

FDFA Convention Sponsorship Targets for 2017

Sponsorship Event	Sponsor Target	2016 Final (gross)	2017 Target	Notes
Sunday Operators Breakfast	First China	3,000	3,000	\$10k total when combined with Media Cocktail
Sunday Operators Lunch/Tasting	Diageo	5,000	5,000	\$7k total combined with Welcome Reception
Sunday Op's AM & PM Coffee Breaks	Godiva (2015)		3,500	
Sunday Op's PM Coffee Break	Krispy Kernels & Turkey Hill provided product only 2016			
Welcome Reception and Hospitality Lounge Package				
Welcome Reception/Lounge	Diageo	2,000	2,000	1 brand
Welcome Reception/Lounge	PMA	6,000	6,000	3 brands
Welcome Reception/Lounge	Molson	5,000	5,000	3 brands
Welcome Reception/Lounge	Duty Free Americas	5,000	5,000	
Welcome Reception/Lounge	Bacardi Canada	4,000	4,000	2 brands
Welcome Reception/Lounge	Remy Cointreau	2,000	2,000	1 brand
Welcome Reception/Lounge	Borders DF (Beam)	2,000	2,000	1 brand
Welcome Reception/Lounge	Tito's Vodka (2015)		2,000	1 brand
Welcome Reception/Lounge	Brown-Forman (WFH Travel)	2,000	2,000	1 brand
Welcome Reception/Lounge	Wine Classics	2,500	2,500	1 brand
Welcome Reception/Lounge	Labatt	2,000	2,000	1 brand
Welcome Reception/Lounge	Pernod Ricard	4,000	4,000	2 brands
Welcome Reception only	First China	5,000	5,000	
Lounge only	JTI-Macdonald	5,000	5,000	
Welcome Reception/Lounge	Patron (2015)		2,000	1 brand
Welcome Reception/Lounge	Mark Anthony Brands (2015)			previously sponsored this event
Welcome Reception/Lounge	Peller Estates (2014)			previously sponsored this event
Welcome Reception/Lounge	Proximo Spirits (2014)			previously sponsored this event
Welcome Reception/Lounge	Lifford (2014)			previously sponsored this event
Welcome Reception/Lounge	Vincor (2013)			previously sponsored this event

Red font indicates they declined in 2016

Sponsorship Event	Sponsor Target	2016 Final (gross)	2017 Target	Notes
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	Confirmed
Gala Red Wine (donated product only)	Peller Estates	-		
Gala White Wine (donated product only)	G. Marquis			
Sparkling Wine (product & corkage)	Mark Anthony Group	500	500	
Gala Ice Wine (product & corkage)	ALFA Brands/Pillitteri	500	500	
Gala Beer	Labatt's	1,500	1,500	
Gala Dessert	Jaen Inc. (2014)			previously sponsored this event
Gala Video	TIAC	3,500	3,500	
Trade Floor Breaks (beverage sponsor)	Sayan	500	500	
Trade Floor Breaks (cookies only)	Godiva (2015)			previously sponsored this event
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	750	750	
Registration Bags	DFX - 240 bags & chocolates			
Name Badge Holders	Labatt	1,500	1,500	
Charging Station/Directory Ad	First China	7,000	7,000	
Media Cocktail (new)	First China			
TOTAL		182,250	174,750	

* suppliers in red font declined sponsorship last year, however have sponsored in the past

Red font indicates they declined in 2016