



FOOD CO-OP  
INITIATIVE

New co-ops start here.



# Sponsorship Opportunities

2023 summer series

# What is FCI Live?

FCI Live launched in 2021 in response to the rapidly changing food co-op landscape. This virtual gathering brings together a powerful mix of top experts, fresh peer case studies, and cutting-edge conversations about the industry with a lens focused on the future of this movement — startup food cooperatives. The entire series is provided at no cost, making the conversation accessible and open to any person involved in the food co-op movement. **Sponsoring FCI Live connects your organization's name with the many positive aspects of this series:**

## National reach

**This online event attracts speakers and attendees from across the country**, bringing them together into a wide range of valuable conversations. The series is held twice each year, 13–15 sessions held over a period of 7–8 days.

## Serving the co-op community

**The 'Live' nature of the event is designed to invite dynamic learning and participation**, but all sessions are also recorded and shared through the Food Co-op Initiative video library. These videos are **accessed by hundreds of food cooperators per year** and serve as an ongoing resource to all food co-ops.

## Supporting topics in high demand

Topics center on the specific needs of startup food co-ops. The series' **reputation for high-quality material and dynamic conversations** is attracting a rapidly-growing audience of staff and Boards of established food co-ops, especially those with small to medium sales volume.

## Continued growth

Registration has consistently grown each year, with the largest jump yet — an approximate **30% increase in attendees** — occurring in January of 2023.

“Every talk has been excellent and just when I think it cannot get any better — it does!  
I cannot believe this is free!”

— Winter 2023 FCI Live attendee

# Sponsor Levels

## Spring Session Dates:

June 19–26, 2023

## # of Sessions:

13–15 (60–90 min. each)

## Audience:

FCI Live Winter Series sessions have been viewed live and on FCI's YouTube channel 1,000+ times, and counting.



The FCI Live Champion Sponsors and Partners will have their logo shown at the close of all sessions.

FCI LIVE 2023 Sponsorship Benefits	Champion \$3,000	Partner \$1,000	Ally \$500
Logo on the FCI Live web page (5,500+ visitors each session period)	X	X	X
Logo in event announcement emails (1,700+ recipients x 5-6 ea.)	X	X	X
Logo in all FCI Live related emails: promotion, event reminders, post-session survey (900+ recipients x 4 ea.)	X	X	
Logo on closing slide for all sessions (see sample slide above)	X	X	
Post spotlighting your business/organization on FCI's Facebook & Instagram pages	X	X	
Logo and sponsorship recognition in two FCI e-newsletters, published before and after the event (1,700+ recipients)	X		
Logo and verbal recognition at the start of every webinar session	X		

[Click here for the sponsorship form](#)