



2021 Conference Sponsorship Package

Reach executives, marketers, innovators and decision makers at the top national and global coffee organizations.

Held every Fall, the CAC's annual Conference attracts 150+ attendees from across all sectors including coffee roasters, retailers, importers and suppliers.

Promote your organization through:

- Sponsored banner ads on our virtual event space/website – homescreen, top navigation, side navigation, in page
- Sponsored sessions or activities – eg. sponsor a presentation, lunch, cocktail hour
- Company profile - can be customized to include corporate video, content and contact information
- Logo on CAC website for one year
- Promotion on CAC Twitter and LinkedIn including:
 - Individual sponsor welcome announcement
 - Logo included on Conference images leading up to event
 - Post-Conference appreciation
- Announcement of sponsorship and thank you in member e-newsletters
- Acknowledgment in Conference email updates & during the Conference

Build Engagement through:

- Sponsor Gamification – encourage attendees to meet with you or learn more about your organization, eg. one-on-one meetings for points for prizes
- Sponsored Raffles
- Sponsored Surveys – following a presentation



2021 Sponsorship Levels

Corporate Sponsor \$9,000

- Receive seven (7) complimentary registrations (approx. \$1,400 value)
- Top level sponsor acknowledgment through event promotion prior to, during and after event
- 2 Banner Ads in Virtual Event Space
- 2 Sponsored Sessions – opportunity to introduce or thank the speaker (including keynote)
- 5 Gamification Challenges
- 3 Sponsored Announcements
- Sponsored Survey
- Logo featured on:
Event Website, Virtual Event Space home screen



2021 Sponsorship Levels

Signature Sponsors \$7,000

- Receive five (5) complimentary registrations (approx. \$1,000 value)
- 2 Banner Ads in Virtual Event Space
- 1 Sponsored Session – opportunity to introduce or thank the speaker (excluding keynote)
- 3 Gamification Challenges
- 2 Sponsored Announcements
- Sponsored Survey
- Logo featured on:
Event Website, Virtual Event Space home screen



2021 Sponsorship Levels

Platinum Sponsors \$4,500

- Receive three (3) complimentary registrations (approx. \$600 value)
- 1 Banner Ad in Virtual Event Space
- 1 Gamification Challenge
- 1 Sponsored Announcements
- Sponsored Survey
- Logo featured on:
Event Website

Speaker Sponsor \$3,000

- Receive one (1) complimentary registration (approx. \$200 value)
- 1 Banner Ads in Virtual Event Space
- 1 Sponsored Announcements
- Sponsored Survey
- Logo featured on:
Event Website