



Can Good Food
save the world?

We're here to
make sure it does.

We're expanding the impact of our 2019 model to tackle the biggest issues in 2020, like regenerative agriculture, climate activism, rethinking the food waste system, and promoting food equity. With program support and new focus on community service, we're partnering with some of the most progressive and influential events in the US to make a real, dynamic impact.

We're helping bring the good food future to communities around the country, and we want you to be a part of it.

Sponsors will be able to join our mission and gain exposure through marketing inclusions and activations at our four 2020 partner events.

1. Brand Awareness

- Logo inclusion online and onsite at the following Esca Bona partner events:
 - **Natural Product Expo West** | March 3-7, 2020, Anaheim, CA
 - Education keynote session
 - **FoodFunded** | June 4, 2020, San Francisco, CA
 - Education partner
 - **Good Food Financing & Innovation Conference** | Fall 2020, Chicago, IL
 - Service project partnership
 - **Natural Products Expo East** | September 24-26, Philadelphia, PA
 - Education keynote session
 - **National Young Farmers Coalition** | CITY, TBD
- 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 through 2020 (8+)
 - **Banner Ads** - on New Hope Network websites including expowest.com, expoeast.com, newhope.com
 - **Social Media** - inclusion in one brand content and/or social ad post per month
 - **Esca Bona Podcast** - host to thank sponsors in all episodes 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:** Esca Bona will be sponsoring the education keynote, including stage recognition and sponsor assets included on signage
- **Food Funded:** Activation to be determined
- **Natural Products Expo East:** Esca Bona will be sponsoring the education keynote, including stage recognition and sponsor assets included on signage
- **Good Food Financing and Innovation Fair:** Service project benefiting the community
- **National Young Farmers Coalition:** Activation to be determined

Sponsorship: \$10,000

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

