

Updated on 6/19/2023

# 2023 SPONSORSHIP OPPORTUNITIES

[WWW.ADPI.ORG/EVENTS](http://WWW.ADPI.ORG/EVENTS)

## GROW YOUR ENGAGEMENT AND SUPPORT THE DAIRY INDUSTRY AT ADPI EVENTS IN 2023

### 2023 Events Remaining

- Dairy Ingredients Seminar
- Dairy Purchasing & Risk Seminar

### New for 2023

- Year-Long Sponsorship Opportunities: Secure your spot once and be featured at all ADPI-hosted events
- Plan ahead by securing your sponsorship opportunities now



AMERICAN  
**Dairy Products**  
INSTITUTE

Questions can be directed to:  
Tara Anderson, VP of Marketing & Events  
[tanderson@adpi.org](mailto:tanderson@adpi.org) | 630.530.8700 x239

# EVENT SPONSORSHIPS

## SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

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### Dairy Ingredients Seminar September 25-27, 2023 | Santa Barbara, CA

#### Gold Sponsor | \$5,000

- Complimentary Table Top Exhibit Space (\$250 value)
- Two complimentary registrations (\$1100 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Lanyards (*sponsor secured*)
  - Name Badges
  - Notebooks (*sponsor secured*)
  - Hotel Key Cards

#### Silver Sponsor | \$2,500

- One complimentary registration (\$550 value)
- Recognition as Silver Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Breakfast (2 available)
  - Reception (2 available)
  - Lunch (1 available)

#### Bronze Sponsor | \$1,250

- Prominent recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Morning Refreshment Break (2 available - 1 remaining)
  - Afternoon Refreshment Break (1 available)

# EVENT SPONSORSHIPS

## SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

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### Dairy Purchasing & Risk Management Seminar November 1-2, 2023 | Chicago, IL

#### Gold Sponsor | \$3,000

- One complimentary registration (\$550 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Lanyards (*sponsor secured*)
  - Name Badges
  - Notebooks

#### Silver Sponsor | \$2,500

- One complimentary registration (\$550 value)
- Recognition as Silver Sponsor prior to, during and following the conference in some conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Breakfast (*sponsor secured*)
  - Reception (2 available)
  - Lunch (2 available)

#### Bronze Sponsor | \$1,250

- Recognition as Bronze Sponsor prior to, during and following the conference in some conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
  - Morning Refreshment Break (2 available)
  - Afternoon Refreshment Break (2 available)

#### Wednesday Training Sponsor | \$1,500

- Sole sponsorship of the half-day training sessions on Wednesday focused on the fundamentals of purchasing & risk management
- Invitation to do a welcome message in-person

# PREMIER SPONSORSHIP

## YEAR-ROUND SPONSORSHIP OF ALL ADPI EVENTS

\$30,000

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### Benefits:

- Listed as Premier Sponsor at all ADPI in-person hosted events
  - One-time commitment means less "work" throughout the year for your team
- Maximum exposure throughout 2023 to entire ADPI community and industry
- Sponsorship of the ADPI Networking Reception in July during IFT
- Specified number of complimentary registrations at each event (see below)
- Opportunity for speaking presence at events (introduction of panels, etc)
- One branded email sent to ADPI community in the calendar year
- Opportunities for ad placement on event websites
- Listed on [www.ADPI.org](http://www.ADPI.org) as a Premier Sponsor year-round

#### ADPI/ABI Annual Conference

- Three complimentary registrations
- Sponsorship of the 100th Anniversary Reception on Mon, April 24
- Branding at Registration Desk
- Complimentary Exhibit Booth
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

#### Subject Matter Events

- One complimentary registration
- Complimentary Exhibit Space (when available)
- Branding at Registration Desk
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

# LEAD SPONSORSHIP

## YEAR-ROUND SPONSORSHIP OF ADPI SUBJECT MATTER EVENTS

\$15,000

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### Benefits:

- Listed as Lead Sponsor at ADPI in-person subject matter events, including Dairy Ingredient Technical Symposium, Dairy Ingredients Seminar, and Dairy Purchasing & Risk Management Seminar
  - One-time commitment means less "work" throughout the year for your team
- High exposure throughout 2023 to entire ADPI community and industry
- Targeted marketing to specific audiences through smaller subject matter-specific events
- Opportunities for ad placement on event websites
- Listed at [www.ADPI.org/Events](http://www.ADPI.org/Events) as a Lead Sponsor year-round

### Subject Matter Events

- Two complimentary registrations at each event
- Complimentary Exhibit Space (when available)
- Ongoing promotion as a Lead Sponsor
- Additional opportunities may be available based on the number of sponsors

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

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## CHEESE/CHEESE PRODUCT DONATION

- Opportunity to donate 1-3 cheese/cheese products for consumption during a break, lunch or reception at any ADPI-hosted event throughout the year
- Logo and cheese name recognition along with cheese presentation
- Contact [adpi@adpi.org](mailto:adpi@adpi.org) to donate

## WEBINARS | \$2,750

ADPI organizes a series of webinars that offer cutting-edge information, showcasing the value of dairy ingredients and providing an opportunity for suppliers to showcase products and services to potential customers.

Sponsoring an ADPI webinar associates your company's brand with our mission to provide valuable professional education and information about the dairy ingredient sector and provides new potential business leads.

- Working with ADPI staff, sponsor has the opportunity to:
  - develop a webinar topic and identify a speaker on a topic that's relevant to an ingredient line or timely to the industry's challenges or opportunities
  - Determine an advantageous date to host the webinar (not to conflict with any existing ADPI events)
- Sponsor has the opportunity for a 10-15 minute presentation slot to provide technical information related to the topic of webinar
- Branding (logo recognition) on all webinar promotions and event webpage
- List of registered webinar attendees
- Access to recorded webinar following the event for future use
- Direct marketing to all ADPI community and industry

Contact Beth Holcomb at [bholcomb@adpi.org](mailto:bholcomb@adpi.org) to set up a webinar for 2023.

# 2023 SPONSORSHIP CONTRACT

All sponsorships will be secured on a first-come, first-serve basis, and are only considered secure upon receipt of this contract followed by a written confirmation from ADPI staff.

## Year-Round Sponsorships

- ☐ Premier Sponsor: \$30,000  
☐ Lead Sponsor: \$15,000

## Event-Specific Sponsorships

### Dairy Ingredients Seminar

- ☐ Gold: \$5,000  
☐ Silver: \$2,500  
☐ Bronze: \$1,250

### Dairy Purchasing & Risk Management Seminar

- ☐ Gold: \$3,000  
☐ Silver: \$1,500  
☐ Bronze: \$750  
☐ Training: \$1,500

If there are options listed under your chosen sponsorship, please indicate your top two choices:

Option 1 \_\_\_\_\_ Option 2 \_\_\_\_\_

Additional Notes/Requests:

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_



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Please return the signed contract to:  
Tara Anderson, VP of Marketing & Events  
tanderson@adpi.org | Fax: 630.530.8707  
126-2 N Addison Ave, Elmhurst, IL 60126