

CFSEC 2025

Consumer Food Safety Education Conference

Coming together at the fork



Partnership for
Food Safety
Education



SPONSORSHIP PROPOSAL

2025 Consumer Food Safety Education Conference

Sysco Headquarters • Houston, TX

March 13-14, 2025

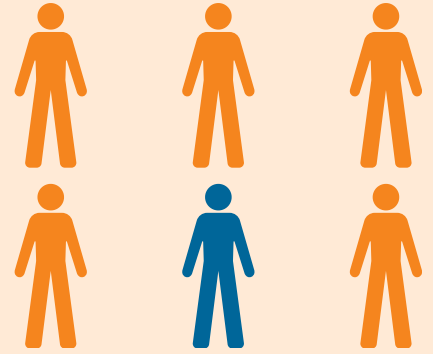
Foodborne Illness



Each year, **1 in 6 people in the United States** gets sick by consuming contaminated foods or beverages.

The Centers for Disease Control and Prevention (CDC) estimates that each year 128,000 hospitalizations and 3,000 deaths in the U.S. can be traced to foodborne pathogens.

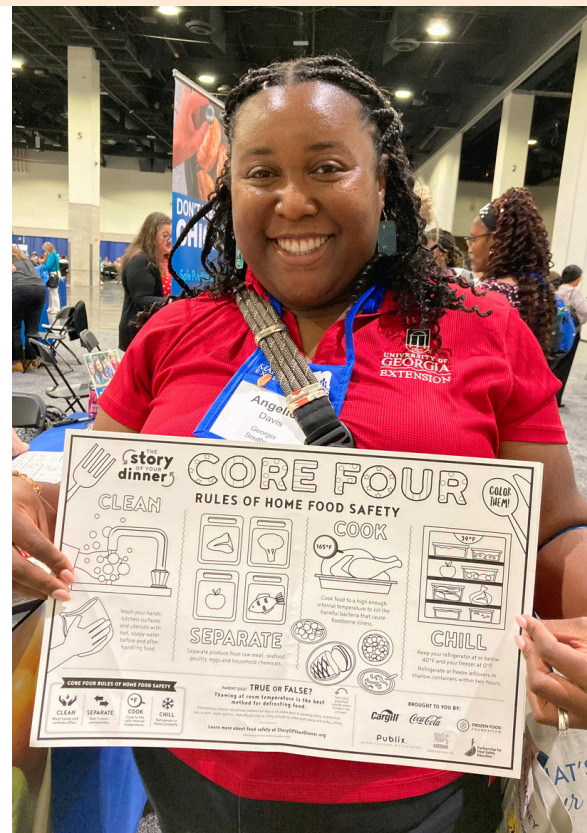
We're on a mission to change that.



PFSE Mission

The [Partnership for Food Safety Education](#) (PFSE) is a non-profit organization that **develops and promotes effective education programs to reduce foodborne illness risk for consumers.**

With an active network of 13,000 health, nutrition and food safety educators called [BAC Fighters](#), we help connect with and educate millions of households on safe food handling and hand hygiene.



About Your Investment

The Partnership for Food Safety Education will host the [2025 Consumer Food Safety Education Conference](#). This event will equip health, nutrition, and food safety professionals from all sectors to be prepared for the future of food safety education, as well as orient educators to national efforts to prevent foodborne illnesses.

This conference is the only event in the United States dedicated solely to consumer food safety education and highlights tactics from psychology, risk communications, research and more.

You can be part of bringing together federal partners, the latest research, and the creative outreach programming of an active network of about 300 health, nutrition and food safety professionals.

Invest in the future of food safety!

- Focus on behavior change, which is at the heart of improved food safety practices at home and at work.
- Opportunity to network and engage in collaborative dialogue with health, nutrition and food safety professionals from federal agencies, nonprofit organizations, higher education, and the food industry.
- Strategies to effectively change the food safety knowledge, attitudes, and behaviors of millions of consumers.
- Solution-based program designed to equip participants with the tools and resources to address their biggest food safety challenges of today and the future.



Conference Attendees

- BAC Fighters – 13,000 health, nutrition and food safety educators
- Local, state, and federal government personnel
- Registered dietitian nutritionists and nutrition specialists
- Public health and environmental health professionals
- Educators – K to 12 through college/university
- Food safety communicators
- Cooperative extension professionals
- Consumer advocates
- Food and beverage industry professionals



2025 Community Connector Benefits

As a BAC Fighter Community Connector, you will build your organization’s credibility and identity as a true partner with consumers in food safety. You will strengthen the effectiveness of food safety educators who reach target populations, improve food safety transparency, and increase your stakeholders’ exposure to food safety messages and best practices.

Sponsorship Benefits <small>*Donors in all categories are recognized as BAC Fighter Community Connectors in programming throughout 2024 and 2025.</small>	Platinum* Sponsor \$20,000	Gold* Sponsor \$10,000	Silver* Sponsor \$5,000
The opportunity to move the needle on foodborne illness, getting us closer to “zero”	●	●	●
Recognition as Sponsor of the Fight BAC! webinar series (3 to 4 webinars per calendar year)	●	●	●
Select conference programming and resources made available for free access online for professionals unable to attend (after the conference)	●	●	●
Recognition on conference website. Sponsors will receive logo placement on special web page.	●	●	●
Recognition on conference signage and marketing materials	●	●	●
Complimentary conference registrations	4	2	1
Invitation to Sponsors Dinner	4	2	1
Ad in conference program	Full page	Half page	1/4 page
Exhibit table for direct engagement with attendees	●	●	
Promotional brochure or other item in participant conference bag	●	●	
Electronic copy of conference participants’ contact information	●	●	
E-mail to 13,000 BAC Fighters announcing the Community Connectors.	3	2	1
Social media recognition of your organization as a BAC Fighter Community Connector (23,000+ followers)	3	2	
Opportunity to serve product during one lunch session with recognition. Product supplied from sponsor.	●		
Role in introducing speaker(s) or announcing conference event	●		
Your rep introduces your organization at the podium	●		

For further information: Heather Harter • PFSE Development Manager • harter@fightbac.org

Additional Sponsorship Opportunities

These conference sponsorship opportunities are available on a first come, first served basis.

\$1,000

Coffee Break Sponsor (1 available)

- ✓ Logo and name program recognition with one coffee break
- ✓ One complimentary registration
- ✓ Invitation to Sponsors Dinner

\$1,000

Transportation Sponsor (2 available)

- ✓ Logo and name program recognition with transit bringing people to and from the conference
- ✓ One complimentary registration
- ✓ Invitation to Sponsors Dinner

~~**\$5,000**~~

~~Reception Sponsor (0 available)~~

- ~~✓ Logo recognition at cocktail hour~~
- ~~✓ Program recognition~~
- ~~✓ Two complimentary registrations~~
- ~~✓ Invitation to Sponsors Dinner~~
- ~~✓ ¼ page ad in conference program~~
- ~~✓ Social media recognition (1)~~

\$7,500*

Product Test Kitchen Tasting Experience (1 available)

- ✓ Logo recognition in test kitchen
- ✓ Program recognition
- ✓ Two complimentary registrations
- ✓ Invitation to Sponsors Dinner
- ✓ ¼ page ad in conference program
- ✓ Social media recognition (2)
- ✓ E-mail recognition to 13,000 educators

*\$2,000 as add on to Gold or Platinum sponsorships. Sponsor supplies product to be tasted or experienced, and gets an opportunity to engage directly with attendees in conversation.

Conference Co-Chairs



Charles Leftwich
Vice President, Food Safety & Quality Assurance
Sysco Corporation
[LinkedIn](#)



Tara Harman Kelly, MS, RDN
Nutrition Sciences Instructor
The University of Alabama at Birmingham
[LinkedIn](#)

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