



GROWING THE MOVEMENT TOGETHER

SPONSORSHIP OPPORTUNITIES

FAIR TRADE
CAMPAIGNS
NATIONAL CONFERENCE

Fair Trade Campaigns National Conference

March 1-3, 2019 • Chicago, IL

This spring, over 400 attendees will convene in Chicago, IL for the fourth [Fair Trade Campaigns National Conference](#). This unique event brings together a diverse group of passionate consumer-advocates, companies, and nonprofits - all focused on driving social, economic and environmental impact through conscious consumerism and corporate social responsibility.

Our audience includes student leaders and campus professionals from 125 universities, influencers from 150 cities, congregations and K-12 schools, and professionals from brands and NGOs activating consumers and driving the market towards sustainability. All are united by their shared commitment to sustainable development, environmental stewardship and conscious consumerism, and a belief in the power of Fair Trade as a just and sustainable means to improve livelihoods worldwide.



Your support will ensure an impactful conference that is accessible to our diverse community and provide exposure and engagement with this influential and passionate audience.

Awareness of Fair Trade is now at 64 percent among U.S. consumers and our campaigners are determined to drive that even higher. As a sponsor, your brand will:

- Be showcased as a leader in social responsibility, sustainable development and the Fair Trade movement
- Have intimate networking opportunities with community advocates who influence the buying decisions of millions of consumers and play a major role in leveraging the purchasing power of their institutions
- Engage with university students focused on impact careers, looking for companies making a difference through Fair Trade and sustainability commitments
- Be visible to hundreds of thousands of conscious consumers through our Fair Trade social media channels



5.5K

Community Organizers



275+ Campus &

Community Campaigns



73K

Email Reach



57K

Monthly Web Users



342K

Social Media Reach

Due to the limited number of sponsorship opportunities at each level, and to ensure receipt of full benefits, **please secure your sponsorship by February 7, 2019**. As an added incentive, the first 10 sponsors over \$10,000 will receive an additional dedicated social media post.

For more information, please contact Emily Hobbs at ehobbs@fairtradeusa.org or (510) 844-1663.

conference.fairtradecampaigns.org

CONFERENCE DETAILS

Friday night opens with a welcome reception creating space for networking, reconnecting with fellow advocates and leaders and creating new connections. Following the reception will be an inspiring series of TED-style talks, followed by a day and a half of keynotes and panels featuring high-profile advocates, industry leaders and well-known figures in Fair Trade, sustainability and social justice.

The strong presence of Fair Trade farmers and producers will ensure that the voices of partners up and down supply chains are central to these important discussions.

An expo will create a space for brands and NGOs to interact with attendees, and networking sessions will provide opportunities for quick, deep-dives for aspiring students and advocates. For the first time, we will be adding opportunities for Expo partners to interact specifically with graduating students and rising seniors by adding a career fair component, which will feature quick-fire presentations at booths for groups of students, informational interviews and even actual interviews with prospective employees determined to make a difference with their career choices.



“After this meeting, I can go home with hope because I see that there are a lot of young people that believe in Fair Trade. I see that there is a future to this and that people are aware that we should treat our producers well, otherwise there won’t be producers at all in a couple of years.”

Luis Miguel Garcia

General Manager, Cooperativa de Caficultores de Anserma, Colombia

“It was a pleasure and an honor to be part of such an impressive line-up of speakers.

Fair Trade Campaigns is doing great work!”

Lisa Zwack

Head of Sustainability, Kroger

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EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Expo Sponsor	\$40,000	Title sponsorship of main networking and social space of the conference. Visibility to all attendees via signage and double-size space at the Expo.
Virtual Reality	\$30,000	Empower our attendees to experience the daily reality of producers and the communities that are a part of Fair Trade on the ground. Includes cost of space, equipment and content coordination.
Producer Participation	\$20,000	Underwrite the participation of 4 farmers, workers or artisan producers from origin. Includes conference registration, travel stipend, lodging and incidentals.
Videography / Archiving	\$15,000	Enable us to capture the experience of the conference to share with the entire Fair Trade Campaigns community across the country. The sponsor will have a watermark presence on all general session video assets preserving your investment in the conference.
Scholarships	\$10,000	Scholarships for 5 students who could not otherwise afford to attend. Includes conference registration, travel stipend, lodging and incidentals. <i>Opportunity available until January 15, 2019.</i>
Conference Wi-Fi	\$7,000	Keep our attendees connected and broadcasting the conference to the public. Includes cost of high-bandwidth wi-fi, branding of wi-fi network and password.

2018 CONFERENCE TESTIMONIALS

"After hearing from speakers, panelists, and other Fair Trade student advocates, I feel like I have a strong network and toolset to use in the future and have returned to my campus with more ideas and passion than I could ever have without attending."

– Sophia, Spokane, WA

"Everyone involved was personable, passionate and knowledgeable. I would go back tomorrow if I could."

– Adam, Newark, DE

"These types of opportunities to connect with professionals and like-minded people are always so incredibly helpful as teachers. It helps us feel as though we are more connected to the cause."

– Mary & Lori, Philadelphia, PA

"This is one of the most meaningful experiences in my college career, being able to dive into a community that not only cares deeply about issues of welfare and environment, but also acts passionately in their communities."

– Lily, Berkeley, CA

"This conference enabled me to think more critically about my goals for development, both at work and in my personal pursuit of supporting Fair Trade."

– Callie, Washington, DC

"I have been inspired beyond words and can't wait to continue my advocacy."

– Valencia, Atlanta, GA



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conference.fairtradecampaigns.org

SPONSORSHIP BENEFITS MATRIX

SPONSORSHIP LEVELS	Presenting Sponsor	Partner	Organizer	Supporter	Advocate (NGO)	Friend (NGO)
Sponsorship Benefits	\$50,000	\$25,000	\$10,000	\$5,000	\$1,000	\$500
Name on website	X	X	X	X	X	X
Logo on website	X	X	X	X		
Name on signage	X	X	X	X	X	X
Logo on signage	X	X	X	X		
Logo on e-flyers	X	X	X	X	X	X
Social Media Post*	3	2	1	1		
Blog Post*	X	X	X			
Complimentary Registration	3	2	2	1		
Expo Table	12'	12'	6'	6'	6'	
Main Room Company Banner	2	1	1			
Friday Reception & Opening Session Sponsor	X					
Networking Session Sponsor		X				

*This sponsor benefit is available for sponsorships secured by February 7, 2019.



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SPONSORSHIP LEVELS OVERVIEW

Sponsorship Level	Amount	Key Features
Presenting Sponsor	\$50,000	<ul style="list-style-type: none"> • Featured on Conference Website • Representation on 2 banners for placement in the main conference room • Friday Reception & Opening Session Sponsor <ul style="list-style-type: none"> ◦ Dedicated Signage to alert attendees of sponsorship • Friday evening reception with branded “Ask Me About” sticker • Recognition of top sponsorship general sessions • Customized opportunity to engage with targeted groups of attendees • Logo included in prominent location on the conference website and signage • Featured in pre-conference guest blog post • 3 dedicated social media posts • 3 complimentary registrations • Double table at Expo/Career Fair
Partner	\$25,000	<ul style="list-style-type: none"> • Representation on 1 banner for placement in the main conference room • Logo included on the conference website and signage • Sponsorship of a networking session or career fair sessions • Featured in pre-conference guest blog post • 2 dedicated social media posts • 2 complimentary registrations • Double table at Expo/Career Fair
Organizer	\$10,000	<ul style="list-style-type: none"> • Logo included on the conference website, signage, and on conference e-flyers • Featured in pre-conference guest blog post • 1 dedicated social media post • 2 complimentary registrations • Table at Expo/Career Fair
Supporter	\$5,000	<ul style="list-style-type: none"> • Logo included on the conference website, signage, and on conference e-flyers • 1 dedicated social media post • 1 complimentary registration • Table at Expo/Career Fair
Advocate (NGO only)	\$1,000	<ul style="list-style-type: none"> • Name placement on the conference website (no logo) • Company name recognition on conference signage and on slide deck before and after general sessions (no logo) • Logo included on conference e-flyers • Table at Expo/Career Fair
Friend (NGO only)	\$500	<ul style="list-style-type: none"> • Name placement on the conference website (no logo) • Company name recognition on conference signage and on slide deck before and after general sessions (no logo) • Logo included on conference e-flyers

For more information, please contact Emily Hobbs at ehobbs@fairtradeusa.org or (510) 844-1663.

Sponsorship Form

To secure your sponsorship, please complete this form and submit via fax, email or mail.

Email: ehobbs@fairtradeusa.org | Fax: 510-663-5264

Fair Trade Campaigns c/o Fair Trade USA, 1500 Broadway, Suite 400, Oakland, CA 94612

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP CODE:** _____

TELEPHONE: _____ **EMAIL:** _____

WEBSITE: _____ **FAX:** _____

SPONSORSHIP LEVEL:

- ☐ Presenting Sponsor -- \$50,000
- ☐ Partner -- \$25,000
- ☐ Organizer -- \$10,000
- ☐ Supporter -- \$5,000
- ☐ Advocate (NGO Only) -- \$1,000
- ☐ Friend (NGO Only) -- \$500
- ☐ I would like to personalize my sponsorship level, please contact me to discuss the cost.

PAYMENT INFORMATION (please check one):

*ACH/Direct Deposit or Check preferred

- ☐ ACH/Direct Deposit
Account Number: 1011521163, ABA/Routing Number: 121100782
Please reference FTCNC2018
- ☐ Check enclosed
- ☐ Charge a Credit Card
Credit Card # _____ Exp. _____
Signature to authorize Credit Card _____ Date _____

Make all checks payable to Fair Trade Campaigns c/o Fair Trade USA (Tax ID 41-1848081)
Attn: Resource Development and mail to 1500 Broadway, Suite 400, Oakland, CA 94612