2020 ABA Sponsorship Menu

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Welcome to the 2020 Sponsorship Program menu. The program has been newly refreshed, updated for timeliness and reviewed for the best possible ROI for your organization. Organizational sponsorship enables ABA to keep registration rates, golf fees, etc. low for you and for the Bakers, increasing our ability to innovate and support the growth of our members at ABA and the industry.

Opportunities have been detailed below by event/activity. We have opportunities available for the following events and activities:

- ABA Annual Convention
- ABA Annual TechCon
- ABA NextGenBaker Virtual Leadership Series
- ABA Professionals Groups Conferences
- ABA Bakers Manufacturing Academy Courses
- ABA Marketing Retargeting and podcast ads
- ABA Research Webinar Series

Most opportunities are first-come-first-serve. However, some opportunities have a pre-existing first-right-of-refusal status and will be indicated by red text in the “quantity available section”. Some opportunities are approval based, specifically the research related items such as the Convention Research and the Webinar Research sponsorship opportunities.

Members are invited to review the opportunities and select items across all the events and activities for maximum exposure throughout the year. Each event/activity section indicates the benefits and collateral sponsors receive at a minimum and each item listing indicates additional ROI items specific to item.

ABA is willing to design packages for members as well, based on the items below, and can recommend selections based on a member’s needs and ROI. Simply contact Samantha Moore, details below.

**CONTACT US**

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CONVENTION SPONSORSHIP PROGRAM
OVERVIEW

The ABA Annual Convention is the baking industry's premier annual executive leadership event. Meetings, sessions, and networking events focus on how the industry can prepare for the challenges of doing business in an evolving world. 500 of the industry's leaders convene for four days annually.

All sponsors for the ABA Annual Convention receive the benefits below. Some items garner additional touch points and incentives for the sponsoring organization and are detailed in the description of the item.

The ABA Annual Convention sponsorship program is the most popular program and has a first-right-of-refusal process. Items that have a first-right-of-refusal status are reflected in the “quantity” section of the listing below. Should the quantity be 0/1 and in blue text, that means that it is not available and is already reserved by an existing sponsor or is under consideration by the previous sponsor for renewal. Items in red text are available but subject to change without update to this listing. Contact ABA to verify official availability.

ALL SPONSORS RECEIVE

LISTING IN FINAL PROGRAM
Includes company name and logo placement.

LISTING IN PRINTED SPONSORSHIP BROCHURE*
Includes company name, email address, website, phone number, preferred contact for inquiries, company description and logo.

LOGO FEATURED IN INDUSTRY MEDIA PUBLICATION AD(S)
Includes company logo.

LISTING ON SPONSORSHIP PAGE AND SCHEDULE OF EVENTS ON EVENT WEBSITE
Includes company name, website URL and logo.

REGISTRATION BANNERS
Includes company logo on meter board banners around the registration and general session room area.
OVERALL ITEMS (CONVENTION)

OVERALL AV SPONSOR $6500 EA
0/1 Available
Exclusive sponsor of the large AV set used for the All-Membership Meeting, ATBI Breakfast, Monday Business Sessions, and the PAC Dinner. Logo and name of company would be worked into frame of projection screens as a screen “bug”.

WI-FI SPONSOR $5500 EA
0/1 Available
Exclusive sponsorship of conference Wi-Fi access on Sunday and Monday. The password would be sponsoring company name and table tents would be placed around the room with login information and logo.

CONVENTION AMENITY $5000 EA
0/1 Available
Exclusive sponsorship of amenity given to every attendee at registration. An array of options would be presented to sponsoring organization and ABA and sponsoring organization would agree on item that would have sponsoring organization logo and ABA on item.

CONVENTION BAGS $4250 EA
0/1 Available
Exclusive sponsorship of attendee bag, given to every attendee at registration. An array of options would be presented to sponsoring organization and ABA and sponsoring organization would agree on item that would have sponsoring organization logo and ABA on item.

KEY CARD $4000 EA
0/1 Available
Exclusive sponsorship of hotel room/sleeping room key card. Sponsoring organization and ABA would agree on PLI compliant key card design.

MOBILE APP $4000 EA
0/1 Available
Exclusive sponsorship of the event application. Includes custom splash banner that appears each time the app is accessed on attendee devices as well as a rotating alert banner on the homepage of the app. ABA will send (1) scheduled promotion “alert” to registered attendees one day before the start of the convention on the sponsor’s behalf.

DIGITAL SOCIAL MEDIA/SIGNAGE WALL $3500 EA
0/1 Available
Exclusive sponsorship of large “LED tile media wall” outside of registration/general session entrance. Logo of sponsor would be adhered to the footer of all the rotating slides as a screen “bug”.

LANYARDS $3500 EA
0/1 Available
Exclusive sponsorship of attendee badge lanyard. Sponsoring organization and ABA would design lanyard compliant with badge setup/attachment needs. Lanyard would feature sponsoring organization’s logo and/or tag line.

COMMUNITY SERVICE/FAMILY EVENT $1500 EA
2/2 Available
Sponsorship of community service or family event/activity at the Convention. An array of options would be presented to sponsoring organizations and ABA and sponsoring organizations would agree on activity.

DIGITAL DAILY EMAIL $2000 EA
0/1 Available
Exclusive sponsorship of daily digital email sent to all attendees prior to the Convention and each day of the convention that features schedule, Need-to-Know information, etc. Tag line, bio and logo of sponsoring organization would be included in email template.

MOBILE APP ALERT BANNER $1500 EA
0/3 Available
Sponsors would be featured on a rotating banner within the event app. Banner would include company logo. Additional information can be included based on space and design. Banner would be one of 3 total rotating between main app sponsor and other alert banner sponsors.

GENERAL SPONSOR STARTS AT $2000-5000 EA
Unlimited Available (only receive items listed on the “all sponsors receive” section above)
BUSINESS & EDUCATION SESSIONS (CONVENTION)

OVERALL MORNING OR AFTERNOON SESSION $4500 EA
0/2 Available
Exclusive sponsorship either the Morning or Afternoon Business Session. Sponsoring organization would be featured on slides and table tents around room. Potential introduction of speaker/program as available.

OVERALL ALL MEMBERSHIP MEETING $3500 EA
0/1 Available
Exclusive sponsorship of the All-Membership Meeting. Sponsoring organization would be featured on slides and table tents around room. Potential introduction of speaker/program when available.

ATBI BREAKFAST SPEAKER $3000 EA
0/3 Available
Sponsoring organizations would be featured on slides and table tents around room and receive one reserved table of 10 seats. An ABA staff person will also assist in inviting attendees to sit with you.

GENERAL SPEAKER SPONSOR $3000 EA
Quantity dependent on # of speakers scheduled
Sponsoring organizations would be featured on slides and table tents around room. Sponsoring organization would introduce speaker during assigned session. ABA will assign speakers to sponsors once the schedule is finalized by ABA.

PAC VIP TOWNHALL $2500 EA
0/1 Available
Exclusive sponsorship of the PAC Roundtable. Sponsoring organization would be table tents around room.
RECEPTION AND MEAL ITEMS (CONVENTION)

AMERICAN BAKERS PAC DINNER $10000 EA
0/1 Available
Exclusive sponsorship of the American Bakers PAC Dinner. The dinner is a ticketed event and features high-visibility VIP speaker and formal plated dinner. Sponsoring organization would be featured on slides and table tents around room.

COCKTAIL RECEPTION (BEFORE PAC DINNER) $7000 EA
0/2 Available
Group sponsorship of the formal cocktail reception held prior to the PAC Dinner. All attendees invited and expected to attend. Sponsoring organizations would be featured on table tents around event venue.

ATBI BREAKFAST $4000 EA
0/1 Available
Exclusive sponsorship of the ATBI Breakfast. Sponsoring organization would be featured on slides and table tents around room. Potential introduction of speaker/program as available.

FAREWELL RECEPTION $4000 EA
3/3 Available
Sponsoring Organizations would be featured on table tents for closing networking event for the Convention. All attendees invited and expected to attend. Event is typically themed and in an alternative location to create excitement. Potential to brand aspects of reception to align with sponsoring organization’s branding with theme/location, i.e. specialty drink/food option, games, etc.

MEETING REFRESHMENT BREAK $3750 EA
0/3 Available
Sponsoring organizations are assigned one of the three breaks, All Membership Meeting, Morning Business Session and Afternoon Business Session. Include table tents and signage around the break and branded napkins.

MILLERS’ WELCOME RECEPTION $3750 EA
Unlimited Available but must be a Milling Company
Sponsoring Milling Organizations would be featured on table tents for opening networking event for the Convention. All attendees invited and expected to attend. Potential to brand aspects of reception to align with sponsoring organization’s branding, i.e. specialty drink/food option, game, etc.

SPORTS LUNCHEON $3000 EA
4/4 Available
Sponsoring Organizations would be featured on table tents the luncheon for non-golfers as well as featured on the lunch option for the golfers. All attendees invited and expected to attend. Potential to brand aspects of reception to align with sponsoring organization’s branding, i.e. specialty drink/food option, game, etc.

NETWORKING LUNCHEON $3000 EA
3/5 Available
Group sponsorship of the networking, formal presentation-free luncheon between Monday Business Sessions. All attendees invited and expected to attend. Sponsoring organizations would be featured on table tents around event venue.

GET-A-WAY BREAKFAST $2750 EA
1/2 Available
Sponsoring Organizations would be featured on table tents for the Get-A-Way Breakfast. All attendees invited and expected to attend. Sponsors have the unique opportunity to act as “Hosts” to attendees for this event. Opportunity specifically for ingredient company to feature toppings/flavors into the menu of the breakfast.
NEXTGENBAKER BRUNCH $3000 EA
0/3 Available
Sponsoring organizations would be featured on table tents for reception focused for “the next generation” of baking industry, includes executives, junior executives, etc. Potential to brand aspects of reception to align with sponsoring organization’s branding, i.e. specialty drink/food option, game, etc.

NEW ATTENDEE WELCOME RECEPTION $2000 EA
0/2 Available
Sponsoring organizations would be featured on table tents for reception focused first time attendees, ABA/ATBI Board Members and other guests. Invitation Only reception. Potential to brand aspects of reception to align with sponsoring organization’s branding, i.e. specialty drink/food option, game, etc.
BUSINESS & EDUCATION SESSIONS (CONVENTION)

TITLE GOLF TOURNAMENT $8500 EA
0/1 Available
Main Sponsor of the golf tournament. Signage provided at golf hole, representatives from sponsoring organization encouraged to be present at hole for entirety of the tournament to welcome players to the hole.

GOLF AMENITY $3000 EA
0/1 Available
Exclusive sponsorship of the golf amenity that is given to each player. An array of options would be presented to sponsoring organization and ABA and sponsoring organization would agree on item that would have sponsoring organization logo and ABA on item.

BEVERAGE CART $3000 EA
0/3 Available
Sponsoring organizations would be featured on traveling beverage carts. One sponsor per cart. Signage will include (1) 22x28 foam core sign adhered to beverage cart. Potential to brand food and beverage items with sponsoring organization’s branding.

GOLF BALLS $3000 EA
0/1 Available
Exclusive sponsorship of the golf balls that is given to each player, one sleeve per golfer. Typically, Titleist Pro golf balls, ordered by ABA with sponsoring organization’s logo printed on each golf ball.

GOLF HAT $3000 EA
0/1 Available
Exclusive sponsorship of the golf hat that is given to each player, one hat per golfer. An array of options would be presented to sponsoring organization and ABA and sponsoring organization would agree on item that would have sponsoring organization logo and ABA on item.

GOLF TOURNAMENT $3000 EA
0/2 Available (Additional sponsors of the tournament)

HOLE-IN-ONE SPONSOR $3000 EA
1/1 Available
Exclusive sponsorship of the Hole-in-One. Signage provided at golf hole, representatives from sponsoring organization encouraged to be present at hole for entirety of the tournament to welcome players to the hole. Hole would also have “hospitality” features such as F&B at the hole as well.

GOLF BREAKFAST $2500 EA
1/3 Available
Sponsoring organizations would be featured on table tents for players and spectators of the Golf Tournament. Potential to brand food and beverage items with sponsoring organization’s branding. Sponsors encouraged to form welcome line to participants as participants arrive. Do not have to participate in the tournament as a player to be eligible to sponsor.

GOLF CART $2500 EA
0/1 Available
Exclusive sponsorship of the golf carts. Each golf cart would include branded steering wheel signage, digital logo on navigation system (when available) and vinyl sticker on back of each cart.

GOLF PRO $2500 EA
Quantity dependent on # of Pros
Sponsoring organization would be invited to Introduce golf pro and have exclusive VIP time with pro. Sponsorship of this item enables ABA to invite high profile pros and cover fees and travel expenses associated with the traveling pro.

**GOLF TOURNAMENT PRIZE $2000 EA**
1/1 Available (First Place Team, Longest Drive, Longest Put, Closest to the Pin)

Exclusive sponsorship of the golf prizes includes awarding prizes to the winners during the farewell reception on Tuesday evening. Sponsoring Organizations may designate a representative to help announce winners with the tournament organizers and ABA staff. A script would be provided.

**GOLF TOURNAMENT TROPHY $2000 EA**
1/1 Available (First Place Team)

Exclusive sponsorship of the golf trophies to the first-place winners during the farewell reception on Tuesday evening. Sponsoring Organizations may designate a representative to help announce winners with the tournament organizers and ABA staff. A script would be provided.

**TENNIS REFRESHMENTS $1500 EA**
2/2 Available

Sponsoring organizations would be featured on table tents for players and spectators of the Tennis Tournament. Potential to brand aspects of tournament to align with sponsoring organization’s branding, i.e. specialty drink/food option.

**TENNIS TOURNAMENT $1500 EA**
0/1 Available

Sponsoring organization would be featured on table tents for players and spectators of the Tennis Tournament. Act as “Host” to the tournament with ABA Staff.

**TENNIS TOURNAMENT PRIZES $800 EA**
0/1 Available

Sponsoring organization would be featured on table tents for players and spectators of the Tennis Tournament. Potential to brand prize with sponsoring organization’s branding.

End of Convention Options => Up Next TechCon
It is the only event like it in the baking industry: a one-day intensive technical education conference specifically for operations and manufacturing professionals from around the world. The annual conference solves today’s baking manufacturing issues through an interactive exchange of ideas.

This year will be TechCon Beyond, A Virtual Experience, due keep the industry safe with distance learning, while delivering education content that will be the same as years past, but will go beyond to deliver even more quality information for attendees to identify solutions to common manufacturing challenges and processes.

All sponsors for TechCon Beyond receive the benefits below. Some items garner additional touch points and incentives for the sponsoring organization and are detailed in the description of the item.

The ABA TechCon Beyond sponsorship program is an open program with no-right-of-refusal sponsorships carried over from the previous year.

**ALL SPONSORS RECEIVE**

**LISTING IN DIGITAL BROCHURE***
Includes company name, email address, website, phone number, social media handles, preferred contact for inquiries, company description and logo.

**LOGO FEATURED IN INDUSTRY MEDIA PUBLICATION AD(S)**
Includes company logo.

**LISTING ON SPONSORSHIP PAGE AND SCHEDULE OF EVENTS ON EVENT WEBSITE**
Includes company name and website URL on the sponsorship page and logo on the schedule of events.
LOGO ON GROUPED SPONSOR ROTATING BANNER IN VIRTUAL EXPERIENCE
Includes company logo. Sponsors will be grouped together and featured on rotating banners. (Different from singular banner options below)

ALL ITEMS (TECHCON BEYOND)

TITLE EXPERIENCE $12000 EA
1/1 Available

Title sponsor of entire event. Sponsor Logo is incorporated into visual experience and included in all event promotions and trade press advertisements. Logo and ten-word tag line will be posted on main page of event website pre/during event and on the post session recordings made available on the ABA On-Demand Webinar Portal.

Complimentary registration for (4) company employees and a discount code to send to (4) baker clients for complimentary registration (regardless of ABA Baker Membership). Receives complimentary virtual table in the Virtual Marketplace and listed first.

Receives complimentary “ConnectTech” Zoom room to “host” attendees in between sessions. Sponsoring organization will be mentioned as the title experience sponsor during each general session introduction and will be invited to sit on the “oven panel” as a contributor or co-moderator. An approved script will be provided to the organization the week before the experience and the assigned “participant” will attend a practice for the session(s).

Organization may include (1) one-pager to be included in “Attendee Care Pack” should the option be booked. Sponsoring organization will receive an attendee list (of attendees who allow sharing of information, first name, last name, title, and company only) one week before the experience and a final list after the experience.

ATTENDEE CARE PACK $3100 EA
2/2 Available (One organization may choose to become exclusive sponsor for $6000)

Sponsoring organizations’ logo will be placed on the packaging and items inside an attendee care package that is mailed to registered attendees (up to 300) who register by September 15, 2020. Contents of the package will be curated by ABA and mutually agreed upon by ABA and the sponsoring organizations. At a minimum, packages would include a food item, beverage flavor packs, laptop/cell ring light for video conferencing, one-page schedule of events and (1) one-page marketing collateral per sponsoring organization. Sponsoring organizations will receive an attendee list (first name, last name, title, and company only) one week before the experience and after. Please note that items that correspond with the below “Beyond Attendee Activity” item would also be included in the care pack and would not have the care pack sponsoring organization logos on it but instead the activity sponsors logos. The Title Experience sponsor would also have a one-pager included as well.

GENERAL SESSION $3000 EA
1/2 Available

Sponsoring organizations would sponsor one of the scheduled general sessions (excludes Oven Panel). Sessions will be assigned on a first-come-first-serve manner (in order of reserving sponsorship) once the final schedule is finalized. Sponsoring organization will introduce the speaker(s) for the session. An approved script will be provided to the organization the week before the experience and the assigned “introducer” will attend a practice for the session. Sponsoring organizations may elect to show a 20-30 second video clip about their organization (must be confirmed and sent to ABA by September 1, 2020). Sponsoring organizations will receive a list of the session participants (first name, last name, title, and company only) after the experience.

BEYOND ATTENDEE ACTIVITY $2900 EA
2/2 Available
Sponsoring organizations would sponsor one of two attendee experiences that go “beyond” education. ABA will curate an activity such as a virtual drink mixing, trivia, sports game, etc. where the sponsoring organization would host the event and sponsor prizes when applicable. The activity will be mutually agreed upon by ABA and the sponsoring organization(s). An approved script will be provided to the organization the week before the experience and the assigned “host” will attend a practice for the session. Sponsoring organizations may elect to show a 20-30 second video clip about their organization (must be confirmed and sent to ABA by September 1, 2020). Sponsoring organizations will receive a list of the session participants (first name, last name, title, and company only) after the experience.

ConnectTech ZOOM ROOM $3000 EA
1/1 Available

Sponsoring organization would “host” attendees in between sessions in a “ConnectTech” Zoom room. Attendees will be ushered into the zoom room automatically in between sessions.

DAILY EMAIL $2000 EA
1/1 Available

Sponsoring organization would sponsor a daily recap/what’s next email sent by ABA to all registered attendees. Sponsoring organization’s logo will be featured in email header (along with Title Experience Sponsor logo, see above) and include a “blurb” that highlights the company with links to organization collateral.

BREAKOUT SESSION $2000 EA
/15 Available

Sponsoring organizations would sponsor a schedule breakout session (excluding general sessions, special sessions, and Oven Panel).

Sessions will be assigned in a first-come-first-served manner (in order of reserving sponsorship) once the final schedule is finalized. Sponsoring organization would serve as the session moderator and introduce the speaker(s) for the session. An approved script will be provided to the organization the week before the experience and the assigned moderator will attend a practice for the session. Sponsoring organizations may elect to show a 20-30 second video clip about their organization (must be confirmed and sent to ABA by September 1, 2020). Sponsoring organizations would have a featured ad/logo placement on the session frame. All graphics must be received by ANA by September 1, 2020 to be included. Sponsoring organizations will receive a list of the session participants (first name, last name, title, and company only) after the experience.

GENERAL $1000 EA
Unlimited Available

Sponsoring organizations would receive the “base” items listed in the “all sponsors receive” section.
NEXTGENBAKER SPONSORSHIP PROGRAM

NextGenBaker is the rising leadership of the wholesale baking industry – baking and allied industry Managers and Directors to Vice Presidents and Senior VPs, within all departments of your company.

This year ABA’s NextGenBaker is offering the industry’s rising leaders this new virtual space to connect with peers, hear from experts and industry senior leaders, and invest in professional development. A collection of small group roundtables, virtual forums and an “After Chat” will make up the 2020 NextGenBaker Virtual Leadership Series.

This a complimentary program for rising leaders of ABA Member Companies thanks to the generous support of our Platinum Sponsor BCW, Gold Sponsor SF&WB, and Silver Sponsors ATBI, Mother Murphy’s, and Society of Bakery Women.

All sponsors for the NextGenBaker Virtual Leadership Series may select from two sponsorship packages detailed below.

This sponsorship program is an open program with no-right-of-refusal sponsorships carried over from the previous year.

PACKAGES

GOLD PACKAGE $3,000
2/3 Available

Sponsoring organizations will be featured on all event presentations and have logo/website featured on event promotions/event website/trade press advertisements July through December 2020. Sponsoring organizations will have a reserved seat at every NextGenBaker 2020 virtual session and the opportunity to introduce a speaker at one of the September virtual sessions.

SILVER PACKAGE $1,500
3/6 Available

Sponsoring organizations will be featured on all event presentations and have logo/website featured on event promotions/event website July through December 2020.

End of NextGenBaker Options => Up Next Professionals Groups
PROFESSIONALS GROUPS SPONSORSHIP PROGRAM

Through Professionals Groups (PFs) (formally referred to as ABA Committees), ABA develops its positions on these issues. Each group is chaired by a banker member and led by an ABA staff liaison. PFs are open to all ABA members, banker and allied alike. By joining a group, participants will receive issue update alerts on issues that fall under the jurisdiction of the group. The PFs also regularly convene in person or virtually at “Professionals Group Conferences” where participants of the group meet to discuss topics and industry-based solutions to industry challenges.

Available Professionals Groups are:

- Commodity and Agricultural Policy (CAPC)
- Energy and Environment (EE)
- Food Technical Regulatory Affairs (FTRAC)
- Human Resources and Safety (HRS)
- Legal
- Logistics and Distribution
- State Affairs (State Affairs is a special professional group and is invitation only.)

To join one of the Professionals Groups, click here.

ALL SPONSORS RECEIVE

LISTING ON SCHEDULE OF EVENTS ON EVENT WEBSITE
Includes website URL and logo.

LOGO FEATURED IN EVENT PROMOTION
Includes company logo.

LOGO FEATURED IN PRESENTATIONS
Includes company logo and verbal acknowledgment from group leadership.

EVENT SIGNAGE (IN-PERSON EVENTS ONLY)
Includes company logo and tagline (10 words) on printed sponsor trifolds around attendee seating and F&B functions.
OPTIONS (PROFESSIONALS GROUPS)

CAPC, FTRAC, HR & SAFETY, LOGISTICS
$500 PER CONFERENCE
Unlimited Available
These professionals groups meet 2-3 times a year and average between 25-70 attendees. Sponsoring organizations can choose which conference they would like to sponsor, multi-event options available.

EE, LEGAL $250 PER CONFERENCE
Unlimited Available
These professionals groups meet 1-2 times a year and average between 15-25 attendees. Sponsoring organizations can choose which conference they would like to sponsor, multi-event options available.

End of Professionals Groups Options => Up Next Bakers Manufacturing Academy Options
Bakers Manufacturing Academy (BMA) online training offers a variety of courses for all knowledge and experience levels. All levels and types of members of ABA (bakers and allieds) as well as non-members of ABA may participate in the courses.

Courses are available for title sponsors and the options are listed below, however, it is important to note some slides will also have a logo of a continuing member who provided a clip or photo for a particular element of the course.

<table>
<thead>
<tr>
<th>COURSE OPTIONS</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td><strong>BEGINNER</strong></td>
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<tr>
<td>Baking Basics 101 *New</td>
<td>Not product specific, baking onboarding course</td>
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<tr>
<td>Entry Level Training Program</td>
<td>Cookie and cracker fundamentals- beginner program</td>
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<tr>
<td><strong>SPECIALIZED</strong></td>
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<tr>
<td>Rotary</td>
<td>Specialized - specific product/procedures</td>
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<tr>
<td>Sandwiching</td>
<td>Specialized - specific product/procedures</td>
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<tr>
<td>Wire Cut</td>
<td>Specialized - specific product/procedures</td>
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<td>Extruded *Coming Soon</td>
<td>Specialized - specific product/procedures</td>
</tr>
<tr>
<td>Sheeting &amp; Laminating *Coming Soon</td>
<td>Specialized - specific product/procedures</td>
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<td><strong>ADVANCED</strong></td>
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<tr>
<td>Manufacturing Course</td>
<td>Cookie and cracker advanced program</td>
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**IN-FACILITY TRAINING**

Bring BMA courses to your facility with customizable add-ons and hands-on learning. ABA Technical Advisors can provide in-facility training and consultation for frontline, production, and R&D employees.
BAKING BASICS $1,750
0/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset.

ENTRY LEVEL TRAINING (ELT) - COOKIE CRACKER $1,750
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset.

ENTRY LEVEL TRAINING (ELT) – GENERIC BAKING $1,750
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

SPECIALIZED TRAINING – WIRE-CUT PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset.

SPECIALIZED TRAINING – ROTARY PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset.

SPECIALIZED TRAINING – SANDWICHING PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset.

SPECIALIZED TRAINING – SHEETING & LAMINATING PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course.
Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

SPECIALIZED TRAINING – FAT BASED ICINGS & ENROBING PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

SPECIALIZED TRAINING – COLD PRESS BARS PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

SPECIALIZED TRAINING – WATER BASED ICINGS & ENROBING PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

SPECIALIZED TRAINING – EXTRUSION PROCESS $1200
1/1 Available
Sponsoring organization will have logo featured on the title slides throughout the course. Logo will be included in the course listing in the enrollment and dashboard areas. Logo will also be included (when applicable) in flyers and promotional materials regarding the course. Sponsor will remain sponsor in perpetuity until the course undergoes an overall update (typically 3-5 years), at that time the sponsorship would reset. * This course is still in development.

End of Bakers Manufacturing Academy Options => Up Next Research Webinar Options
ABA MARKETING AND PODCAST OPTIONS  
SPONSORSHIP PROGRAM  

ABA offers members opportunities to participate in the following “marketing” items:

RETARGETING OPTIONS  
Exclusive direct access to the ABA website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online. Stand out with the ABA’s uniquely qualified audience that will showcase your business to those who need you most. Sponsors receive broad, reliable opportunities to get their message in front of ABA’s digital audience. Sponsored retargeting campaigns are fulfilled across 95% of the consumer internet. Sponsors will have an easy way to view all the digital sponsorships they have purchased from ABA – including their start/end stats, package sizes, etc. Sponsors can see real-time progress and results for each of their campaigns for ABA

- $2500 – (1) month duration, 35,000 impressions  
- $4500 – (3) months duration, 70,000 impressions  
- $6000 – (6) months duration, 100,000 impressions  

PODCAST AD OPTIONS  
Bake to the Future has a hyper-specific audience of professionals in the baking industry. Podcast Ads will be ‘Host Read’ Ads that will air during or after the podcast. Sponsoring organizations have the following options:

- Pre-Roll (Before the content starts) $3000/three-month campaign
- Post-Roll (After the content has finished) $1500/three-month campaign

More details regarding viewership, campaign specifics can be discussed once an inquiry has been made.

End of ABA Marketing and Podcast Options => Up Next Research Webinar Options
RESEARCH WEBINAR SPONSORSHIP PROGRAM

Many of our ABA Allied Members have in-depth, consumer-focused research that supports the continued growth and innovation of baking companies. To that end, ABA plans to feature some of this innovative research throughout the year as co-branded research webinars.

Research Sponsors will have elevated promotion of their company to the ABA Membership. The webinar would be one hour to one and a half hour in length (depending on topic and manner of presentation) and will always include at least a 15-minute Q&A section at the end. All webinars are recorded and available complimentary to both ABA Baker and Allied members.

To be considered for a Research Sponsor opportunity, ABA is seeking Allied Member companies who can fulfill the following:

- Provide a speaker or panel of subject matter experts to present consumer insights or marketplace research that supports the continued growth and innovation of baking companies
- Can assign a staff person to work with the ABA staff on the development of the webinar
- Provide speaker(s), headshots, bios, etc. in a timely manner to aid promotion of the webinar by the ABA Marketing & Communication teams
- Promote the Webinar, once developed, on company channels to promote attendance by existing customers, etc. (ABA will provide templates to work from)
- 1-4-page white paper or supporting handout on the topics for attendee review post webinar
- Completed PowerPoint on ABA provided template, can be co-branded

WEBINAR PACKAGE $5,000

RFP Process for Consideration and Selection

Sponsoring organizations will receive the following:

- Logo, company name and link to company website on all promotional materials for the webinar
- Logo on the ABA On-Demand Webinar Portal listing of webinar recordings
- Featured company listing in the weekly ABA “Knead to Know” E-Newsletter
- Attendee list of webinar participants who indicated that their information could be shared (includes name, title, company, phone, and email)

Submissions can be submitted by clicking here.

End of Sponsorship Menu