



# **CAC Sponsorship & Advertising Opportunities**

*Profile your organization and brand  
as a leader in the coffee industry!*

# What's Brewing?

Monthly Webinar Series 2021



## Monthly Webinars

**\$800 per webinar**

- Held mid-month
- Topics will vary and focus on thought leadership, high-level insights and data of interest to the coffee industry.
- Attendance open to CAC members and Non-Members.
- Format will be panel discussions
- Logo acknowledgment in 2-3 emails prior to, during the webinar, and one after.
- Logo in social media promotion – min. 2-3 posts on LinkedIn (655+ followers) and Twitter (175+ followers)
- Estimated Attendance – 25+ participants
  
- Maximum 3 sponsors per webinar
- Must commit to minimum 3 newsletters; 3 webinars or combination

### **2021 Content Calendar**

April 15	Global Coffee Trends
May	Government Relations

### **Future Topics TBC:**

Equipment  
Retail  
Supply Chain



## Monthly Newsletter

**\$500 per newsletter**

Distributed at the beginning of every month by email to more than 100+ CAC Members.

Choose from either:

### **Sponsored Content**

- Up to 200 words displayed within the body of the newsletter
- Company logo **or** one image – not both (png preferred for logo)
- 1-2 links can be included
- Submitted content will be subject to final approval by CAC staff)

**OR**

### **Corporate Advertisement** (300px W x 250px H; High resolution JPG or PNG)

- Ads will be displayed within the body of the newsletter (no banner advertising)
  
- Maximum 3 advertisers/sponsors per newsletter
- Must commit to minimum 3 newsletters; 3 webinars or combination

# Annual Conference – November 2021

Held every Fall, the CAC's annual Conference attracts 150+ attendees who are senior executives and leaders across all industry sectors, including marketing, consumer research & development.

Note: Some 2021 Conference details still being finalized (theme, agenda).

All Conference sponsors receive:

- Promotion leading up to Conference – logos on CAC website; announcements on Twitter and LinkedIn; in member e-newsletters
- Logo recognition and acknowledgment during the Conference
- Post-Conference acknowledgment – Twitter, LinkedIn, member e-newsletter; logos remain on CAC website

## 2020 Sponsors



### Corporate Sponsors \$9,000

- Receive five (5) complimentary registrations (approx. \$1,000 value)
- Top level sponsor acknowledgment through event promotion prior to, during and after event.
- First choice to sponsor keynote or other presentation.
- Opportunity to share corporate overview/promotion (2-3 minutes) with attendees.

### Signature Sponsors \$7,000

- Receive five (5) complimentary registrations (approx. \$1,000 value)
- Sponsor acknowledgment through event promotion prior to, during and after event.
- Opportunity to present, host or introduce a specific speaker or topic or panel.

### Platinum Sponsors \$4,500

- Receive three (3) complimentary registrations (approx. \$600 value)
- Sponsor acknowledgment through event promotion prior to, during and after event.
- Opportunity to introduce a specific speaker (excluding keynote) or topic or panel.

### Speaker Sponsors \$3,000

- Receive one (1) complimentary registration (approx. \$200 value)
- Opportunity to introduce a speaker (excluding keynote).



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*For more information contact:*

[info@coffeeassoc.com](mailto:info@coffeeassoc.com)

[\*www.coffeeassoc.com\*](http://www.coffeeassoc.com)

