

FDFA Convention Sponsorship Tracking 2016

Sponsorship Event	Sponsor Target	2015 (gross)	2016 Confirmed (gross)
Sunday Operators Breakfast	First China	1,000	3,000
Sunday Operators Lunch/Tasting	Diageo	6,000	5,000
Sunday Op's AM & PM Coffee Breaks	Godiva (2015)	3,500	
Sunday Op's PM Coffee Break	Krispy Kernels & Turkey Hill providing product only 2016		
Welcome Reception and Hospitality Lounge Package			
Welcome Reception/Lounge	Diageo	6,000	2,000
Welcome Reception/Lounge	PMA	6,000	6,000
Welcome Reception/Lounge	Molson	5,000	5,000
Welcome Reception/Lounge	Duty Free Americas	5,000	5,000
Welcome Reception/Lounge	Bacardi Canada	4,000	4,000
Welcome Reception/Lounge	Remy Cointreau	2,000	2,000
Welcome Reception/Lounge	Borders DF (Beam)	2,000	2,000
Welcome Reception/Lounge	Tito's Vodka (2015)	2,000	
Welcome Reception/Lounge	Brown-Forman (WFH Travel)	2,000	2,000
Welcome Reception/Lounge	Wine Classics		2,500
Welcome Reception/Lounge	Labatt	2,000	2,000
Welcome Reception/Lounge	Pernod Ricard	-	4,000
Welcome Reception only	First China	5,000	5,000
Lounge only	JTI-Macdonald	5,000	5,000
Welcome Reception/Lounge	Patron (2015)	4,000	
Welcome Reception/Lounge	Mark Anthony Brands (2015)	2,000	
Welcome Reception/Lounge	Peller Estates (2014)	-	
Welcome Reception/Lounge	Proximo Spirits (2014)	-	
Welcome Reception/Lounge	Lifford (2014)	-	
Welcome Reception/Lounge	Vincor (2013)		

Red font indicates they declined in 2016

Sponsorship Event	Sponsor Target	2015 (gross)	2016 Confirmed (gross)
Monday TFWA Lunch	TFWA	11,000	11,000
Tuesday Lunch	JTI Macdonald Corp	10,000	10,000
JTI Comedy/live Music Event	JTI Macdonald Corp	-	15,000
Fun Night	Proximo Spirits	10,000	10,000
Mon/Tues/Wed Breakfasts	RBH	15,000	15,000
Wednesday Lunch			
Gala Evening	Imperial Tobacco	50,000	50,000
Gala Red Wine (donated product only)	Peller Estates	500	-
Gala White Wine (donated product only)	G. Marquis		
Sparkling Wine (product & corkage)	Mark Anthony Group		500
Gala Ice Wine (product & corkage)	ALFA Brands/Pillitteri	500	500
Gala Beer	Labatt's	1,500	1,500
Gala Dessert	Jaan Inc. (2014)		
Gala Video	TIAC	3,500	3,500
Trade Floor Breaks (beverage sponsor)	Sayan	500	500
Trade Floor Breaks (cookies only)	Godiva (2015)		
Trade Floor break - products only	Turkey Hill and Krispy Kernels		
Suite Sign Board & Listing/Sheets	Turkey Hill	1,000	1,000
Protein Smooth Station	Turkey Hill	500	750
Registration Bags	DFX - 240 bags & chocolates		
Name Badge Holders	Labatt	1,500	1,500
WIT Retail Event	BAGATTI - JOANEL (2015)	1,000	
Charging Station/Directory Ad	First China	10,000	7,000
Media Cocktail (new)	First China		
TOTAL		179,000	182,250

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