

Ally Member Benefits



Ally members are companies that provide services or solutions for the consumer packaged goods industry. As an ally member of Consumer Brands, you'll receive year-round visibility and opportunities to align your brand with some of the most impactful CPG companies in the world.

	Promoting Bold Initiatives	Cultivating Connections	Shaping Outcomes
	\$10,000	\$25,000	\$75,000
Company Visibility			
Listing on ConsumerBrandsAssociation.org	Name	Name	Logo
Appendix listing in board and executive committee meeting pre-read materials (2x per year)	Name (end)	Logo (middle)	Logo (top)
Appendix listing in one advisory group (Supply Chain, Regulatory or Packaging Sustainability) materials (2x per year)	Logo	Logo	Logo
Promotion packet for use within company*	Yes	Yes	Yes
Membership Communications			
Receipt of members-only newsletters	Yes	Yes	Yes
Opportunity to attend members-only webinars	No	Yes	Yes
Weekly update from President & CEO	No	No	Yes
Receipt of board meeting pre-read materials	No	No	Yes
Thought Leadership			
Preferred consideration for speaking opportunities	No	Yes	Yes
Participate in one pillar (Packaging Sustainability, Smart Regulation or Frictionless Supply Chain); includes listen-only access to advisory group meetings and related exchange calls	No	No	Yes
Participate in one task force in selected pillar	No	No	Yes
Develop and lead one member webinar on a mutually agreed-upon topic	No	No	Yes
Eligible to be considered as a white paper or research partner**	No	No	Yes
Events			
Leadership Forum attendees*** (max registrations)	2	4	8
Other in-person event attendees (max registrations)	0	1	2
Discounts			
Discount on sponsorship prices	10%	20%	30%
Discount on SmartBrief advertising rates	No	Yes	Yes
Anniversary Recognition			
Ribbon designation at Leadership Forum	Yes	Yes	Yes
Ability to purchase two additional Leadership Forum tickets	On each 10 year anniversary	On each 5 year anniversary	On each 3 year anniversary
Verbal and printed recognition at Leadership Forum	On each 10 year anniversary	On each 5 year anniversary	On each 3 year anniversary

Membership runs on a calendar year from January through December and members are responsible for ensuring that benefits are fully utilized. Contact us with any questions: membership@consumerbrandsassociation.org.

*Promotion packet would include a PowerPoint slide, logo for use on website, email signature details and permission to indicate 'member since'.

** Research collaborations must be relevant to Consumer Brands' focus areas and driven by CPG company interest.

*** Must pay for full membership year to attend Leadership Forum.