



Taking collaboration in the food system to the next level

Esca Bona is excited to launch a new platform in 2019 with a group of partners dedicated to solving the problems in our food system. We're still focused on tackling issues like reducing food waste, sourcing sustainable ingredients, raising animal welfare and eliminating food deserts. But now we'll break bread 6 times in 1 year.



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Sponsors will gain exposure at each of our 6 partner event throughout 2019, including:

1. Brand Awareness

- Logo inclusion online and onsite at the following Esca Bona partner events:
 - **Natural Products Expo West***, March 5-9, 2019, Anaheim (Please note deadline for logo inclusion is February 15, 2019)
 - **Food Funded**, June 6, 2019, San Francisco
 - **Natural Products Expo East***, September 11-14, 2019, Baltimore
 - **Grow North**, October, 2019, Minneapolis
 - **Regenerative Earth Summit**, October, 2019, Denver
 - **FamilyFarmed**, November 5-6, 2019, Chicago
- Logo inclusions on the Esca Bona Platform:
 - **EscaBona.com** - home page, partner event pages, and thank you to our sponsors page.
 - **Digital Email Campaign** - all emails sent throughout 2019 (12+)
 - **Banner Ads** - on New Hope Network websites including expowest.com, expoeast.com, newhope.com
 - **Social Media** - bimonthly event content posts and ads.
 - **Esca Bona Podcast** - host to thank sponsors in monthly episode with company name.

2. Engagement

Opportunity to attend the Esca Bona partner events and engage with the new and expanding Esca Bona audience.

- (1) Complimentary registration guaranteed per sponsor, per partner event.

3. Activation

Tailored incorporation into the Esca Bona component of each partner event's programming

- **Natural Products Expo West:** Working Together toward a Good Food Future - half-day workshop
- **Food Funded:** Half-day conference component focused on food entrepreneurs and investors
- **Natural Products Expo East:** The FIX: Half-day workshop focused on real challenges in real communities across the industry.
- **FamilyFarmed:** Service project benefitting the community, eating local, and sustainability
- **Grow North:** Partnering with Grow North to present a keynote speaker addressing agriculture and business owners
- **Regenerative Earth Summit:** Partnering with Regenerative Earth Summit to present a keynote speaker to support the challenges facing humanity.

Sponsorship: \$10,000

**For these events, please note logo inclusion is limited to association with the Esca Bona Programming, not the overall event.*



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