



2015 WFF SPONSORSHIP MODEL

Frequently Asked Questions

Changing the Face of Leadership

Why is WFF changing its sponsorship model?

As WFF evolved as an organization, the current sponsorship model lacked consistency and was not sustainable for the organization's future. WFF is moving to a more traditional non-profit sponsorship model where companies contribute to the vision and mission of advancing women leaders in the foodservice industry. The current sponsorship model does not adequately cover the organization's expenses related to various programming and includes a number of premiums that, in some cases, exceeds the actual contribution made by the organization.

What specific changes are being made in 2015?

1. The updated sponsorship model is primarily focused on supporting WFF's mission of advancing women leaders. The number of conference registrations and complimentary memberships are directly correlated to the sponsorship level (See enclosed summary of benefits)
2. We have expanded sponsorship opportunities to include an Enterprise Sponsor and Title Sponsors for the WFF Annual Leadership Development Conference and Executive Summit
3. We have a number of new sponsorship opportunities available and have expanded the company benefits associated with various level of sponsorship
4. In order to reduce the complexity and focus on our mission of leadership development for everyone, we will no longer offer new or renewal of sponsorship opportunities related to product placements and product utilization in menu items during the conferences. We will honor existing multi-year agreements

The revised supporter/sponsorship model seems more expensive than in the past. Why did some of the prices for a number of sponsorships increase?

In the majority of cases, the current sponsorship model did not adequately cover the organization's expenses related to various programming. The new sponsorship model is focused on supporting the vision and mission and takes into account the fixed and variable expenses associated with its leadership development programming.

What are the benefits of partnering with WFF?

By partnering with WFF, you and your company are making a visible commitment to your employees and the industry of supporting the mission of advancing women leaders. The benefits include:

- Aligning your brand with a proven entity in foodservice
- Increasing employee engagement and retention by promoting career development and skill building
- Supporting diversity and inclusion

How are the supporter/sponsorship contributions currently being used?

Sponsorship contributions are used to cover the expenses of the conferences and the operational expenses of the organization. In addition, WFF under

stands that it is cost prohibitive to send all employees to its conferences and will be expanding its programming to a number of markets in the near future.

My company already has a multi-year contract with WFF. Will the terms stay the same?

WFF will honor all multi-year sponsorship agreements that are currently in place, including product placement agreements.

Why doesn't the new supporter/sponsorship model include conference registrations and/or memberships?

In a cost-benefit analysis, in many cases, WFF discovered it was actually losing money by offering free conference/summit registrations to its corporate partners. For this reason, we are providing a limited number of Annual Conference registrations for those contributing \$50,000 or more for the Annual Conference. In addition, only Enterprise and Executive Summit title sponsors will receive a limited number of Executive Summit registrations.

Companies also can receive a limited number of Corporate Memberships based on a specific level of support/sponsorship.

When will the new sponsorship model be effective?

Minor changes will be effective in 2015 as part of the "bridge year." However, the WFF corporate task force is reviewing the entire sponsorship model and recommending improvements in 2015 that will ultimately be rolled out for 2016.

What is the primary focus of the WFF Sponsorship Task Force?

WFF brought together a team of corporate partners as part of a task force to evaluate our current sponsorship model and recommend improvements that will benefit WFF and your organization. The task force recommendations will be completed in 2015 and rolled out for 2016.

What are some of the new sponsorship opportunities?

We have expanded our sponsorship opportunities and associated benefits to include:

- Enterprise Sponsor
- Title Sponsor Annual Conference
- Title Sponsor Executive Summit
- WFF TV (Conference)
- Technology Sponsor (Conference)
- Charging Café (Conference)
- Transportation Sponsor (Conference)

We also have sponsorship opportunities related to:

- Aspire Higher Institute: in-market and customized leadership development programs that will be rolled out throughout the year