

Focus on Fresh 2021

guide to sponsorship opportunities



Focus on Fresh – July 13 and 15, 2021

The Focus on Fresh conference is an event that brings together perimeter department managers and buyers from NCG co-ops across the country for an inspiring two days of professional development and peer networking. This event promotes the latest products across all perimeter departments: produce, floral, meat and seafood, prepared foods/deli, bakery, specialty cheese, juice/coffee bar and cafés.

For 2021, our conference theme is “Proceed with Intention.” To us, this means moving forward confidently to be of greater service to our community. We have opportunities for you to be part of the conversation by sharing the latest trends and innovations as we navigate in the post-pandemic landscape.

We know that 2020 was difficult for everyone. NCG and our members missed the opportunity to gather and see one another during our show last year. We are happy to once again be able to connect with one another (if only virtually for now), share our success stories over the last year and build on all that we have learned. Focus on Fresh 2021 will be an inspirational and reenergizing event for NCG members. We look forward to your support and seeing you again in person for our event in 2022!

Focus on Fresh 2021 is a virtual event.

Sponsorship Application

As there are a limited number of sponsorships, please [submit your application soon](#). Contact chris.dick@ncg.coop with any questions. Deadline for applications is **Friday, June 4, 2021**.

Keynote Sponsorship (Limit 2)

Your company's sponsorship of our inspirational keynote session.

Benefits:

All the benefits of the "NCG Endorsed Program Partner" sponsorship level, plus:

- Company logo displayed prominently throughout conference
- Company recognition during keynote session
- Company recognition during opening and closing sessions
- Two-page ad listed in conference program
- Up to five opportunities to display video content produced by your organization

Investment: \$7,999

Education Partner Sponsorship (Limit 6)

Opportunity to meet and educate department managers and buyers through a curated virtual experience.

Benefits:

All the benefits of the "NCG Endorsed Program Partner" sponsorship level, plus:

- Opportunity to present a 30-minute education session to Focus on Fresh attendees, with content developed in concert with NCG
- One-page ad listed in conference program
- Up to two opportunities to display video content produced by your organization

Investment: \$3,999

Spotlight Session Sponsorship (Limit 6)

Your company's sponsorship of Spotlight Sessions, these are educational panel events that will be addressing current trends and issues in the industry.

Benefits:

All the benefits of the "NCG Endorsed Program Partner" sponsorship level, plus:

- Company recognition during spotlight sessions
- One-page ad listed in conference program
- One opportunity to display video content produced by your organization

Investment: \$1,999

NCG Endorsed Program Partner (Limited)

Be featured in our conference materials as a NCG Endorsed Program Partner, and set the stage to connect with members after the conference.

Benefits:

- Logo, company description and website link listed on conference website and conference communications
- Ability to offer a special show deal through one of our distribution partners
- Individual company contact information listed
- Web link to catalog of items available
- Link to available branded POS materials

Investment: \$999

Video Advertising (Limited)

Digital opportunities to create brand exposure to more than 250 attendees from 148 co-ops. Short video clip (less than one minute) to play to all attendees prior to a session.

Benefits:

- Company video played during conference programming or logo/website listed on website and conference programming

Investment: \$499

Logo Advertising (Limited)

Digital opportunities to create brand exposure and messaging to more than 250 attendees from 148 co-ops.

Benefits:

- Company logo/website listed on website and conference programming

Investment: \$199

Other Opportunities

Custom Sponsorship: You tell us what would create value for your brand and be compelling or fun for our attendees! We'll consider all reasonable offers.

Raffle Prizes: There are also opportunities to provide raffle prizes for the event, with a minimum value of \$200.

Please contact jenny.ng@ncg.coop if interested.