



LOCAL

SPONSORSHIP OPPORTUNITIES

Prepared by: LoCo Food Distribution

July 20th, 2021 | EXDO Event Center Denver



9th Annual LoCo Foods Tradeshow

The purpose of this event is to provide Colorado food and CBD suppliers the opportunity to showcase the delicious a variety of locally made food from our region and demonstrate to wholesale buyers how they can streamline local sourcing through the LoCo Foods Online Catalog.

We invite wholesale purchasers from around the Front Range to meet local producers and processors, try their products and get excited about sourcing locally for their stores, restaurants and cafeterias. At the last LoCo Foods Tradeshow In May of 2019, over 250 wholesale purchasers sampled from 80+ local vendors. These buyers represented Safeway/Albertsons, Sprouts Farmers Markets, independent grocery buyers, chefs from universities, corporate cafeterias, restaurants, coffee shops, tap rooms and many others.

Vendors included, but were not limited to: Big B's Juices, Bobo's Oat Bars, Bolder Beans, Four Points Energy Bars, Happy Leaf Kombucha, Lazy Bee Ranch Honey, Olde Man Granola, Redlaw Sauce Co. and Sweetwood Smokehouse.

Please consider taking this opportunity to sponsor the upcoming 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 Tradeshow, please visit us at www.LoCoFoodDistribution.com/tradeshow



The Benefits to You

As your partner, LoCo Food Distribution takes our sponsorship agreement very seriously. You make a promise to help local small businesses, and in return we promise to deliver on our sponsorship benefits!

CONNECT WITH LOCAL SUPPLIERS

Customers are getting more and more discerning about the food they eat and the companies they do business with. What better way to communicate your values than by sponsoring an event that matches theirs?

INCREASE SALES

You'll have unparalleled in-person access to hundreds of people involved in the Colorado food chain when you become an integral part of the LoCo Foods festivities through sponsorship by participating in the event, operating your own personalized booth, and having your brand and message displayed throughout the venue.

NETWORK WITH OTHERS IN THE INDUSTRY

Meet other industry professionals who are passionate about creating a local culture that helps promote innovative food ideas into successful businesses with a strong network for growth.

GIVE YOURSELF SOMETHING TO SMILE ABOUT

Responsible companies like yours know how important it is to support the local economy. As we all know, a healthy local food system is an indicator of an excellent economy. Your sponsorship will help us continue to strengthen our food system here in Colorado!



Platinum Sponsorship

As a Title Sponsor, you'll get star treatment, starting with 30-minute early access to the event!

Your branding will appear on all print collateral, advertising, swag, and electronic media associated with the event. In addition, you will receive four personalized social media posts and a halfpage ad in the events program. You'll also be invited to display banners and set up a booth at the venue. We recommend a boutique display featuring your local support and services.

Branded re-usable shopping bags will be handed out to each attendee the day of the event and can include any sales and marketing sheets you would like to offer.

On the big day, invite staff and colleagues to enjoy the VIP treatment with samples provided from over 80 local food and beverage manufacturers.

We think your market and our audience are a perfect match. Ensure the loyalty of your existing customers and resonate with new ones - all while you help us help the local food economy here in Colorado thrive!

*500 branded bags must be provided by the sponsor at least one month in advance of the event.



Gold Sponsor

As a Gold Sponsor, your branding will appear on all print collateral, advertising, swag, and electronic media associated with the event. In addition, you will receive four personalized social media posts and a half page ad in the events program. Your company collateral that you provide will also be included in the re-usable shopping bags handed out to each attendee upon entry. You'll also be invited to display banners and set up a booth at the venue. We recommend a display featuring your unique products and services.

Silver Sponsor

As a Silver Sponsor, your logo will appear on all print collateral, advertising, swag, and electronic media associated with the event. In addition, you will receive 2 personalized social media posts. You'll also be invited to set up a booth at the venue. We recommend a display featuring your unique products and services.

Bronze Sponsor

As a Bronze Sponsor, your logo will appear on all print collateral, advertising and swag, and electronic media associated with the event. You'll also be invited to display banners at the venue the day of the event.

Beverage Sponsor

As the Beverage Sponsor you must provide enough drinks for all attendees. [Approximately 500-750 servings.] Jockey box and TIPS certified server or team must be provided to serve, card and educate attendees about your company. Your company logo will appear on all print collateral, advertising and electronic media associated with the event and any collateral that you provide will also be included in the re-usable shopping bags handed out to each attendee upon entry. In addition, you will also receive 4 social media mentions and a quarter page ad in the event's program.

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Sponsorship Options At A Glance

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Beverage Sponsor
	\$5,000	\$2,500	\$1,000	\$500	See Details below
Premium Booth	✓	✓	✓		✓
Banner Space	✓	✓		✓	
30 Minute Early Access	✓				
Branded Bags	✓				
Logo on: Event Page	✓	✓	✓	✓	✓
Printed Collateral	✓	✓	✓	✓	✓
A/V	✓	✓			✓
Verbal Recognition at Event	✓	✓			✓
Social Media Mentions	6	4	2	2	4
Promo Items or Flyers in Swag Bags	✓	✓			✓
Ad in Event Program	Half Page	Quarter Page			Quarter Page
Ad in Newsletter	✓	✓			✓



Want To Be A Part Of This Awesome Event?

1. Please read through the sponsorship opportunities on the previous page to make sure you understand all the benefits involved with sponsoring this event. and choose the one that works best for you!
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together.
3. **To participate, please send the following information to Tradeshow@LoCoFoodDistribution.com by 3/15/2020.**
 1. Requested sponsorship level
 2. Name
 3. Contact Number
 4. Business Name
 5. Email Address
 6. Website Address
 7. High Resolution Logo
 8. Sponsorship payment
 1. Please remit payment to: LoCo Food Distribution ATT: Darrelle Weyant
128 Racquette Drive, Fort Collins CO, 80524
4. Once we receive notification of your acceptance and the required information listed above, we'll get the ball rolling!