLE)

MONDAY AFTERNOON ACTIVITIES - (3 AVAILABLE)

BRONZE SPONSORSHIPS - \$1,000

AWARD PLAQUES - (4 AVAILABLE)

GOLF AWARDS & TEE PRIZES - (3 AVAILABLE)

INDUSTRY WORKSHOP REFRESHMENTS - (3 AVAILABLE)

~~LADIES GIFT WRAPPING & PACKAGING - (2 AVAILABLE)~~

SUPPLIERS COCKTAIL RECEPTION

MONDAY, MARCH 10, 2025
5:30 P.M. - 6:30 P.M.

FOR OVER 40 YEARS, SUPPLIERS COMMITTEE HAS HOSTED AN APPRECIATION EVENT TO CELEBRATE THE PARTNERSHIP BETWEEN THE CFFA'S ASSOCIATE MEMBERS WITH GROWER, PACKER, AND SHIPPER MEMBERS. THE SUPPLIERS COMMITTEE HOPES THAT YOU WILL JOIN THEM IN CONTRIBUTING TO THE SUCCESS OF THIS GREAT EVENT.

***THIS YEAR, THE EVENT WILL BE HELD AS A COCKTAIL RECEPTION, WITH LIGHT APPETIZERS AND BEVERAGES. THIS WILL PROVIDE THE OPPORTUNITY FOR MEMBERS TO GATHER FOR DINNER FOLLOWING THE EVENT.*

\$800 - GOLD LEVEL CONTRIBUTOR

\$700 - SILVER LEVEL CONTRIBUTOR

\$600 - BRONZE LEVEL CONTRIBUTOR

~~**\$5,000 - BAR SPONSOR (2 AVAILABLE)**~~



FOR MORE INFORMATION ABOUT CFFA ANNUAL MEETING SPONSORSHIP & SUPPLIERS PARTY OPPORTUNITIES, PLEASE CONTACT:
DIRECTOR OF MEMBER SERVICES AND COMMUNICATIONS, COURTNEY RAZOR AT
CRAZOR@CAFRESHFRUIT.COM OR (559) 226-6330.

DONATIONS TO THE CALIFORNIA FRESH FRUIT ASSOCIATION OR THE SUPPLIERS COMMITTEE ARE NOT TAX DEDUCTIBLE AS CHARITABLE DONATIONS FOR FEDERAL INCOME TAX PURPOSES. HOWEVER, THEY MAY BE DEDUCTIBLE AS ORDINARY AND NECESSARY BUSINESS EXPENSES.

FRUITPAC SPONSORSHIPS

ALL CONTRIBUTIONS WILL GO TOWARDS SUPPORTING CFFA'S POLITICAL ACTION COMMITTEE, FRUITPAC. ASSOCIATION STAFF USES THESE FUNDS TO ENGAGE WITH POLICY MAKERS ON BEHALF OF THE MEMBERSHIP.

\$3,000 - GOLD (1 AVAILABLE)

\$1,500 - SILVER (2 AVAILABLE)

\$500 - BRONZE (5 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 CFFA@CAFRESHFRUIT.COM.

CHECK ENCLOSED - # _____ CONTACT NAME: _____
CREDIT CARD _____ COMPANY NAME: _____
(PLEASE COMPLETE INFORMATION BELOW)
SEND AN INVOICE _____ SIGNAGE NAME: _____

ANNUAL MEETING SPONSORSHIP \$: _____
SUPPLIERS RECEPTION 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: _____
PERSONAL CREDIT CARD CORPORATE CREDIT CARD

NAME ON CARD: _____

EMAIL ADDRESS:

PHONE NUMBER:

BILLING INFORMATION:

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

