



FOOD CO-OP  
INITIATIVE

New co-ops start here.



# Sponsorship Opportunities

2024

"This series never disappoints! It's always great info presented in an understandable fashion, and always timely for our startup's needs. We appreciate that it is both 'how-to' and also meaningful sessions on the larger cooperative movement." — Summer 2023 FCI Live attendee

# 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. Our series will be held over two weeks, Monday through Thursday, January 22–February 1, 2024..

## Serving the co-op community

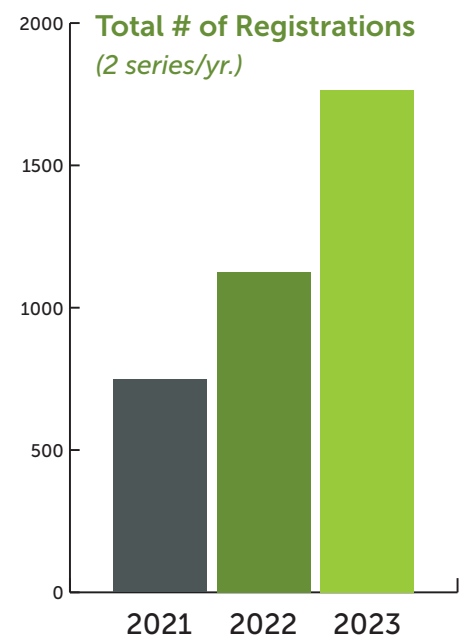
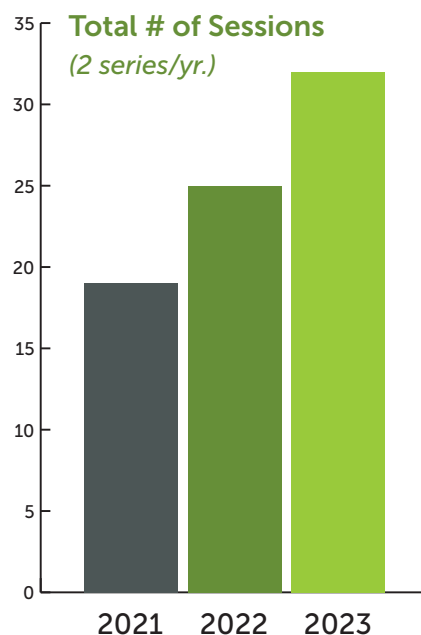
**The 'Live' nature of the event is designed to invite dynamic learning and participation**, but all sessions are also recorded and shared through the Food Co-op Initiative [video library](#). These videos are **accessed by hundreds of food cooperators per year** and serve as an ongoing resource to all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

## Supporting topics in high demand

Topics are relevant for the whole food co-op community but center on the specific needs of startup food co-ops, and more startups tune in each year. 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 **57% increase in attendees** — occurring in 2023.



# Sponsor Levels

## 2024 Session Dates:

January 22-February 1, 2024

## # of Sessions:

18–20 (each 60–90 min. long)

## Audience:

FCI Live Series sessions have been viewed live and on FCI’s YouTube channel 1,500+ times, and counting.



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

FCI LIVE 2024 Sponsorship Benefits	Champion \$3,000	Partner \$1,000	Ally \$500
Logo on the FCI Live web page (7,000+ visitors each session period)	X	X	X
Logo in event announcement emails (2,300+ recipients x 5-6 ea.)	X	X	X
Logo in all FCI Live related emails: promotions, 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	
Logo and sponsorship recognition in two FCI e-newsletters, published before and after the event (2,300+ recipients)	X		

[Click here for the sponsorship form](#)

**DEADLINE: December 15, 2023**