



FOOD CO-OP
INITIATIVE

New co-ops start here.



Sponsorship Opportunities

2025

“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.” — *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, March 24–April 3, 2025.

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.

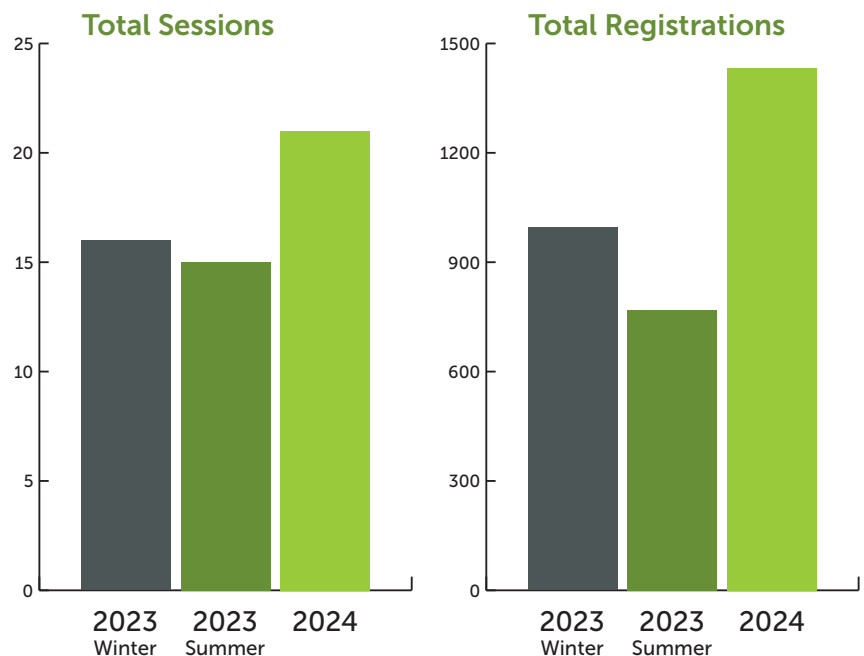
Supporting topics in high demand

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 also 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 **63% increase in attendees** — occurring in 2024.



Sponsor Levels

2025 Session Dates:

March 24–April 3, 2025

of Sessions:

18–20 (each 60–90 min. long)

Audience:

FCI Live Series sessions have been viewed live and on FCI’s YouTube channel 4,400+ times, and counting.



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

FCI LIVE 2025 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 emails to those who register: event reminders, post-session surveys, etc. (900+ recipients x 4 ea.)	X	X	
Logo on closing slide for all sessions (see sample slide above)	X	X	
Logo on opening slide and verbal recognition at the start of every webinar session	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: January 31, 2025