



GROWING THE MOVEMENT TOGETHER

SPONSORSHIP OPPORTUNITIES

FAIR TRADE
CAMPAIGNS
NATIONAL CONFERENCE

Fair Trade Campaigns National Conference

March 23-25, 2018 • Washington, DC

This spring, an expected 300 plus attendees will convene in Washington DC for the 3rd [Fair Trade Campaigns National Conference](#). They include campus leaders from 115 universities, influencers from 150 cities, congregations, and K-12 schools, and conscious consumerism-focused organizations and individuals. All are united by their belief in the power of Fair Trade as a just and sustainable means to improve livelihoods worldwide.

We need your support to ensure a high-quality conference that is accessible to our diverse community.

Awareness of Fair Trade is now at 67 percent among U.S. consumers – an all-time high. As a sponsor, your brand will:

- Be showcased as a leader in 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
- Be visible to hundreds of thousands of conscious consumers through our Fair Trade social media channels



5K+

Community Organizers



275+ Campus &

Community Campaigns



66K+

Email Reach



350K+

Social Media Reach

Due to the limited number of sponsorship opportunities at each level, and in order to receive the full benefits, **please secure your sponsorship by February 22**. As an added incentive, the first 10 sponsors over \$10,000 will receive an additional dedicated social media post.

To find out more, please contact Billy Linstead Goldsmith at billy@fairtradecampaigns.org or (267) 886-9990.



Conference Details

The Fair Trade Campaigns National Conference has opportunities to sponsor one of four tracks:

- **Fair Trade at the Heart of Sustainability** – How does Fair Trade support sustainable supply chains and global efforts like the UN Sustainable Development Goals?
- **Driving Purchase to Drive Impact** – Drawing on thought partnership with stakeholders, how will we deploy a series of Calls to Action to encourage conscious consumerism and encourage Fair Trade purchases?
- **Building a Diverse & Inclusive Movement** – How can we reach and activate more diverse communities as partners, advocates, and committed consumers?
- **Colleges & Universities Driving the Movement** – How can we engage more millennials through campus procurement and activism?

Friday night's opening session will feature 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 beneficiaries are central to these important discussions.



VOICES OF FAIR TRADE ORGANIZERS

“With each campaign, every event, and the people who are motivated to continue to make Fair Trade heard and seen, we are doing our part to make this world a better place for generations to come.”

– Jessamine G., California Lutheran University

“My parents both grew up in poverty. I want to give people, like my parents, an opportunity to earn what they deserve.” – Nabai H., St. Mary's College High School

“We are blessed that in our community there are a lot of informed residents who want to be conscious consumers. People genuinely want to make a difference.”

– Donna O., Overland Park, KS

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conference.fairtradecampaigns.org

SPONSORSHIP BENEFITS MATRIX

SPONSORSHIP LEVELS	Presenting Sponsor	Partner	Organizer	Supporter	Advocate	Friend (NGO)
Sponsorship Benefits	\$50,000	\$25,000	\$10,000	\$5,000	\$1,000	\$500
DIGITAL						
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			
ON SITE						
Product/Info in Giveaway-Bag	X	X	X	X	X	X
Complimentary Registration	6	4	2	1		
Main Room Company Banner	2	1	1			
Friday Evening Reception Sponsor	X					
Opening Session podium signage	X					
Opening Session Speaker	X	X				
Keynote/Panelist Speaker	X					
Breakout Room Banner			X			
Networking Session Sponsor		X				



VOICES OF FAIR TRADE CONSUMERS

“I am learning more about the importance of voting with my dollars. I want to hold myself accountable to make impactful decisions.”

– Jacquelyn J.

“Fair Trade means a fair deal for all, and what’s easier to say yes to than that?”

– Daniella S.

“I believe that every person matters in order to change the world, and I’d like to do my part.”

– Santiago R.

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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 Homepage Representation on 2 banners for placement in the main conference room Opening Session <ul style="list-style-type: none"> Podium signage Opportunity for opening session speaker placement or Keynote/Panelist speaker Friday evening reception with branded "Ask Me About" sticker <ul style="list-style-type: none"> Signage placed at reception Recognition of top sponsorship at the podium during general sessions Customized opportunity to engage with targeted groups of attendees Logo included in prominent location on the conference website, signage, and on conference e-flyers Featured in pre-conference blog post 3 dedicated social media posts Option to provide samples for inclusion in conference bag 6 complimentary registrations
Partner	\$25,000	<ul style="list-style-type: none"> Speaking opportunity at Opening Session Representation on 1 banner for placement in the main conference room Logo included on the conference website, signage, and on conference e-flyers Sponsorship of a networking session Option to provide samples for inclusion in conference bag Featured in pre-conference blog post 2 dedicated social media posts 4 complimentary registrations
Organizer	\$10,000	<ul style="list-style-type: none"> Sponsorship of 1 conference track of choice (Supported in part by___) 1 banner in the front of a breakout room (not to exceed 48" x 79" or 121.92 cm x 200.66 cm, provided by Organization) Logo included on the conference website, signage, and on conference e-flyers Option to provide samples for inclusion in conference bag Featured in pre-conference blog post 1 dedicated social media post 2 complimentary registrations
Supporter	\$5,000	<ul style="list-style-type: none"> Logo included on the conference website, signage, and on conference e-flyers Option to provide samples for inclusion in conference bag 1 dedicated social media post 1 complimentary registration
Advocate	\$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 Option to provide samples for inclusion in conference bag
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 Option to provide samples for inclusion in conference bag

OTHER WAYS TO SUPPORT

Scholarships	\$2,000	Scholarships for attendees who could not otherwise afford to attend. Includes conference registration, travel stipend, lodging and incidentals.
Producer Participation	\$5,000	Underwrite the participation of a farmer, worker, or producer from origin. Includes conference registration, travel stipend, lodging and incidentals.

To find out more, please contact Billy Linstead Goldsmith at billy@fairtradecampaigns.org or (267) 886-9990.

Sponsorship Form

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

Email: billy@fairtradecampaigns.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 -- \$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**