

Ally Member Benefits

Ally members are companies that provide services and solutions to 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.	Logo	Logo	Logo
Recognized in annual press release with membership roster.	Yes	Yes	Yes
Appendix listing in board meeting pre-read materials (2x per year).	Logo (end)	Logo (bottom)	Logo (middle)
Ability to indicate 'members since' and access to Consumer Brands media kit.	Yes	Yes	Yes
Membership Communications			
Receipt of members-only newsletters and updates.	Yes	Yes	Yes
Consumer Brands' CEO weekly update.	No	No	Yes
Receipt of board meeting pre-read materials.	No	No	Yes
Industry Participation			
Invitation to post one PDF resource in Consumer Brands bookstore.	No	Yes	Yes
Preferred consideration for speaking opportunities.	No	Yes	Yes
Develop and lead one member webinar on mutually agreed-upon topic.	No	+ \$15,000	Yes
Participate in one Consumer Brands priority area (Packaging Sustainability, Smart Regulation, Frictionless Supply Chain, Legal or Government Affairs).	No	No	Yes
Eligible for consideration as a white paper or research partner.*	No	No	Yes
Discounts			
SmartBrief advertising.	Yes	Yes	Yes

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

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