

An Organic *Night Out*

with **SPROUTS[®]** and friends
FARMERS MARKET

HONORING THE BEST ORGANIC CHAMPIONS

2025 Prospectus

WEDNESDAY, MARCH 5, 2025

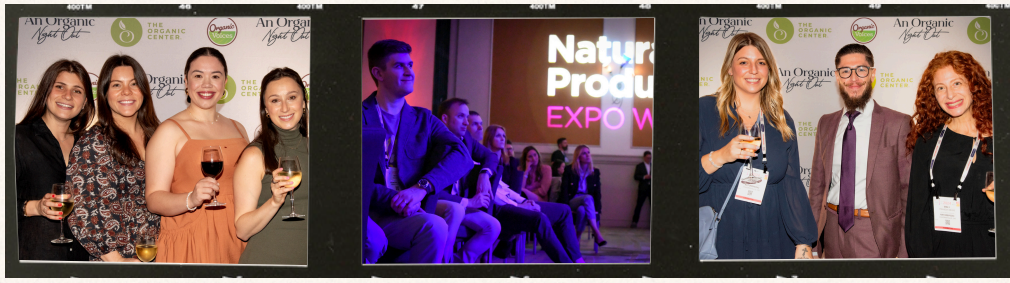
6-9 PM | ANAHEIM MARRIOTT

EXPO WEST, ANAHEIM, CA



THE
ORGANIC
CENTER.





After the huge success of An Organic Night Out: Honoring the Year's Best in Organic in 2024, we are delighted to invite you to be a part of our 2025 event, which will take place on March 5, 2025 at Expo West! Hosted by The Organic Center and Organic Voices, this event promises an unforgettable evening filled with celebration, knowledge sharing, and networking opportunities, all while supporting a greener and healthier future for our planet.

Building off the success of this year's event, we have made some significant improvements to strengthen the awards and sharpen the programming!

Enjoy an inspiring evening with an opportunity to mingle and network with other organic stakeholders. Sip a beverage, enjoy organic food, and learn about the research and education being performed to advance organic and have meaningful impact in the areas of crop production, soil health, food safety, climate, and sustainability.

Join our surprise celebrity host and other guests as we recognize and celebrate the success of organic brands, companies, organizations, retailers, farmers, researchers and more in communicating the impact of organic to consumers.

EVENT DETAILS

Date: March 5, 2025

Time: 6-9 PM

Location: Marquis Ballroom, Anaheim Marriott at the Convention Center



NETWORKING EXTRAVAGANZA

You are guaranteed to connect with colleagues, retailers, brands, businesses, suppliers and organic industry leaders at the biggest all-organic networking event at Expo West. Meet old friends and make new ones, be inspired and entertained.



CELEBRATE SUCCESSES

Celebrate the remarkable achievements of organic brands and companies in communicating, educating and advocating about the benefits of Organic. Join industry luminaries, change makers and other guests in recognizing the best of the best across several categories. Together, we will highlight the importance of choosing organic for a healthier future while congratulating those that did it best in the marketplace.

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MAKE AN ENDURING IMPACT

As a supporter, your contribution will underwrite cutting-edge organic science and the ongoing creation of easy-to-digest content highlighting the benefits of organic for human health and the environment. From informative videos to inspiring recipes, we will ensure that consumers are well-informed about the positive impact of organic choices.



A NIGHT OF FUN

Starting the night with a happy hour with music, drinks and appetizers turns into an exciting awards program with food and drink and a celebration of all things organic. An Organic Night Out: Honoring the Year's Best in Organic promises to be an enjoyable and unforgettable evening.

EVENING PROGRAMMING

- Reception and happy hour with live music, drinks, and appetizers
- Awards show program hosted by a surprise celebrity guest and Gary Hirshberg with dinner and drinks

DRESS CODE

Casual cocktail/business casual attire

AWARDS CATEGORIES

- Best New Organic Food
- Best New Organic Beverage
- Best New Organic Non-food Product
- Best Organic Messaging (Social Media or PR)
- Best Organic Retailer
- Best Organic Supplier
- Most Impactful Organic Research Result or Finding
- Emerging Organic Brand of the Year
- Organic Company of the Year



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General Mills is a proud supporter of The Organic Center and Organic Voices, two important nonprofit organizations helping to grow awareness and understanding of organic. Both are necessary for the continued growth and success of the organic industry. We are thrilled that these organizations will again be hosting an Organic Night Out at Expo West, and look forward to joining other organic leaders in celebrating organic

– Melissa Gallant, Director, Natural & Organic Business Unit at **General Mills**

The inaugural 2024 Organic Night Out Event at Expo West was the largest and most important Organic event in years. Gathering hundreds of organic leaders, brands, and people together to advance the Organic advantage was invigorating and we are delighted to support the event again this year.

– Chris Malnar, Vice President Marketing at **Stonyfield Organic**



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SPONSORSHIP LEVELS + BENEFITS	2025 SPONSORS (TO DATE)
<p>DIAMOND - \$100,000</p> <ul style="list-style-type: none"> • 24 tickets (This is preferred seating for 24 in front of the stage) • 3 tickets to VIP meet and greet • Limited product placement at event* • Event Signage – XXL logo • Event Screens – XXL logo • Website Listing – XXL logo • E-blasts – XXL logo • Emcee announcement • Branded award name (choice of award based on first come first serve) • Choose a co-presenter for award • <u>Social media package</u>** • CEO/Executive & Retailer roundtable meeting at Expo West: an intimate gathering of premier sponsors and retailers, including CEOs and executives, to discuss the organic marketplace and how the industry can work together to elevate organic to the consumer. <p>* A table to provide small quantities of packaged product will be available. Numbers will be confirmed once details are worked out with the Marriott</p> <p>**This includes two dedicated posts on Only Organic and TOC's social media pages.</p>	
<p>PLATINUM - \$50,000</p> <ul style="list-style-type: none"> • 16 tickets (This is preferred seating for 16 in front of the stage) • 2 tickets to VIP meet and greet • Limited product placement at event* • Event Signage – XL logo • Event Screens – XL logo • Website Listing – XL logo • E-blasts – XL logo • Emcee announcement • <u>Social media package</u>** • CEO/Executive & Retailer roundtable meeting at Expo West: an intimate gathering of premier sponsors and retailers, including CEOs and executives, to discuss the organic marketplace and how the industry can work together to elevate organic to the consumer. <p>* A table to provide small quantities of packaged product will be available. Numbers will be confirmed once details are worked out with the Marriott</p> <p>**This includes two dedicated posts on Only Organic and TOC's social media pages.</p>	



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THE ORGANIC CENTER



SPONSORSHIP LEVELS + BENEFITS	2025 SPONSORS (TO DATE)
<p>GOLD - \$25,000</p> <ul style="list-style-type: none"> • 12 tickets (This is preferred seating for 12 in front of the stage) • 1 tickets to meet and greet • Limited product placement at event* • Event Signage – Large logo • Event Screens – Large logo • Website Listing – Large logo • E-blasts – Large logo • Emcee announcement • <u>Social media package**</u> • CEO/Executive & Retailer roundtable meeting at Expo West: an intimate gathering of premier sponsors and retailers, including CEOs and executives, to discuss the organic marketplace and how the industry can work together to elevate organic to the consumer. <p>* A table to provide small quantities of packaged product will be available. Numbers will be confirmed once details are worked out with the Marriott</p> <p>**This includes two dedicated posts on Only Organic and TOC's social media pages.</p>	<p>MEG & GARY HIRSHBERG</p>  
<p>SILVER - \$10,000</p> <ul style="list-style-type: none"> • 8 tickets (This is preferred seating for 8 in front of the stage) • Event Signage – Medium logo • Event Screens – Medium logo • Website Listing – Medium logo • E-blasts – Medium logo • Emcee announcement • <u>Social media package*</u> <p>*This includes two dedicated posts on Only Organic and TOC's social media pages.</p>	
<p>BRONZE - \$5,000</p> <ul style="list-style-type: none"> • 5 tickets (This is preferred seating for 5 in front of the stage) • Event Signage – Small logo • Event Screens – Small logo • Website Listing – Small logo • E-blasts – Small logo • Emcee announcement • <u>Social media package*</u> <p>* This includes two dedicated posts on Only Organic and TOC's social media pages</p>	

IF YOU ARE INTERESTED IN SPONSORING OR LEARNING MORE ABOUT THIS EVENT, PLEASE EMAIL KATRINA@ORGANICVOICES.ORG

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THANK YOU TO LAST YEAR'S SPONSORS



MEG & GARY
HIRSHBERG



New Hope
NETWORK

