



**AMERICAN BAKERS
ASSOCIATION**
THE VOICE OF THE BAKING
INDUSTRY SINCE 1897

2021-2022 ABA Sponsorship Menu

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SPONSORSHIP PROGRAM OVERVIEW

Welcome to the 2021-2022 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 NextGenBaker Leadership Forum
- ABA NextGenBaker Virtual Leadership Series
- ABA Professionals Groups Conferences
- ABA Bakers Manufacturing Academy Courses
- ABA 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. 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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2021-2022 GENERAL SPONSORSHIPS OVERVIEW

The below items are not connected to a specific event or activity at ABA. Incentives are unique to each opportunity as described below.

AVAILABLE ITEMS

LEATHER BOUND ABA JOURNAL \$10,000

1/1 Available

Includes logo (along with ABA logo) embossed on a leather bound notebook/journal. These items can be used for ABA Board events, NextGenBaker activities, other ABA events, Front Line Leadership training kits, and new member welcome kits.

PENS \$4,000

1/1 Available

Includes logo (along with ABA logo) printed on a quality pen. These items can be used for ABA Board events, NextGenBaker activities, other ABA events, Front Line Leadership training kits, and new member welcome kits.



**2022 ABA
Annual
Convention**

March 27-30,
2022
La Quinta Resort
& Club, Palm
Springs, CA

2022 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. Five hundred 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 VIRTUAL PROGRAM

Includes company name and logo placement.

LISTING IN VIRTUAL 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 (2022 CONVENTION)

SPECIALITY FURNITURE \$8,500 EA

1/1 Available

Exclusive sponsor of specialty furniture that will be used in the session room to help ensure our attendees stay comfortable and, if need be, socially distanced. Sponsor would be included on signage by the furniture areas and floor stickers would be decaled in front of the furniture area.

OVERALL AV SPONSOR \$6,500 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 \$5,500 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 \$5,000 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.

WALL DECAL \$5,000 EA

4/4 Available

Sponsor would be featured on a co-branded designed wall decal, approximately 5ftx3ft that would feature the sponsor and a dedicated ad as well as directional information for the event.

CONVENTION BAGS \$4,250 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.

DIGITAL DAILY EMAIL \$4,000 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, Knead-to-Know information, etc. The tag line, bio, and logo of sponsoring organization would be included in email template.



HAND SANITIZER STATIONS \$4,000 EA

1/1 Available

Exclusive sponsorship of hand sanitizer stations and individual bottled hand sanitizers for attendee bags, given to every attendee at registration. Co-branded with ABA logo, several options would be presented for sponsoring organization's choice.

KEY CARD \$4,000 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 \$4,000 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 \$3,500 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". Sponsor would also have one slide that is mutually agreed upon that can serve as an ad for the sponsor.

LANYARDS \$3,500 EA

0/1 Available

Exclusive sponsorship of attendee badge lanyard. Sponsoring organization and ABA would design lanyard compliant with badge set-up/attachment needs. Lanyard would feature sponsoring organization's logo and/or tag line.

FLOOR DIRECTIONAL STICKERS \$3,500 EA

4/4 Available

Sponsors would be featured on directional floor stickers throughout the event to help attendees navigate the hotel.

COMMUNITY SERVICE / FAMILY EVENT \$1,500 EA

2/2 Available

Sponsors would be partnered with ABA to provide a community service activity for attendees and family members/guests of attendees to participate in prior to the start of the Convention. Sponsor would be co-host of the event.

MOBILE APP ALERT BANNER \$1,500 EA

1/3 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 \$2,000-5,000 EA

Unlimited Available

Sponsoring organizations receive items listed on the "all sponsors receive" section above.

BUSINESS & EDUCATION SESSIONS (2022 CONVENTION)

OVERALL MORNING OR AFTERNOON SESSION \$4,500 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 \$3,500 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 \$3,000 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 \$3,000 EA

1/4 Available

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 \$2,500 EA

0/1 Available

Exclusive sponsorship of the PAC Roundtable. Sponsoring organization would have table tents around room.



RECEPTION AND MEAL ITEMS (2022 CONVENTION)

AMERICAN BAKERS PAC DINNER \$10,000 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 dinner. Sponsoring organization would be featured on slides and table tents around room.

COCKTAIL RECEPTION \$7,000 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 \$4,000 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 \$4,000 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 exciting location. Potential to brand aspects of reception i.e., theme/location, specialty drink/food option, games, etc.

MEETING REFRESHMENT BREAK \$3,750 EA 1/3 Available

Sponsoring organizations are assigned one of the three breaks, All-Membership Meeting, Morning/Afternoon Business Sessions. Include table tents and signage around the break and branded napkins.

MILLERS' WELCOME RECEPTION \$3,750 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 i.e., theme/location, specialty drink/food option, games, etc.

NETWORKING LUNCHEON \$3,000 EA 4/5 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.

NEXTGENBAKER BRUNCH \$3,000 EA 0/2 Available

Group sponsorship of the NextGenBaker Brunch. Sponsors would receive 2 complimentary tickets to attend. Sponsoring organizations would be featured on table tents around event venue.

GET-A-WAY BREAKFAST \$2,750 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.



**2021 ABA
NextGenBaker Leadership Forum
Alexandria, VA**

September 15-17, 2021 | Hybrid

Co-located with:
ABA & ATBI Boards of Directors

Education Features
Leadership, trends, professional development, and political education and activities will be featured in program

NEXTGENBAKER LEADERSHIP FORUM SPONSORSHIP PROGRAM

The NextGenBaker Leadership Forum is an annual event dedicated to developing the baking industry's rising leaders through public policy engagement, professional leadership development, and industry trends education. For the 2021 Leadership Forum, NextGenBaker has partnered with General Stanley McChrystal's team, [The McChrystal Group](#), to provide attendees with a one-of-a-kind interactive leadership training experience created to build the skills they need to succeed in complex, fast-moving, and tumultuous environments.

Leveraging experiential learning, the 2021 NextGenBaker Leadership Forum will drive attendees to explore new techniques to achieve high-performance teams, effective communication, and unleashing innovative thinking. With a variety of networking events during the program, attendees will also focus on relationship building with their peers and the ABA and ATBI Boards of Directors.

ALL SPONSORS RECEIVE

LISTING IN DIGITAL AGENDA

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 FEATURED ON EVENT PRESENTATION AND GROUP SIGNAGE

Includes company logo. Sponsors will be grouped together on sponsor slides and on printed group signage.

ITEMS (NEXTGENBAKER)

DIGITAL EMAIL \$4,000

1/1 Available

Exclusive sponsorship of the event's digital emails promoting the event and day of events. Logo and link to sponsoring organization's website would be included at the top of the email.

SESSION SPONSOR \$3,250

3/3 Available

Exclusive sponsorship either one of three available sessions. Sponsoring organization would be featured on slides and table tents around room. Potential introduction of speaker/program as available.

APP SPONSOR \$4,000

1/1 Available

Sponsoring organizations would be featured as the primary app sponsor with a custom branded splash page, rotating banner ad on home screen of app and (2) branded push notifications to all app users. All materials for the event will be digital, heavy usage expected.

OPENING RECEPTION SPONSOR \$3,000

3/3 Available

Sponsoring organizations would be featured around the event via signage and table tents. Sponsors can provide content for one panel of table tent. Content must be mutually agreed upon by sponsoring organization and ABA.

NGB NIGHT OUT – EVENING EVENT SPONSOR \$7,000

1/1 Available

Sponsoring organization would be the title sponsor of the

“NextGenBaker Night Out” event on the historic Cherry Blossom boat that will take attendees on a twilight tour of the waters of DC. Sponsoring organization would be featured on signage around the boat, provide welcoming remarks to attendees and can work with the ABA staff on a signature beverage/cocktail for the evening.

NGB NIGHT OUT - ENTERTAINMENT SPONSOR \$4,000

1/1 Available

Sponsoring organization would be the exclusive sponsor of the 2–3-piece band on the “NextGenBaker Night Out” event on the historic Cherry Blossom boat that will take attendees on a twilight tour of the waters of DC. Sponsoring organization would be featured on signage near the entertainment set-up and provide remarks to attendees (mid-event).

BREAKFAST OR LUNCH SPONSOR \$2,000

4/4 Available

Sponsoring organizations can choose from one of two breakfasts or lunches. It is first come first serve. Sponsoring organizations would be featured on slides and table tents around the room and can provide a specialty item at the meal. This item would be mutually agreed upon between the sponsoring organization and ABA.

GENERAL SPONSOR \$1,500

Unlimited Available

Sponsoring organizations receive items listed on the “all sponsors receive” section above.



NEXTGENBAKER VIRTUAL SERIES PROGRAM

ABA's NextGenBaker provides the industry's rising leaders with a virtual space to connect with peers, hear from experts and industry senior leaders, and invest in professional development. This series will leave you encouraged, challenged, and better equipped to lead.

All sponsors receive a listing on the sponsorship page and schedule of events on series website. This includes company name and website URL on the sponsorship page and logo on the schedule of events.

ITEMS (NEXTGENBAKER)

DIGITAL EMAIL \$7,000

1/1 Available

Exclusive sponsorship of the event's digital emails promoting the webinar series. Logo, 3-8 word tagline and link to sponsoring organization's website would be included at the top of the email.

GOLD SPONSOR \$4,000

Unlimited

Sponsoring organizations who sponsor at the gold level will receive: (1) opportunity to provide the introduction on one of the webinars within the series, include (1) slide designed by the sponsor to be included in the slide decks of all webinars in the series, (1) banner/logo placement in a prominent location in all digital email communication regarding the webinar series, and (1) logo included on registration system of all webinars in the series.

SILVER SPONSOR \$2,750

Unlimited

Sponsoring organizations who sponsor at the silver level will receive: include (1) slide designed by the sponsor to be included in the slide decks of all webinars in the series, (1) banner/logo placement in at the bottom location in all digital email communication regarding the webinar series, and (1) logo included on registration system of all webinars in the series.

BRONZE SPONSOR \$1,500

Unlimited

Sponsoring organizations who sponsor at the bronze level will receive: (1) logo included on a group sponsor slide in the slide deck of each webinar of the series, (1) logo placement in at the bottom location in all digital email communication regarding the webinar series, and (1) logo included on registration system of all webinars in the series.



PROFESSIONALS GROUPS SPONSORSHIP PROGRAM

Through Professionals Groups (PGs) (formally referred to as ABA Committees), ABA members develops positions on these issues, share best practices, get to know industry peers, and discuss industry trends. Each group is chaired by a Baker Member and led by an ABA staff liaison. PGs are open to all ABA members, Baker, and Allied alike. By joining a group, participants will receive issue update alerts on issues that fall under the jurisdiction of the group. The PGs 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 by 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 (2021-2022 PROFESSIONALS GROUPS)

FTRAC \$500 PER CONFERENCE

Unlimited Available

These professionals groups meet 2-3 times a year and average between 50-70 attendees. Sponsoring organizations can choose which conference they would like to sponsor, multi-event options available.

CAPC, EE, HR & SAFETY, LEGAL, LOGISTICS \$300-500 PER CONFERENCE

Unlimited Available

These professionals groups meet 1-3 times a year and average between 15-60 attendees. Sponsoring organizations can choose which conference they would like to sponsor, multi-event options available.

BOARD UTILIZATION



MEMBER UTILIZATION



NON-MEMBER UTILIZATION



BAKERS MANUFACTURING ACADEMY SPONSORSHIP PROGRAM

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 Allied) 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.

OPTIONS (2021-2022 ACADEMY)

BAKERS MANUFACTURING ACADEMY \$2,000

3/3 Available

Sponsoring organization will have a logo featured on the main website header and a full marketing tile within the Academy portal dashboard area. The marketing tile will supply the company name, website link, and an area where you can supply your logo or a featured marketing header photo (dimensions must be 444x167 px). The sponsor will remain sponsor in perpetuity on an annual basis.

BAKERS MANUFACTURING ACADEMY COURSE DASHBOARD \$500

10/10 Available

Sponsoring organization can choose one lesson dashboard to feature the company logo and website where students view their completion status. You have the option to choose one published course. View the available course list [here](#). In addition to the course list, there are two how-to lessons for plant administrators and company administrators available for sponsorship. The sponsor will remain sponsor in perpetuity on an annual basis.

COURSE OPTIONS (2021-2022 ACADEMY)

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.

SPECIALIZED TRAINING – VARIETY HEARTH BREADS \$1,200

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 – TORTILLAS

\$1,200

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 – WIRE-CUT PROCESS \$1,200

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 \$1,200

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 \$1,200



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 \$1,200

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.

ABA PODCAST OPTIONS SPONSORSHIP PROGRAM

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

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) \$3,000/three-month campaign
- Post-Roll (After the content has finished) \$1,500/three-month campaign

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

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. ***Allied Members must be a member in good standing for at least one renewals cycle in order to apply.**

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 \$3,000

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)

Please contact Samantha Moore at smoore@americanbakers.org for more information.

End of 2021-2022 Sponsorship Menu