



ISSUES WATCH

FORECASTING THE POLITICAL
LANDSCAPE FOR CPG

November 18-19, 2020

Sponsorship Opportunities

Sponsorship opportunities are
available for non-CPG companies
on a first-come, first-served basis.



Secure your sponsorship today.

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ConsumerBrandsAssociation.org/events/issues-watch/

Issues Watch: Forecasting the Political Landscape for CPG

Issues Watch is a virtual event designed for the consumer packaged goods (CPG) industry to prepare for the legislative, regulatory and reputational themes that will follow the 2020 election – no matter who is elected.

Convening the industry, leading policy experts and analysts, this event helps companies prepare for and forecast how November's vote will affect the political landscape.

Value of Sponsorship

Major CPG players from Fortune 500 companies are going to have to contend with the new world. This is where they're going to do it. Issues Watch is an opportunity to put your brand in front of some of the most influential brands in the world – representatives from companies like Clorox, Coca-Cola, General Mills, Mondelez, PepsiCo and more have already committed.

Event Audience

Leaders from multiple disciplines across CPG with a primary focus on government affairs and legal, regulatory, sustainability and supply chain issues will attend. Sponsors will have the opportunity to interact with attendees and the benefits listed below can be adjusted based on company goals.

Event Format

Issues Watch will take place over the course of two days. Each session is designed so participants can attend as many sessions as are relevant to them. Advisory group meetings will be held November 17 and 20 by invitation only. Topic sponsors are invited to attend these meetings as a listen-only participant.

Limited opportunities are available – secure your sponsorship today.

Title Sponsor

\$25,000 (one available)

- Unlimited attendees from your company (registration is priced at \$5,000 per person).
- Visibility/Recognition
 - Premier website visibility as title sponsor (i.e. "presented by" or "in partnership with").
 - Logo visibility on commercial reels during both conference days.
 - Opportunity to play a short video during the lunch break commercial reel.
 - Verbal recognition during opening and closing remarks both days.
 - Logo recognition on post-event materials (if applicable).
- Opportunity for one attendee to listen in to advisory group calls.
- Invitation to collaborate with Consumer Brands to produce one session (mutually agreed upon).
- Content featured in post-event email sent by Consumer Brands to attendees.
- Facilitate one happy hour on either conference day – Consumer Brands to introduce session and sponsor prior to facilitating networking session. Breakout groups may be arranged for small group discussions.
- Opportunity to review attendee list and invite select participants to attend a focus group session in the three weeks following the event, hosted and managed by sponsor.
- Opportunity to send a gift to first 250 registered attendees – cost and logistics to be managed by sponsor.
- Ability for company executive to introduce one session (mutually agreed upon).

Topic Sponsor

\$3,000

- Select visibility for one content track – one sponsor available per track:
 - Keynote (multiple available)
 - Packaging sustainability
 - Regulatory affairs
 - Legal affairs
 - Supply chain
- Up to two attendees from your company for both days of content (\$10,000 value).
- Opportunity to listen in to advisory group call for the selected sponsored topic.
- Visibility/Recognition:
 - Website
 - Visibility as topic sponsor
- Logo visibility on title slide at the beginning of each topical session.
- Verbal recognition during opening remarks on first conference day.