

SPONSORSHIP OPPORTUNITIES

2 for 1! Support food cooperatives and market your business!



WHAT IS UP & COMING?

Up & Coming is the largest gathering of start-up food co-ops in the country. The 2024 in-person event will welcome 200-300 food co-op board members, consultants, staff members, and member-owners to take part in three days of learning, networking, team building, and FUN! Attendees are passionate and enthusiastic about creating a food co-op in their local communities. They are typically well-informed, curious decision-makers willing to interact with new ideas and fresh perspectives and appreciate engagement with sponsors they believe can enhance the cooperative movement.

When? **SEPTEMBER 12-14, 2024**
Where? **RADISSON PLAZA HOTEL & SUITES
IN KALAMAZOO, MICHIGAN**

CO-HOSTED BY:

ICDC
Indiana
Cooperative
Development
Center Inc.


**FOOD CO-OP
INITIATIVE**
New co-ops start here.

EXPERIENCE UP & COMING

In the words of previous attendees...

"Thank you! I am so excited about the topics presented here and the contacts we have made."

"Deep appreciation. This was a very positive experience."



"This was one of the most positive and upbeat conferences I have ever attended. It felt so supportive regardless of what one's position was in the co-op world. Thank you for this!"



"Up & Coming is a super special place of welcoming and inclusion."

"This was an amazing experience. We felt the information was really helpful."



"You all did a great job! Great diverse representation."

"Thank you! Thank you! Thank you! This was such an amazing experience and I can't wait to come back next year!"

UP & COMING
food co-op conference

When
SEPT 12-14

Where
KALAMAZOO, MICHIGAN

Audience
200-300

Speakers
45-60

Questions about sponsorship opportunities?

Please contact:
Deb Trocha
Executive Director
Indiana Cooperative Development Center
dtrocha@icdc.coop
317.692.7707

SPONSORSHIP LEVELS



PLATINUM
\$5,000 - \$7,500



GOLD
\$3,000 - \$4,999



SILVER
\$1,750 - \$2,999

Complimentary registrations	2	1	
Full color ad in program	1/2 page: 7.75w x 4.875h	1/4 page: 3.75w x 4.875h	
Exhibitor space	8ft table included	8ft table included	8ft table included
Logo in program and on website	✓	✓	✓
Logo in kickoff announcement emails	save the date & registration	save the date & registration	save the date & registration
Social media post spotlight	FCI / Up & Coming / ICDC	FCI / Up & Coming / ICDC	
Online promotion recognition	logo, name, and highlight in Platinum Sponsorship section of all pre-conference e-communications, social media platforms and final conference wrap-up emails	logo in Gold Sponsorship section of all pre-conference e-communications and social media platforms	logo in Silver Sponsorship section of all pre-conference e-communications and social media platforms
Additional promotions	5' x 2.5' banner in prime location, self promotion inserts for conference bags **Lanyard with Logo & Name (available at \$7,500 level)		
Recognized sponsor at the Friday opening ceremony	verbal and visual		
*Recognized breakfast/lunch sponsor	first choice/second choice		
**Recognized break sponsor		2 coffee breaks	
Podium acknowledgement	name/logo on platinum slide	name/logo on gold slide	name/logo on silver slide

*First come, first serve for Friday breakfast or lunch, Saturday breakfast or lunch. Recognition includes: verbal, table tents on all tables & water stations.

**Recognition includes: table tents at each coffee break station

EXHIBITOR INFORMATION

Join us in the Exhibitor area and be part of an incredible networking opportunity with start-up food co-op organizers, board members and volunteers from around the country. The sponsorship includes an 8 foot table, two chairs and tablecloth. If an electrical outlet is required, please notify us.

REMINDER: Sponsorship does not include any conference registration unless specifically part of your sponsorship package. If you are eligible for complimentary registration, please submit name(s) of attendees to Deb Trocha by August 4, 2024.

PLANNED EXHIBIT HOURS *(subject to change)*

FRIDAY, SEPT. 13: 7:30am - 5:30pm

SATURDAY, SEPT 14: 7:30am - 1:00pm

*Set-up: Thursday, Sept 12 by 7:00pm

*Tear down: Saturday, Sept 14 by 3:00pm

EXHIBIT SPACE: Exhibit space is assigned based on the order in which completed applications are received by the Indiana Cooperative Development Center (ICDC).

LIABILITY

ICDC, FCI and the Radisson Plaza Hotel & Suites, Kalamazoo, MI will not assume responsibility for the safety of any exhibits against damage or loss by fire, theft, or other means.

CONTACT

Deb Trocha - ICDC
email: dtrocha@icdc.coop
phone: 317.728.1957



UP & COMING

food co-op conference

2024 SPONSORSHIP FORM

GENERAL INFORMATION

(please print or type)

Organization name _____

Contact name _____

Title _____


Address _____

Phone _____

Contact email _____

SPONSORSHIP LEVEL

(please check box)

☐  **PLATINUM**
\$5,000 - \$7,500

☐  **GOLD**
\$3,000 - \$4,999

☐  **SILVER**
\$1,750 - \$2,999

PLATINUM LEVEL RECOGNITION OPTIONS (CHOOSE 1ST & 2ND CHOICE)

Indicate your first choice/second choice. Options will be awarded on a first come/first serve basis.

☐ Friday Breakfast ☐ 1st ☐ 2nd

☐ Saturday Breakfast ☐ 1st ☐ 2nd

☐ Friday Lunch ☐ 1st ☐ 2nd

☐ Saturday Lunch ☐ 1st ☐ 2nd

☐ Friday Reception ☐ 1st ☐ 2nd

PAYMENT OPTIONS

☐ Check

PAY TO: ICDC (Indiana Cooperative Development Center)

MAIL TO: ICDC / ATTN: Deb Trocha

225 S East St Suite 252

Indianapolis, IN 46202

☐ Send Invoice (ICDC staff will follow up shortly with an invoice.)

☐ ACH Transfer

OPT OUT OF SPONSORSHIP BENEFITS (OPTIONAL)

Our organization is not interested in the following sponsorship benefits.

(please check all that apply)

☐ Exhibitor Space

☐ Complimentary Registration(s)

SIGNATURE _____

DATE _____

Your signature on the application binds you and your organization to this contract and the terms expressed herein.