



2026

EVENT SPONSORSHIP INFORMATION

Grow Your Reach. Cultivate Connections. Support the Industry.

Partner with the Fresh Produce & Floral Council in 2026 and make your brand bloom at every event.



EVENT SPONSORSHIP INFORMATION

About the Fresh Produce & Floral Council (FPFC)

The Fresh Produce & Floral Council (FPFC) is a leading regional trade association connecting all sectors of the fresh produce and floral industries across California and the Western United States. For over 65 years, FPFC has fostered collaboration, education, and growth among retailers, wholesalers, growers, shippers, and service providers. Through networking opportunities, professional development programs, and advocacy efforts, FPFC provides members with the tools and connections needed to thrive in a competitive and ever-evolving marketplace.

Why Sponsor FPFC Events

Each year, FPFC hosts a dynamic calendar of events that bring together hundreds of industry professionals—from annual expos and educational luncheons to golf tournaments, regional networking events, and the highly anticipated Gala. Sponsoring FPFC events offers your company premium visibility among key decision-makers, opportunities to strengthen existing partnerships, and the ability to showcase your brand to a diverse and influential audience. Whether your goal is to elevate brand awareness, launch new products, or demonstrate your commitment to the industry, FPFC sponsorships deliver measurable impact and lasting connections throughout the produce and floral community.



2026

CALENDAR OF EVENTS



JAN 22

SWIPE GOLF TOURNAMENT

Tucson, AZ

FEB 21

61ST ANNUAL DINNER DANCE Balboa Bay Resort – Newport Beach, CA

MAR 10

NORCAL REGIONAL
EDUCATIONAL LUNCHEON

Pleasanton, CA

MAR 12

CENTRAL CALIFORNIA
REGIONAL EDUCATIONAL LUNCHEON

Fresno, CA

MAR 19-20

PACIFIC NORTHWEST
REGIONAL EDUCATIONAL LUNCHEON

Snoqualmie, WA

MAR 26

SOUTHERN CALIFORNIA
REGIONAL EDUCATIONAL LUNCHEON

Orange County, CA

APR 23

SOCAL GOLF TOURNAMENT

Tustin Ranch Golf Club – Tustin, CA

JUN 10

DAY AT THE CAPITOL

Sacramento, CA

AUG 26-27

PRODUCE AND FLORAL
SHOWCASE

Westin South Coast Plaza, Costa Mesa, CA

SEP 25

CHARITY PICKLEBALL TOURNAMENT

Newport Beach, CA

OCT 28

NORCAL REGIONAL
EDUCATIONAL LUNCHEON

Sacramento, CA

NOV 4-5

PACIFIC NORTHWEST
REGIONAL EDUCATIONAL LUNCHEON

Snoqualmie, WA

NOV 10

CENTRAL CALIFORNIA
REGIONAL EDUCATIONAL LUNCHEON

Fresno, CA

NOV 12

SOUTHERN CALIFORNIA
REGIONAL EDUCATIONAL LUNCHEON

Orange County, CA

DEC 10

ANNUAL HOLIDAY RECEPTION

Anaheim Sheraton – Anaheim, CA



ANNUAL SPONSORSHIP PACKAGES

The Fresh Produce & Floral Council offers annual sponsorship opportunities that provide year-round visibility and engagement across all FPFC programs and events. This elevated level of partnership highlights your long-term commitment to supporting the fresh produce and floral industries while maximizing your brand's reach and impact within the FPFC community. *Sponsors must enter into a package commitment prior to January 31st, 2026 in order to receive annual recognition

Build Your Own Package and Receive Year-Long Recognition!

EXECUTIVE LEVEL (Starting at \$40,000)

Lead the Future of Fresh Produce and Floral

As an Executive Level Sponsor, your company will be positioned at the forefront of the fresh produce and floral industry. Enjoy year-long recognition across multiple high-profile FPFC events and benefit from premium exposure in front of decision-makers, influencers, and industry professionals. With exclusive opportunities to showcase your brand, products, and services, you will be seen as a visionary leader driving the future of the industry. This sponsorship level offers unparalleled visibility and engagement. In addition to the perks included in each event sponsorship package, you are provided these additional perks complimentary:

- Year-long space on the FPFC.org website
- Logo in FPFC staff email signature
- Company logo included on all FPFC Event marketing & outreach
- Bi-Monthly Social Media Shoutout

PARTNER LEVEL (\$20,000 - \$29,999)

Strengthen Your Partnership with the Industry

At the Partner Level, your company will have the opportunity to collaborate and build meaningful connections with leaders in the fresh produce and floral sectors. This sponsorship tier offers significant exposure across multiple FPFC events, positioning your brand as a trusted and integral part of the community. Whether at networking events, educational programs, or social gatherings, your presence will be felt, and your message heard. In addition to the perks included in each event sponsorship package, you are provided these additional perks complimentary:

- Company logo included on all FPFC Event marketing & outreach
- Quarterly Social Media Shoutout

SENIOR LEVEL (\$30,000 - \$39,999)

Amplify Your Impact and Influence

Be a Senior Level Sponsor and elevate your company's profile within the fresh produce and floral community. By supporting a wide range of FPFC events throughout the year, your brand will be prominently featured, fostering stronger relationships and creating lasting impressions. From industry events to educational summits, your commitment to innovation and growth will resonate with top industry professionals, cementing your place as a vital player in the industry. In addition to the perks included in each event sponsorship package, you are provided these additional perks complimentary:

- Company logo included on all FPFC Event marketing & outreach
- Year-long space on the FPFC.org website
- Monthly Social Media Shoutout

STANDARD LEVEL (\$10,000 - \$19,999)

Support and Engage with Industry Professionals

Be a Standard Level Sponsor and show your support for the fresh produce and floral community. This sponsorship level provides your company with valuable exposure and recognition at a variety of FPFC events, from social gatherings to industry showcases. It's an ideal way to build relationships, enhance your brand visibility, and align your business with the key players in the industry. Engage with professionals and stakeholders while demonstrating your commitment to the industry's success.

- Quarterly Social Media Shoutout

Inquiries? Email matt@fpfc.org



61ST ANNUAL DINNER DANCE

FEBRUARY 21 | BALBOA BAY RESORT IN NEWPORT BEACH

The Fresh Produce & Floral Council (FPFC) invites you to its annual Dinner Dance. Taking place on February 21, 2026, at the luxurious Balboa Bay Resort in Newport Beach, CA, the evening promises an elegant experience with a "Dress to Impress" theme. Join industry leaders and friends for an unforgettable night celebrating FPFC's legacy and future!

Sponsorship Packages

☐ **Diamond
Sponsor**
\$15,000

☐ **Platinum
Sponsor**
\$8,000

☐ **Gold
Sponsor**
\$6,000

Event Signage	✓	✓	✓
Logo Placed in Printed Program	✓	✓	✓
Logo Displayed in Event Slideshow	✓	✓	✓
Exclusive Social Media Posts Leading up to the Event	3 Custom Posts	3 Custom Posts	2 Custom Posts
Reserved Table for Company / Organization Guests	10 Guests	8 Guests	8 Guests
Select Additional Sponsorship Benefits from A La Carte Options	Any Two (2) A La Carte Options Not Exceeding \$7,500	One (1) A La Carte Option Not Exceeding \$1,200	

A La Carte Options on Next Page

Inquiries? Email matt@fpfc.org



61ST ANNUAL DINNER DANCE

A La Carte Options

Enhance your visibility and customize your impact with à la carte sponsorship opportunities designed to spotlight your brand in memorable ways throughout each event.

- ☐ **Specialty Cocktail Exclusive Bar Sponsor – \$5,000**
A popular stop during and after dinner, sponsorship of the Specialty Cocktail Bar is sure to get your company noticed. Specialty drink recipes using your company's beverage can be offered at the reception bars (no produce product can be accepted, and recipes are subject to hotel approval). The Specialty Cocktail Bar sponsor receives signage at the bar, plus event signage and listings in the Evening Program. During the evening, Sponsor logo and TWO product shots will also be included in the Event Video, and sponsor.
- ☐ **Texas Hold 'Em Sponsor – \$5,000**
Sponsor an entire room of Texas Hold Em' after dinner at the Dinner Dance! There will be no Angle Shooting; we'll provide the poker chips, and you'll provide the FUN! Your sponsorship includes special event signage in the room, along with a listing in the Evening Program. The sponsor logo and two product shots will be included in the Event Video shown during dinner.
- ☐ **General Reception Sponsor – \$5,000**
The Evening begins at the General Reception. General Reception Sponsor(s) receive a company listing on the Dinner Dance Invitation, special signage at the General Reception, and listings in the Evening Program. Sponsor logo and TWO product shots will be included in the Event Video.
- ☐ **Name Badge Sponsor – \$3,750**
Your company logo on each attendee name badge, along with event signage and listings in the Evening Program. Sponsor logo and one product shot will be included in the Event Video.
- ☐ **Invitation Sponsor – \$3,000**
Hundreds of retailers, food service operators, brokers, growers, distributors, wholesalers, and allied professionals see the Dinner Dance invitation—even if they don't attend. Sponsor's 4-color logo will appear on the invitation cover and on all printed event materials including the Program and on event signage. Sponsors logo and one product shot will be included in the event video.
- ☐ **DJ Sponsor – \$2,500**
The DJ keeps the party going after dinner. The DJ Sponsorship includes distinctive signage on the stage throughout the evening and special shoutouts from the DJ on the evening of the event. Sponsor also receives a listing in the Evening Program. Sponsor logos and one product shot will be included in the Event Video shown during dinner.
- ☐ **Party Favor Sponsor – \$2,500**
Party Favors Sponsor's logo will appear on party favors, and their name on signage at each table. Sponsorship also includes event signage and listings in the Evening Program. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

61ST ANNUAL DINNER DANCE

A La Carte Options Continued

☐ **VIP Reception Sponsor – \$2,500**

The VIP Reception is an invitation-only event attended by industry leaders, and key retail and foodservice executives. Sponsorship includes special signage at the VIP Reception and the Dinner Dance, as well as listings in the Evening Program. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Evening Program Sponsor – \$2,000**

The Evening Program Sponsor's logo appears on the cover of the program that is placed at every Dinner Dance table setting. The Evening Program Sponsorship also includes special event signage and listings in the Evening Program. Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Roulette Sponsor – \$2,000**

Your sponsorship includes special event signage, along with a listing in the Evening Program. The sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Event Video Sponsor – \$2,000**

The Event Video displays photos from the previous year— throughout dinner, with the prominently-placed Event Video Sponsor's logo appearing repeatedly through the presentation. The Sponsor's logo will appear on Dinner Dance signage in the Evening Program. The Event Video Sponsor company will be also verbally recognized from the podium during the event.

☐ **Blackjack Sponsor – \$2,000**

Your sponsorship includes special event signage, along with a listing in the Evening Program. The sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Centerpiece Sponsor – \$2,000**

With hundreds of retailers, food service operators, brokers, and growers in attendance, Centerpieces beautify the room and carry our theme into dinner. The Centerpiece Sponsor name will appear on signage at each table and sponsorship also includes event signage and listings in the Evening Program. The Centerpieces Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Craps Sponsor – \$2,000**

Your sponsorship includes special event signage, along with a listing in the Evening Program. The sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Event Signage Sponsor – \$1,750**

The logo of the Event Signage Sponsor will appear on every sign at the Dinner Dance. Sponsorship also includes listings in the Evening Program. The Event Signage Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ **Wine Sponsor – \$1,500**

Each table at the Dinner Dance receives two bottles of wine. Your sponsorship includes special event signage on the tables and at the event, along with listing the in Evening Program. The Wine Sponsor logo and one product shot will be included in the Event Video shown during dinner.

61ST ANNUAL DINNER DANCE

A La Carte Options Continued

☐ Awards Sponsor – \$1,500

We recognize and honor FPFC standouts at the Dinner Dance and the Awards Sponsor logo will appear on all awards given out. Sponsorship also includes event signage and listings in the Evening Program. The Awards Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ Beauty Photo Booth Sponsor – \$1,500

A night at the Balboa Bay Resort goes from epic to legendary when you commemorate it with a complimentary Beauty Photobooth Photo. Photos feature a sponsor logo in one color. Logo(s) will also appear on event signage, and listings will appear in the Evening Program. Sponsor logo(s) and one product shot will also be included in the Event Video shown during dinner.

☐ Coffee Bar Sponsor – \$1,500

Dinner Dance attendees seek out the Coffee Bar after dinner. The Coffee Bar Sponsor logo will appear on signage at the Coffee Bar. Sponsorship also includes special event signage and listings in the Evening Program. The Coffee Bar Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ Décor Sponsor – \$1,500

It's the décor that makes Dinner Dance memorable and will help bring the party to life. The Décor Sponsor name will appear on signage at each table and sponsorship also includes listings in the Evening Program. The Décor Sponsor logo and one product shot will be included in the Event Video shown during dinner.

☐ GoBos – \$1,500

GoBos are a stencil placed inside a light and they will be projecting the sponsor logo on to the wall for all guests to see. This includes listings in the Evening Program, and Event Signage.. Your logo will appear on a light that is projected on to the wall throughout the entire Dinner Dance. Your logo and one product shot will be included in the Event Video.

☐ Duffy Boat Sponsor – \$1,200

Sponsor a Duffy Boat ride with a retailer and you and your retailer of choice (list will be provided to sponsors) will get to cruise the Balboa Bay Harbor on Saturday February 21st from 11AM – 3PM. Maximum of 10 people per boat. Sponsors are asked to provide food & beverages for their guests.

☐ Event Photographer Sponsor – \$1,200

Photos from the Dinner Dance are housed on our website, trade press, as well as on our social media. The Event Photographer Sponsorship includes special event signage and listings in the Evening Program. The Event Photographer Sponsor logo and one product shot will be included in the Event Video shown during dinner.



☐ Sponsored Drink Tickets – \$1,000 min.

Purchase custom-branded drink tickets featuring their company logo. These tickets can be shared with other attendees as a fun, conversational icebreaker—offering a unique way to connect, network, and make a memorable impression.

TOTAL DINNER DANCE SPONSORSHIP AMOUNT

Inquiries? Email matt@fpfc.org





REGIONAL EDUCATIONAL LUNCHEONS

MARCH 10 | NORTHERN CALIFORNIA
MARCH 19-20 | PACIFIC NORTHWEST

MARCH 12 | CENTRAL CALIFORNIA
MARCH 26 | SOUTHERN CALIFORNIA

These intimate gatherings bring together fresh produce and floral professionals to connect, learn, and share insights on the latest trends shaping our industry. What to Expect: retail panel discussion featuring leading retailers and growers, conversation on advocacy and education, exclusive Produce Insider presentation. Don't miss this opportunity to network, gain knowledge, and grow with FPFC.

Sponsorship Opportunities (per luncheon)

☐ Tabletop Displays - \$750

- 6' table top to showcase products
- 30 second video & 2 minute podium time
- Two (2) complimentary admissions
- Signage at the event
- Recognition in the event slideshow
- Social media acknowledgement on all platforms

☐ Bar Sponsor - \$1,500

- Signage at the bar
- Three (3) complimentary admissions
- Social media acknowledgement on all platforms
- 30 second video & 2-minute podium time
- Signature drink (venue must have ingredients)

☐ Lunch Sponsor - \$1,500

- Your company recognized as the Lunch Sponsor.
- Company logo displayed on tables during lunch
- (3) complimentary admissions
- Social media acknowledgement
- 30-second video & 2-minute podium time

☐ Name Badge Sponsor - \$300



**TOTAL REGIONAL LUNCHEON
SPONSORSHIP AMOUNT**



Inquiries? Email matt@fpfc.org



SOCAL GOLF TOURNAMENT

APRIL 23 | TUSTIN RANCH GOLF CLUB IN TUSTIN, CA

Join industry peers for a day of friendly competition, networking, and fun at the FPFC Southern California Golf Tournament at Tustin Ranch Golf Club. As a sponsor, you'll enjoy premium visibility, direct engagement with key decision-makers, and the opportunity to showcase your brand in a relaxed, relationship-driven setting that brings the produce and floral community together.

Sponsorship Packages

☐ **Platinum
Sponsor**
\$7,500

☐ **Gold
Sponsor**
\$5,000

☐ **Silver
Sponsor**
\$3,500

	<input type="checkbox"/> Platinum Sponsor \$7,500	<input type="checkbox"/> Gold Sponsor \$5,000	<input type="checkbox"/> Silver Sponsor \$3,500
Registration for Golfers	Two (2) Foursomes	One (1) Foursome	One (1) Foursome
Event Signage	✓	✓	✓
Exclusive Social Media Posts Leading up to the Event	Three (3) Social Media Posts	Two (2) Social Media Posts	One (1) Social Media Post
On-Course Demo	✓	✓	

A La Carte Options on Next Page

SOCAL GOLF TOURNAMENT

A La Carte Options

Enhance your visibility and customize your impact with à la carte sponsorship opportunities designed to spotlight your brand in memorable ways throughout each event.

- ☐ **Goodie Bag – \$2,500**
Your company's four-color logo will be featured on the popular item that each player receives
- ☐ **Welcome & Happy Hour Bar Sponsor – \$2,200**
Sponsors product (juice only) can be incorporated into the bloody mary's and mimosa's in the morning. Welcome bar AND at the Awards Ceremony Happy Hour Bar. Sponsor receives signage at the bar, recognition in the bi-weekly newsletter, and on all social media platforms
- ☐ **Golf Balls (Two sponsorships available) – \$1,500**
Golfers will be given two sleeves of golf balls with your company logo on one set.
- ☐ **Hats – \$1,500**
Your company's four-color logo on the hats that each player receives before the tournament start.
- ☐ **Breakfast (Two sponsorships available) – \$1,700**
Your company will receive sign recognition by the morning breakfast pick-up.
- ☐ **Lunch (Three sponsorships available)– \$1,700**
Your company will receive sign recognition by the lunch pick-up station.
- ☐ **Name Badge Sponsor – \$1,200**
Your company's four-color logo will appear on each player's name badge.
- ☐ **Puttapalooza (Two sponsorships available) – \$1,200**
Your company's four color logo will be represented around this extremely popular contest.
- ☐ **On Course Demo (Six sponsorships available) – \$1,250**
These Demo Stations feature a spot right on the golf course for you to offer samples and demo to players as they pass by your stations. Sponsorship includes a table and two chairs on course
- ☐ **Hole-in-One – \$1,000**
Sponsor the Hole-in-One contest where a player has a chance to win \$1,000. Your company will receive signage at the contest hole
- ☐ **Longest Drive (Two sponsorships available) – \$950**
Your company will receive prominent signage at this popular contest hole
- ☐ **Closest to the Pin (Four sponsorships available) – \$950**
Your company will receive prominent signage at TWO of these popular contest holes
- ☐ **Drink Cart (Two available) – \$750**
Your company's four-color logo will be placed on the drink cart while the cart girl roams the golf course during the tournament
- ☐ **Sample (Ten available) – \$500**
Company's product of coupons will go in the Goodie bags that each player receives

**TOTAL SOCAL GOLF TOURNAMENT
SPONSORSHIP AMOUNT**



Inquiries? Email matt@fpfc.org





DAY AT THE CAPITOL

JUNE 10 | SACRAMENTO, CA

Join the FPFC for Day at the Capitol, where industry leaders unite to advocate for the fresh produce and floral sectors and engage directly with California policymakers. As a sponsor, you'll position your brand at the center of meaningful dialogue, demonstrating your commitment to advancing industry priorities and strengthening connections between business and government.

Sponsorship Opportunities

☐ **Reception Sponsor – \$3,000**

Showcase your company's brand to lawmakers, retailers, and industry leaders through event signage, podium shoutouts, social media posts, and highlights on the FPFC Bi-Weekly Newsletter.

☐ **Name Badge Sponsor – \$1,200**

Your company's four-color logo will appear on each player's name badge.

☐ **Program Sponsor – \$1,200**

Your company's four-color logo will appear on each program that is handed out to attendees



**TOTAL DAY AT THE CAPITOL
SPONSORSHIP AMOUNT**

Inquiries? Email matt@fpfc.org





PRODUCE AND FLORAL SHOWCASE

AUGUST 26-27 | WESTIN SOUTH COAST PLAZA IN COSTA MESA, CA

The FPFC Produce and Floral Showcase is an industry conference and premier exhibit showcase at the Westin South Coast Plaza in Costa Mesa on August 26th & 27th. Do not miss an opportunity to network with industry colleagues, listen to keynote speakers, gain insights into industry trends through educational workshops, and indulge in quality food and drinks during an exclusive reception and the industries FIRST innovative exhibit hall. This is THE West Coast conference and showcase where business meets innovation!

☐ **Platinum Elite**
\$9,000
 ☐ **Gold Premium**
\$7,000
 ☐ **Silver Supporter**
\$5,000

Exhibit Hall Booth	 Two (2) Booths		
Complimentary Registrations	 Four (4) Registrations	 Two (2) Registrations	 Two (2) Registrations
Sponsor Recognition on Signage, Website, and in Program			
Press Release Recognition			
Custom Social Media Posts on FPFC Pages	 Four (4) Posts	 Three (3) Posts	 Two (2) Posts
Logo Placement on Walk-In Slides, Email Promotions, and Website			
Buyer Business Meeting (20 minutes) with an Attending Buyer of Your Choice	 Three (3) Meetings	 Two (2) Meetings	 One (1) Meeting
Verbal Recognition from FPFC Chair			
Option to Display Promo Video During Keynote Program			

PRODUCE AND FLORAL SHOWCASE

A La Carte Options

Enhance your visibility and customize your impact with à la carte sponsorship opportunities designed to spotlight your brand in memorable ways throughout each event.

- ☐ **Exhibitor – \$2,000**
Includes a 6-foot table to showcase innovative product, two (2) admissions, early exhibit hall set-up
- ☐ **Brand Ambassador Sponsor – \$8,000 minimum**
Brand Ambassador are exhibitors that purchase 3 or more booths at full price. Benefits includes: logo on banner at the General Session, logo on ceiling of the exhibit hall, logo included in all press releases and event publicity, 1-minute video (you provide) played during the Opening Plenary logo included on a slide at Showcase Keynote Awards.
- ☐ **Bag Sponsor – \$5,000 (exclusive opportunity)**
Your company/organization logo on all Forum attendee tote bags.
- ☐ **Keynote Awards Sponsor – \$3,000 (3 total available)**
Logo included in Keynote Awards Breakfast slideshow option to include :30 second video during the keynote program; and a reserved table.
- ☐ **Welcome Reception Sponsor – \$3,000 (4 total available)**
Logo included in Opening Reception slideshow, signage, and Forum & Fair program.
- ☐ **Name Badge Sponsor – \$2,500**
Be the official sponsor of showcase name badges.
- ☐ **Registration Sponsor – \$1,600 (2 total available)**
Single logo on a sign in the registration area.
- ☐ **Go-Bo Sponsor – \$1,500**
Go-Bos are a stencil placed inside a light and they will be projecting the sponsor logo on to the ceiling for all guests to see.
- ☐ **Photographer Sponsor – \$1,250 (2 available)**
Signage on Forum Floor and the option of providing Branded item (shirt, hat, visor, etc.) for photographer to wear.
-  ☐ **Sponsored Drink Tickets – \$1,000 min.**
Purchase custom-branded drink tickets featuring their company logo – redeemable at the Welcome Reception. These tickets can be shared with other attendees as a fun, conversational icebreaker—offering a unique way to connect, network, and make a memorable impression.

Have another idea for a sponsorship opportunity? Or have questions about sponsorship packages in general? Email us at info@fpfc.org.

**TOTAL PRODUCE AND FLORAL SHOWCASE
SPONSORSHIP AMOUNT**



Inquiries? Email matt@fpfc.org



CHARITY PICKLEBALL TOURNAMENT

SEPTEMBER 25 | NEWPORT BEACH TENNIS & PICKLEBALL CLUB

Experience an unforgettable afternoon in Newport Beach, filled with competition, excitement, and networking! Watch or participate as 30 duo teams compete in a fun and engaging tournament. The tournament will have a vibrant party-like atmosphere, complemented by various sponsorship opportunities, including goodie bags, lunch, court sponsorships, paddles, giveaways, and more!

Sponsorship Opportunities

- ☐ **Goodie Bag (Exclusive) - \$2,500**
Your company's four-color logo will be featured on the popular item that each player receives.
- ☐ **Welcome & Happy Hour Bar Sponsor - \$2,200**
Sponsors product (juice only) can be incorporated into the Bloody Mary's and mimosa's in the morning. Welcome bar AND at the Awards Ceremony Happy Hour Bar. Sponsor receives signage at the bar, recognition in the bi-weekly newsletter, and on all social media platforms.
- ☐ **Pickleball Court - \$2,000**
Your company's four-color logo will be featured on the pickleball courts that each team will play on.
- ☐ **Lunch (Two available)- \$1,700**
Your company will receive sign recognition by the lunch pick-up station.
- ☐ **Pickleballs - \$1,500**
Your company's four-color logo will be featured on the pickleballs that each player plays with, and in the goodie bag that each attendee receives.
- ☐ **Bar Sponsor - \$1,500 (Two available)**
Your company's logo will be featured at the bar. Social media acknowledgement
- ☐ **Name Badge Sponsor - \$1,200**
Your company's four-color logo will appear on each player's name badge.
- ☐ **Towels - \$500**
Your company's four-color logo will appear on each player's towel.
- ☐ **Headband - \$500**
Your company's four-color logo will appear on each player's towel.
- ☐ **Wristband - \$500**
Your company's four-color logo will appear on each player's wristband.

**TOTAL CHARITY PICKLEBALL TOURNAMENT
SPONSORSHIP AMOUNT**



Inquiries? Email matt@fpfc.org



REGIONAL EDUCATIONAL LUNCHEONS

OCTOBER 28 | NORTHERN CALIFORNIA
NOVEMBER 10 | CENTRAL CALIFORNIA

NOVEMBER 4-5 | PACIFIC NORTHWEST
NOVEMBER 12 | SOUTHERN CALIFORNIA

These intimate gatherings bring together fresh produce and floral professionals to connect, learn, and share insights on the latest trends shaping our industry. What to Expect: retail panel discussion featuring leading retailers and growers, conversation on advocacy and education, exclusive Produce Insider presentation. Don't miss this opportunity to network, gain knowledge, and grow with FPFC.

Sponsorship Opportunities (per luncheon)

☐ Tabletop Displays - \$750

- 6' table top to showcase products
- 30 second video & 2 minute podium time
- Two (2) complimentary admissions
- Signage at the event
- Recognition in the event slideshow
- Social media acknowledgement on all platforms

☐ Bar Sponsor - \$1,500

- Signage at the bar
- Three (3) complimentary admissions
- Social media acknowledgement on all platforms
- 30 second video & 2-minute podium time
- Signature drink (venue must have ingredients)

☐ Lunch Sponsor - \$1,500

- Your company recognized as the Lunch Sponsor.
- Company logo displayed on tables during lunch
- (3) complimentary admissions
- Social media acknowledgement
- 30-second video & 2-minute podium time

☐ Name Badge Sponsor - \$300



**TOTAL REGIONAL LUNCHEON
SPONSORSHIP AMOUNT**

Inquiries? Email matt@fpfc.org





ANNUAL HOLIDAY RECEPTION

DECEMBER 10 | ANAHEIM SHERATON IN ANAHEIM, CA

The Fresh Produce and Floral Council 2026 Holiday Reception is set to take place on December 10th, at the Sheraton Park Hotel at the Anaheim Resort. The event will feature a combination of networking, heavy hors d'oeuvres, and live holiday jazz music, creating a warm and engaging atmosphere. This event is an excellent opportunity to celebrate the holiday season while supporting a meaningful cause!

Sponsorship Opportunities

☐ **Platinum Sponsor**
\$2,750

☐ **Key Sponsor**
\$2,000

☐ **Associate Sponsor**
\$1,000

Custom Social Media Posts on FPFC Pages	 Three (3) Posts	 Two (2) Posts	 One (1) Post
Logo Placement on Signage, Promo Materials, and in Email Newsletter			
6' Table Display to Showcase Your Company's Products			
Complimentary Admissions	 Four (4)	 Three (3)	
Place Samples and Marketing Materials on Banquet Tables			
Showcase Your Product in the Event Meal			
Time at the Podium to Comments or Video			

A La Carte Options on Next Page

Inquiries? Email matt@fpfc.org

ANNUAL HOLIDAY RECEPTION

A La Carte Options

Enhance your visibility and customize your impact with à la carte sponsorship opportunities designed to spotlight your brand in memorable ways throughout each event.

- ☐ **Social Bar Sponsor – \$1,500**
 - (OPTIONAL) Opportunity to incorporate a beverage product for a featured drink. Beverage only, no other product can be donated for this sponsorship (If you choose this option, special signage will be created)
 - Set up a 6' tabletop display to showcase your company and products
 - Your company logo on signage, and promotional materials.
- ☐ **Jazz Band Sponsor – \$750 (two available)**

Your company logo on signage on stage with the band, promotional materials, and listing in Bi-Weekly Newsletter.
- ☐ **Decoration Sponsor – \$1,000**

Your company name will appear on signage at each table. Sponsorship also includes listings in the Program.
- ☐ **Name Badge Sponsor – \$600**
- ☐ **Photo Sponsor (Three available) – \$600**

Your company logo on signage, promotional materials, and listing in the FPFC Bi-Weekly Newsletter.

Have another idea for a sponsorship opportunity? Or have questions about sponsorship packages in general? Email us at matt@fpfc.org.



**TOTAL HOLIDAY RECEPTION
SPONSORSHIP AMOUNT**

Inquiries? Email matt@fpfc.org



EDUCATION WEBINARS

Dates To Be Announce

These webinars bring together fresh produce and floral professionals to connect, learn, and share insights on the latest trends shaping our industry.

Sponsorship Opportunities (per webinar)

☐ Title Sponsor – \$2,000

- Your company named as the sponsor of the webinar. ("This webinar brought to you by *company name!*")
- Share your company highlights with a 60-second video played during the webinar (you provide)

Have another idea for a sponsorship opportunity? Or have questions about sponsorship packages in general? Email us at matt@fpfc.org.



**TOTAL EDUCATION WEBINAR
SPONSORSHIP AMOUNT**

Inquiries? Email matt@fpfc.org

\$ _____



2026 EVENT SPONSORSHIP SUMMARY

The Fresh Produce & Floral Council extends our sincere gratitude to our generous sponsors for their continued partnership and support throughout the year. Each sponsorship—whether for a single event or across multiple gatherings—helps us create valuable opportunities for networking, professional growth, and community building. Thank you for investing in the success of the fresh produce and floral industries and for helping us keep this vibrant community growing strong.

FPFC Event	Amount Sponsored
DINNER DANCE	
REGIONAL EDUCATIONAL LUNCHEONS (SPRING)	
SOCAL GOLF TOURNAMENT	
DAY AT THE CAPITOL	
PRODUCE AND FLORAL SHOWCASE	
CHARITY PICKLEBALL TOURNAMENT	
REGIONAL EDUCATIONAL LUNCHEONS (FALL)	
HOLIDAY RECEPTION	
EDUCATION WEBINARS	

**TOTAL SPONSORSHIP AMOUNT FOR
FPFC 2026 EVENTS** 

Submit completed sponsorship package to Matt Hayes at matt@fpfc.org to generate an agreement and invoice. Thank you for continued support!