



Ontario Cheese Society 2010 Conference Sponsorship Opportunities

Present your company to the nation's most dedicated cheese professionals. There are six easy ways to sponsor the 6th Annual OCS Conference.

Conference at a Glance

The 2010 OCS Conference will be held on **Monday, April 26** at Hart House on the University of Toronto Campus. This educational day includes internationally renowned researchers, panel discussions, discipline experts, break-out sessions for both production and public distribution sectors, plenty of networking, and of course, cheese tastings.

Following the conference, OCS will host a Canadian Cheese Tasting & Marketplace. This event will be open to the public and is expected to sell out at 500 tickets. Attendees will meet the cheesemakers, taste the cheese and have the opportunity to purchase hard-to-source cheeses.

Roots and New Trends of the OCS

The Ontario Cheese Society was founded in 2004 by 10 industry stakeholders who realized the need to share the information required to begin production of milk or cheese, the importance of educating public, and the need to create distribution systems for the resulting specialty products in Ontario. The OCS mandate has been to support and promote growth of farmstead, artisanal and regional cheese making in Ontario and all of its many facets and related disciplines. Six years later we have met with success in Ontario and the marketplace has changed. This year, the organization will change its focus to a national agenda and will ratify an accompanying name change with membership during the conference.

Our members include farmers, producers, suppliers, distributors, chefs, retailers, educators, media and enthusiasts. The majority of key Ontario cheese players and a few National artisans will gather on April 26th for the 2010 OCS Conference. We hope you will to.

How to Reach this Select Group

To promote you or your organization to this uniquely targeted audience, there is simply no better venue to have your message heard than the OCS conference. By supporting the 2010 OCS Conference you will reach the existing and future players in the Canadian artisan cheese business.

For more information or to take advantage of this excellent marketing opportunity please contact me at 416 895-3675 or kathleen@culinarium.ca

Sincerely,
Kathleen Mackintosh
OCS Conference Coordinator



FRIENDS OF OCS: \$50 (unlimited)

- Logo placement on Conference Entrance Sign Board.
- Written acknowledgement and thanks in conference package

BRONZE: \$150 (8 available)

Benefits of Friends of OCS **plus**...

- Screensaver logo placement to run throughout conference.
- Link to your company's website from OCS website.

SESSION SPONSOR: \$250 (8 available)

Benefits of Bronze level sponsorship **plus**.....

- Verbal acknowledgement and logo placement at the event sponsored.
- Your company's information pamphlets distributed in conference take-away package

SILVER: \$500 (8 available)

Sponsored Events: Lunch Sponsors

Benefits of Session Sponsor level sponsorship **plus**...

- Opportunity to donate product to be served or used at sponsored event
- One complimentary registration to the OCS conference

GOLD: \$750 (3 available)

Sponsored Event: Canadian Cheese Tasting

Benefits of Silver level sponsorship **plus**:

- One complimentary set of OCS membership mailing labels upon request
- Special recognition as sponsor in conference brochure

Diamond: \$1200 (2 available)

Sponsored Event: Canadian Artisan Cheese Tasting & Marketplace

Benefits of Gold level sponsorship **plus**:

- Additional complimentary registration to the OCS conference (total 2)
- One year OCS membership at Professional level or above.