

Sponsorship Prospectus

Cereals & Grains 21 A Series on Food Evolution

Online June 24 • September 23 • November 18



WHO SPONSORS?

Companies from across the globe support Cereals & Grains 21 to stay relevant in the market and make connections with our attendees. Opportunities available this year also give sponsors the opportunity to show the latest advancements in their services and technologies that attendees can leverage for their daily work and research. For the most current listing of sponsors, go to cerealsgrains.org/meetings.

SPONSORSHIP OPPORTUNITIES

The structure of this year's meeting allows for our sponsors to get 3x the exposure of an annual meeting! Each sponsorship gives sponsors recognition every day of the meeting unless stated otherwise.

Gain brand recognition

- Banner ad on meeting platform: \$3,000
- Registration confirmation email: \$5,000
- Daily meeting email sponsor: \$3,000/day or \$7,500/meeting
- Sponsored social post: \$3,000
- Sponsored email blast: \$6,000
- Pre-meeting music playlist: \$3,000
- Pre-session music sponsor: \$5,000

Get your swag in attendee hands

- Swag bag inserts: \$3,000
- Swag bags: \$8,000
- Customized gifts: varies
- Lunch or coffee credits: varies

Be a part of the program

- Ad roll or 2-minute commercial to kick off a session: \$3,000
- Sponsor a Cereals & Grains session: \$3,000
Includes:
 - Banner ad on the session platform (for the session sponsored)
 - Providing a co-moderator for the session
- Sponsor your own session: \$6,000
- Virtual happy hour or activity: \$3,000

Customizable Sponsorship Packages

If there are a couple of opportunities that are of interest to your team, we can bundle them into a customized sponsorship package to meet your budget! We'll include additional benefits for your team (e.g. complimentary registrations). Here are the levels we've put together that are easily customized with opportunities above – and other opportunities you might have in mind!

- VIP: \$25,000+
- Platinum: \$15,000+
- Gold: \$10,000+
- Bronze: \$5,000+

To learn more about these opportunities, or create your own opportunity for this meeting, reach out! To reserve an opportunity or sponsorship package, fill out this [sponsorship reservation form](#) and email it to Brianna Plank:

Brianna Plank
Director, Business Development
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