



**FAIR TRADE
CAMPAIGNS**
NATIONAL CONFERENCE

INNOVATING FOR A JUST AND SUSTAINABLE FUTURE

2020 Sponsorship Opportunities

MARCH 20-22 2020

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PASADENA, CA



Join us as a sponsor of the 2020 Fair Trade Campaigns National Conference to build awareness of your brand and engage with the next generation of conscious consumers and influencers.

About Fair Trade Campaigns

Fair Trade Campaigns works closely with Fair Trade advocates, conscious consumers, cross-sector stakeholders and institutional decision-makers to increase awareness and drive purchase of Fair Trade. Through designation programs, Fair Trade Campaigns recognizes Towns, Colleges & Universities, K-12 Schools and Congregations for committing to Fair Trade education and sourcing.

PROGRAM REACH

6K+

CAMPUS &
COMMUNITY
ADVOCATES

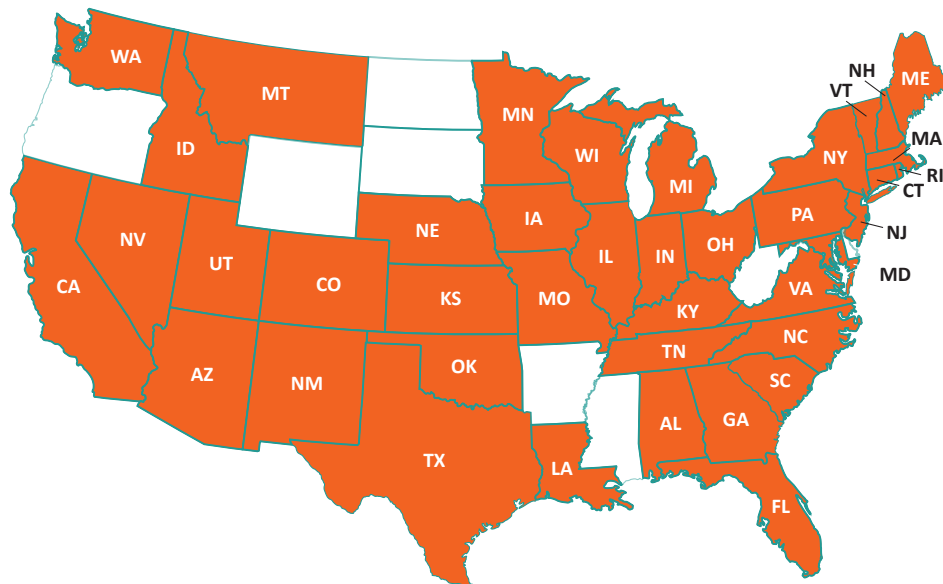
122

COLLEGES &
UNIVERSITIES

155

TOWNS, SCHOOLS &
CONGREGATIONS

40 STATES



About The Conference

The annual Fair Trade Campaigns National Conference 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.

2019 AUDIENCE

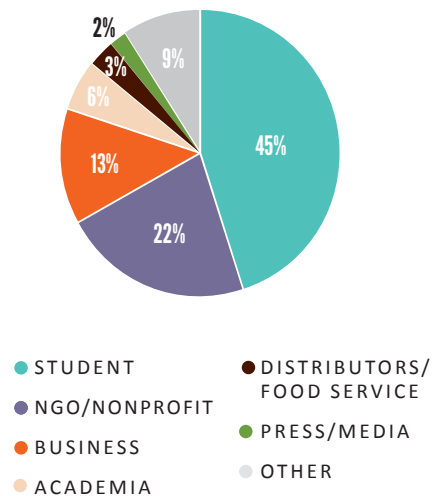
390
ATTENDEES

95%
WOULD
ATTEND AGAIN

47
COLLEGES &
UNIVERSITIES
REPRESENTED

35
FAIR TRADE
BRANDS/
BUSINESSES
REPRESENTED

SECTOR



ATTENDEES FROM 32 STATES AND 9 COUNTRIES

US, Canada, Cote d'Ivoire, Colombia, Ecuador, Italy, Mexico, Peru, Singapore

ONLINE REACH



1.9M

SOCIAL MEDIA
IMPRESSIONS



919

#FTCONF2019
HASHTAG USE
DURING CONFERENCE

Why Sponsor

At the 2020 National Conference, attendees will explore innovative solutions to global challenges, through the lens of sustainability, social justice and Fair Trade. Your support will allow us to facilitate critical conversations and convene leaders working towards a just and sustainable future.

JOIN US TO:

Gain access to retailers, campus representatives and decision makers, buyers and brands

Showcase YOUR brand's commitment to conscious consumerism and Fair Trade

Tap into a passionate group of influencers - student leaders, consumers and Fair Trade advocates

PAST SPONSORS



PAST FOOD SERVICE AND SUSTAINABILITY SPONSORS



Sponsorship Levels

PRESENTING SPONSOR - \$35,000

- Featured on Conference Website
-
- Friday Reception & Opening Session Sponsor (dedicated Signage to alert attendees of sponsorship)
-
- 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
-
- 4 complimentary registrations
-
- 4 VIP reception invitations to be used or gifted
-
- Double table at Marketplace

PARTNER - \$25,000

- Representation on 1 banner for placement in the main conference room
-
- Logo included on the conference website and signage
-
- Sponsorship of a networking session
-
- Featured in pre-conference guest blog post
-
- 2 dedicated social media posts
-
- 3 complimentary registrations
-
- 3 VIP reception invitations to be used or gifted
-
- Double table at Marketplace

ORGANIZER - \$10,000

- 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
-
- 2 VIP reception invitations to be used or gifted
-
- Table at Marketplace



SUPPORTER - \$5,000

Logo included on the conference website, signage, and on conference e-flyers

•
1 dedicated social media post

•
1 complimentary registration

•
1 VIP reception invitation to be used or gifted

•
Table at Marketplace

ADVOCATE - \$2,500

Logo included on the conference website and signage

•
1 dedicated social media post

•
1 complimentary registration

•
1 VIP reception invitation to be used or gifted

•
Option to add Marketplace table

FRIEND (NGO ONLY) - \$500

Logo included on the conference website

•
Name placement on conference signage and on slide deck before and after general sessions (no logo)

•
1 complimentary registration

•
1 VIP reception invitation to be used or gifted

•
Option to add Marketplace table

Specialty Sponsorship Opportunities

MEDIA SPONSOR - \$15,000

Branded presence on conference highlights video, archived general session recording and testimonial videos

- One person designated by sponsor to be included in video

- 2 complimentary registrations

- 2 VIP reception invitations to be used or gifted

VIP RECEPTION SPONSOR - \$10,000

Name on reception invitations

- Welcome remarks

- Benefits of Organizer Level

CONFERENCE MOBILE APP - \$10,000

Branded presence upon opening of conference app

- Benefits of Organizer Level

- 2 complimentary registrations

- 2 VIP reception invitations to be used or gifted

WIFI SPONSOR - \$5,000

Branded presence on login page

- Password can be sponsor name

- Benefits of Supporter Level

CONFERENCE COFFEE / TEA SPONSOR - \$5,000

Benefits of Supporter Level

- Full attendee list (by request)

- Opportunity to provide coffee or tea product to conference attendees throughout event

FOR MORE INFORMATION OR TO DISCUSS OTHER CUSTOM SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT EMILY HOBBS AT EHOBBS@FAIRTRADEUSA.ORG OR (510) 844-1663.

SPONSORSHIP BENEFITS MATRIX

SPONSORSHIP LEVELS	PRESENTING SPONSOR	PARTNER	ORGANIZER	SUPPORTER	ADVOCATE	FRIEND (NGO)
	\$35,000	\$25,000	\$10,000	\$5,000	\$2,500	\$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	1	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, 2020.