



*foods*

2019

TRADE SHOW

Tuesday, May 7th | 11:00AM-4:00PM  
Jeffco County Fairgrounds



The logo features the number '8th' in a large, green, stylized script font. To its right, the words 'LOCO FOOD DISTRIBUTION'S' are written in a bold, orange, sans-serif font. Below this, the words 'ANNUAL TRADESHOW' are written in a very large, white, bold, sans-serif font. The background of the top section is a blurred photograph of a busy trade show floor with many people.

# 8th ANNUAL TRADESHOW

The purpose of this event is to provide local food growers and processors the opportunity to showcase the delicious variety of locally made food from our region and demonstrate to wholesale buyers how they can streamline local sourcing through the LoCo Foods OnlineCatalog.

We invite wholesale purchasers from around the Front Range to meet local producers and processors, try their food and get excited about sourcing locally for their stores, restaurants and cafeterias. At the last LoCo Foods Tradeshow in May, 2018, over 300 wholesale purchasers sampled from 75 local vendors. These buyers represented Safeway/Albertsons, Sprouts Farmers Markets and independent grocer buyers in addition to Chefs from universities, corporate cafeterias, restaurants, coffee shops, tap rooms and numerous others. Vendors included, but were not limited to: Big B's Juices, Bobo's Oat Bars, Bolder Beans, Freshies, Happy Leaf Kombucha, Haugen's Mountain Grown Lamb, Hazel Dell Mushrooms, Honey Bunchies, Infinite Harvest, Lazy Bee Ranch Honey, Olde Man Granola, Redlaw Sauce, Sangre's Best Beef and Sweetwood Cattle.

Please consider taking this opportunity to sponsor the next LoCo Foods Tradeshow to demonstrate your commitment to deepening and expanding our community-based food system. Sponsorship is also a highly-visible and effective way to show off your products and services to hundreds of Colorado businesses!

For a closer look at our annual trade shows please visit our website at [LoCoFoodDistribution.com/tradeshow](http://LoCoFoodDistribution.com/tradeshow)



# PLATINUM SPONSOR - \$5,000

- 1 Platinum Sponsorship is available, and will be open on a first come, first service basis.
- 45-minute early access for your buyers to walk the tradeshow in advance of the start of the show.
- Your company's branded shopping bags provided to all Tradeshow attendees.
  - 500 Bags must be provided by sponsor.
- Booth space at the event.
- Your company name and logo prominent on the tradeshow page on our website with a 150-word description and web link to your business site.
- Recognition in LoCo Foods email newsletters in advance of the tradeshow.
- Inclusion in all website announcements, emails, and social media postings about the tradeshow.
- Your logo on all printed pre-event promotional materials.
  - *[Sponsorship must be confirmed by April 30<sup>th</sup>]*
- Recognition of your contribution during the event verbally during the introductions and announcements.
- Your logo prominently located on the marketing collateral given to each tradeshow attendee.



# GOLD SPONSOR - \$2,500

- Booth space at the event.
- Your company's collateral material in the folders given to vendors and/or customers.
  - Collateral to be provided by sponsor.
- Your company name and logo on the tradeshow page on our website with a 100-word description and web link to your business site.
- Recognition in LoCo Foods email newsletter in advance of the tradeshow.
- Inclusion in all website announcements, emails, and social media postings about the tradeshow.
- Your logo on all printed pre-event promotional materials.
  - *[Sponsorship must be confirmed by April 30<sup>th</sup>]*
- Recognition of your contribution during the event verbally during the introductions and announcements.
- Your logo on the marketing collateral given to each tradeshow attendee.



# SILVER SPONSOR - \$1,000

- Booth space at the event.
- Your company name and logo on the tradeshow page on our website with a 50-word description and web link to your business site.
- Inclusion in all website announcements, emails, and social media postings about the tradeshow.
- Recognition of your contribution during the event verbally during the introductions and announcements.
- Your logo on the marketing collateral given to each tradeshow attendee.





# BRONZE SPONSOR - \$500

- Banner space at the event.
- Your company name and logo on the tradeshow page on our website.
- Recognition in LoCo Foods email newsletter in advance of the tradeshow.
- Recognition of your contribution during the event verbally during the introductions and announcements.
- Your logo on the marketing material given to each tradeshow attendee.

# BEVERAGE SPONSOR

- Must provide enough beer for all attending customers and vendors.
  - Approx. 500-750 servings.
- Must gain approval and license from the Jeffco Clerk and Recorder's office.
- Fairground security fee must be covered by sponsor.
- Jockey box and team must be provided to serve, card and educate the attendees about your company.
- Your company name and logo on the tradeshow page on our website.
- Recognition in LoCo Foods email newsletter in advance of the tradeshow.
- Your logo on all printed promotional materials for the tradeshow.
- Inclusion in all website announcements, emails, and social media postings about the tradeshow.
- Recognition of your contribution during the event verbally during the introductions and announcements.
- Your logo on the marketing collateral given to each tradeshow attendee.
- *[Sponsorship must be confirmed by April 1<sup>st</sup>]*

If you would like to participate in the LoCo Foods Tradeshow as a sponsor please send the following information to [tradeshow@LoCoFoodDistribution.com](mailto:tradeshow@LoCoFoodDistribution.com) by **April 1<sup>st</sup>, 2019** for Beverage Sponsorships and **April 30<sup>th</sup>, 2019** for all other sponsorship levels.

- ⇒ **Requested Sponsorship Level**
- ⇒ **Name**
- ⇒ **Phone Number**
- ⇒ **Business Name**
- ⇒ **Email Address**
- ⇒ **Website**
- ⇒ **High-resolution Logo**

And please remit payment to:

LoCo Food Distribution, ATT: Darrelle Weyant  
229 N. US Highway 287, Fort Collins, CO 80524

