

# SPONSORSHIP PROSPECTUS

**March 13, 2024 | 6 pm**





THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

We are delighted to invite you to be a part of the 2024 **An Organic Night Out: Honoring The Year's Best in Organic**, a remarkable ticketed event that aims to support and advance the organic movement. Hosted by The Organic Center and Organic Voices/Only Organic, 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. Think of this as the first-ever "Organic Oscars."

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

Then join Jennifer Garner and other guests as we recognize and celebrate the success of organic brands and companies in communicating the impact of organic to consumers. Cap off the evening with more drinks and live music.



**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.



**Inspiring Science Fair:** Mingle and network with fellow organic stakeholders while gaining insights into the latest research conducted by The Organic Center and other scientists. Witness the meaningful impact organic practices have on crop production, soil health, food safety, climate, and sustainability.



**Celebrate Successes:** Join us alongside renowned celebrities as we celebrate the remarkable achievements of organic brands and companies in communicating, educating and advocating about the benefits of Organic. Join Jennifer Garner, 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.



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic



**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:** The celebration doesn't stop there! After recognizing the excellence in the organic industry, let loose and dance the night away with live music and an atmosphere of camaraderie. An Organic Night Out: Honoring The Year's Best in Organic promises to be an enjoyable and unforgettable evening.

### Evening Programming

- Reception and Science Fair with appetizer stations and bar
- Awards show program hosted by Jennifer Garner and Gary Hirshberg
- DJ and bar
- **Dress code:** Casual cocktail/business casual attire

### Awards Categories

- Best New Organic Food/Beverage
- Best New Organic Non-food Product
- Best Organic Messaging: Better for the Planet, People or Animals.
- Best Organic PR or Social Media Activation
- Best Retailer Organic Activation
- Most Impactful Organic Research Result or Finding
- Emerging Organic Entrepreneur of the Year
- Organic Company of the Year



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

### What others are saying

Through trusted research and storytelling, The Organic Center and Organic Voices provide critical education on the foundational benefits of organic agriculture. As part of Whole Foods Market's higher purpose to nourish people and the planet, we are proud to support Organic Night Out. Events like these are not only celebrations of achievement, but pivotal occasions to come together and elevate the voice of the organic community.

– Ann Marie Hourgian, *Quality Standards Principal Advisor* at **Whole Foods**

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. Without these organizations, critical information and research would not be broadly distributed throughout the industry and with consumers. Both are necessary for the continued growth and success of the organic industry. We are excited to see these two organizations join forces for an exciting new event at Expo West 2024 and look forward to joining other organic leaders to celebrate organic.

– Jason Resch, *Director, Natural & Organic Business Unit* at **General Mills**

Year after year Organic Valley chooses to support The Organic Center and Organic Voices. These two non-profits support each other's missions, as well as one of ours; to educate the consumer about the benefits of USDA Organic products. We appreciate the convening of science The Organic Center has done on dairy contaminants and research around organic's benefits to soil and climate health. We are grateful Organic Voices is reaching engaged consumers over multiple channels to amplify the messaging of the benefits with a unified voice, throughout the organic industry.

– Adam Warthesen, *Director of Government & Industry Affairs* at **Organic Valley**

Global Organics is happy to support events like Organic Night Out that celebrate the important work The Organic Center and Organic Voices do for our industry. These events are a great way to connect with brands and others who share our passion and commitment to improving our food system. Supporting these events is an investment in critical research and market development initiatives that feed the consumer education and promotion campaigns and the future of organic.

– Roland Hoch, *Vice President* at **Global Organics**





THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

### Why Sponsor

The Organic Gala is the organic sector's premier event at Natural Products Expo West. Funding from this event will cover the yearly budgets for Organic Voices and The Organic Center, both 501c3 nonprofit organizations that work on important research, education, and communication within the organic industry and with consumers.

### What the funding will cover



THE  
ORGANIC  
CENTER™

**The Organic Center:** The Organic Center works to fill critical industry knowledge gaps by managing research projects and providing tools and training to help organic farmers and businesses thrive. Our research projects focus on climate change mitigation and environmental health, human health, and building tools and solutions to support organic operations.

To grow the organic industry and its positive impact on people and the planet, shoppers must understand the value of organic and the benefits that come with purchasing products carrying the USDA Organic seal. The Organic Center communicates directly with consumers, sharing the latest credible research on how organic farming and products can protect their health and the planet. We serve up the facts in easy-to-digest content like recipes linked to science-backed benefits, science roundup reports, educational videos, webinars, and much more.

Supporting The Organic Center helps fund our research and consumer education as well as all the other behind the scenes work we do to advance the industry, including creating content to support advocacy work, reviewing publications and grants to ensure that organic is represented accurately in science, and even funding organic research and extension through our competitive grant program in partnership with the Foundation for Food and Agriculture Research.



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

### What the funding will cover



**Organic Voices:** Organic Voices is a nonprofit organization dedicated to educating consumers about the significance of the USDA Organic seal, ROC certification, and GOTS certification through our Only Organic campaign. We create compelling educational content tailored to inform and engage consumers, using multiple online channels to reach new audiences through large-scale consumer-facing campaigns.

Partnering with brands, retailers, farmers, and consumers, Organic Voices strives to amplify the message of the benefits of organic and establish a unified voice throughout the organic industry.

Through funding, polling, and research on consumer messaging, we provide valuable insights to sponsor brands. Furthermore, we actively participate in year-round online events with brands and like minded organizations on platforms like Instagram and Twitter, co-host blogs, and utilize social media, newsletters, and websites to promote brands and foster collaboration within the organic community. Organic Voices' ultimate goal is to grow the number of consumers seeking and purchasing organic products, thus contributing to a more sustainable and health-conscious world.

The mission of Organic Voices is to help consumers better appreciate and eliminate confusion about all of the benefits of Organic. We do this mainly by creating and disseminating entertaining, vibrant and informative digital messaging. Currently, Organic Voices is creating short-form video and advertising content for TikTok, Instagram and other platforms geared towards younger audiences, with a major focus on the advantages of Organic in combating and reversing climate change. Our multi-year strategy is to build large audiences beyond the "already convinced" as we prepare to create a Netflix style docuseries to share the Organic story with millions of consumers.



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

Sponsorship Levels + Benefits	2024 Sponsors (to date)
<p><b>Diamond - \$100,000</b></p> <ul style="list-style-type: none"> <li>• 20 tickets (This is preferred seating for 20 in front of the stage)</li> <li>• 4 tickets to VIP meet and greet</li> <li>• Product Placement Display at Event</li> <li>• Event Signage – XL logo</li> <li>• Event Screens – XL logo</li> <li>• Website Listing – XL logo</li> <li>• E-blasts – XL logo <ul style="list-style-type: none"> <li>◦ *Single e-blast to New Hope organic list (this is outside of the regular e-blasts from New Hope)</li> </ul> </li> <li>• Emcee announcement</li> <li>• Branded award name (choice of award based on first come first serve)</li> <li>• Choose a co-presenter for award</li> <li>• Social media package</li> <li>• CEO/Executive &amp; Retailer roundtable meeting at Expo West</li> </ul> <p><i>*This includes a dedicated post on Only Organic and TOC's social media pages.</i></p>	
<p><b>Platinum - \$50,000</b></p> <ul style="list-style-type: none"> <li>• 15 tickets (This is preferred seating for 15 in front of the stage)</li> <li>• 4 tickets to VIP meet and greet</li> <li>• Product Placement Display at Event</li> <li>• Event Signage - Large logo</li> <li>• Event Screens – Large logo</li> <li>• Website Listing – Large logo</li> <li>• E-blasts – Large logo</li> <li>• Emcee announcement</li> <li>• Social media package</li> <li>• CEO/Executive &amp; Retailer roundtable meeting at Expo West</li> </ul> <p><i>* This includes a dedicated post on Only Organic and TOC's social media pages.</i></p>	
<p><b>Gold - \$25,000</b></p> <ul style="list-style-type: none"> <li>• 12 tickets (This is preferred seating for 12 in front of the stage)</li> <li>• 2 tickets to meet and greet</li> <li>• Event Signage - Medium logo</li> <li>• Event Screens – Medium logo</li> <li>• Website Listing – Medium logo</li> <li>• E-blasts – Medium logo</li> <li>• Emcee announcement</li> <li>• Social media package</li> <li>• CEO/Executive &amp; Retailer roundtable meeting at Expo West</li> </ul> <p><i>* This includes a dedicated post on Only Organic and TOC's social media pages.</i></p>	



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

### Sponsorship Levels + Benefits

#### Silver - \$10,000

- 10 tickets (This is preferred seating for 10 in front of the stage)
- 2 tickets to meet and greet
- Event Signage – Medium/small logo
- Event Screens – Medium/small logo
- Website Listing – Medium/small logo
- E-blasts – medium logo
- Emcee announcement
- Social media package

\* This includes a dedicated post on Only Organic and TOC's social media pages



#### Bronze - \$5,000

- 8 tickets (This is preferred seating for 8 in front of the stage)
- Event Signage – Small logo
- Event Screens – Small logo
- Website Listing – Small logo
- E-blasts – Small logo
- Emcee announcement
- Social media package

\* This includes a dedicated post on Only Organic and TOC's social media pages







THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

	Diamond	Platinum	Gold	Silver	Bronze
Amount	100,000	50,000	25,000	10,000	5,000
Registrations	20	15	12	10	8
Tickets to VIP meet and greet	4	4	2	2	
Product Placement	✓	✓			
Event Signage Logo	XL	L	M	S	XS
Event Monitors Logo	XL	L	M	S	XS
Event Website Logo	XL	L	M	S	XS
E-Blast Logo	XL	L	M	S	XS
Emcee Announcement	✓	✓	✓	✓	✓
Social Media Package	✓	✓	✓	✓	✓
Branded Award name choice of award (based on first come first serve)*	✓				
Choose co-presenter for award*	✓				



THE  
ORGANIC  
CENTER™



## An Organic Night Out: Honoring The Year's Best in Organic

Thank you to Last Year's Sponsors



New Hope.  
NETWORK™



tasteforlife

