



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**

# SPONSORSHIP OPPORTUNITIES

**EXPECTATIONS ARE CHANGING FOR BRANDS.**  
*WHAT DOES THAT MEAN FOR YOU?*

**ENGAGE WITH CPG CEOS AS A THOUGHT  
LEADER TO DRIVE THE CPG INDUSTRY FORWARD.**

Join 100 of the most influential CPG CEOs and top executives in Sea Island, Georgia, from December 2-3, 2021, for the Consumer Brands Association's CPG Executive Summit. This invitation-only, in-person event features exclusive networking and provocative conversations intended to challenge leaders' thinking about how to drive their businesses forward. These exclusive sponsorship opportunities offer premium branding and visibility, in addition to an invitation for one of your senior executives to attend.

## THREE TYPES OF SPONSORSHIPS ARE AVAILABLE

**PREMIER**  
\$100,000

Receive premium visibility  
with all attendees.

**NETWORKING**  
\$75,000

Receive focused  
visibility at select  
networking events.

**SPECIALTY**  
\$50,000

Receive high-touch  
visibility on Friday.





CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**

## **ALL SPONSORS RECEIVE VISIBILITY OPPORTUNITIES BEFORE, DURING AND AFTER THE EVENT**

Sponsorship provides access for one senior executive to participate in key sessions and activities, including Thursday's dinner and Friday's closing activity. All sponsors will be recognized in select pre- and post-summit related publicity and advertising, and on summit-related messaging. These sponsorships also offer company name or logo recognition in program, on select signage and at registration in our Hospitality Suite. Full details are listed below and select sponsorships may have additional visibility options available to enhance sponsor brand awareness.

Please indicate your preferred sponsorship and contact  
**Amy Lestition Burke**, *Vice President, Industry Solutions*:  
**[aburke@consumerbrandsassociation.org](mailto:aburke@consumerbrandsassociation.org)** or **202.302.3230**.





# PREMIER SPONSORS

## HOSPITALITY SPONSOR: \$100,000

SOLD

**Your opportunity to be front and center. Our Hospitality Suite is the nexus of the summit and is open throughout the entire event. Attendees will see and appreciate your brand from the moment they register and throughout their entire stay.**

- Visibility from December 2-4 during all pre- and post-summit activities.
- Sponsor recognition at refreshment station in Hospitality Suite.
- Featured logo recognition as Hospitality Sponsor on screens in Hospitality Suite.
- Verbal mention from the stage by Consumer Brands President and CEO or other relevant leader during remarks.
- Co-branded portfolio and pen to be provided with printed summit schedule to guests upon check-in.
- Co-branding on attendee welcome bag provided at registration.

## SUSTAINABILITY SPONSOR: \$100,000

SOLD

**High impact. Small footprint. Provide branded recycled and reusable materials for our guests throughout the summit and in their rooms to support sustainable behavior.**

- Sponsor to host select branded water stations.
- Partner with the Consumer Brands and Sea Island teams to identify opportunities to reduce our footprint at the event and quantify the impact.
- Verbal mention from the stage by Consumer Brands President and CEO or other relevant leader during remarks.
- Visibility from December 2-4 during all summit hours and optional activities; details to be finalized in conjunction with overall sustainability ideas.



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**



# PREMIER SPONSORS

CONTINUED

## LEADERSHIP INSIGHTS SPONSOR: \$100,000

**Be inspired. The summit will feature Gen. Stanley McChrystal as the closing speaker who will share lessons on leadership and team building from his time leading and innovating in one of the world's largest organizations – the United States military.**

**Treat attendees to a dynamic speaker who will empower them to lead their companies in 2022 and beyond.**

- High visibility during the closing 45-minute session of the summit on Friday, December 3.
- Exclusive main stage opportunity to introduce the closing speaker from prepared remarks.
- Host the moderated Q/A session following Gen. McChrystal's presentation.
- Host 30-minute meet and greet with Gen. McChrystal after his keynote.
- Logo recognition on slide shown during speaker introduction.
- Branding opportunity on participant table cards in session.
- Provide attendees with a copy of Gen. McChrystal's new book "Risk: A User's Guide".
- Design a bookmark to be included with each attendee book.



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**



# NETWORKING SPONSORS

## SHAKEN OR STIRRED SPONSOR: \$75,000

SOLD

**Why limit happy to an hour? Treat attendees to a 90-minute experience on the art of creating individualized and branded cocktails at the opening networking reception.**

- High visibility on Thursday, December 2, during the 90-minute reception.
- Branding opportunities available in bar area and throughout reception.
- Involvement in determining the mixology theme (color, alcohol, mixer).
- Branded cocktail napkins provided with cocktail.
- Enhance your sponsorship with the opportunity to provide co-branded shirts for cocktail staff to wear, branded stemware, etc. All products and presentation to be pre-approved.\*

## SOIREE SPONSOR: \$75,000

**Eat, drink and reconnect. Our guests have not seen each other in person for nearly two years. For this special occasion, you will provide them with a memorable welcome dinner and dessert reception.**

- High visibility on Thursday, December 2, during the 90-minute dinner and dessert reception.
- Mentioned in dinner welcome remarks by Consumer Brands President and CEO or other relevant organization leader.
- Branding opportunities available at dinner and throughout dessert reception.
- Co-branded logo recognition on the top of the dinner menu.
- Branded cocktail napkins provided with dessert.
- Enhance your sponsorship with the opportunity to provide a post-dinner coffee/beverage bar, which includes branded to-go cups. All products and presentation to be pre-approved.\*



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**



# NETWORKING SPONSORS

## CONTINUED

### SEA STRIKE & PUB SPONSOR: \$75,000

**End with a perfect score. Host a the finale evening event at the Gastropub-themed bowling alley.**

- High visibility during the two-hour experience.
- Logo visibility on dedicated screens during reception.
- Branded logo recognition on table-top menu.
- Branded cocktail napkins.
- Enhance your sponsorship with the opportunity to provide branded customized bowling shirts for attendees. All products and presentation to be pre-approved.\*

### LEISURE SPONSOR: \$75,000

**Work hard, play hard. Provide attendees with access to their choice leisure activity: a round of golf, a spa appointment or a chartered fishing expedition.**

- Visibility during all leisure activities:
  - Golf tee times on Thursday, December 2 and Saturday, December 4 (30 tee times, for up to 120 golfers).
  - Spa appointments on Thursday, December 2 and Saturday, December 4 (26 participants).
  - Fishing expedition on Thursday, December 2 (4 participants per boat).
- Opportunity to meet & greet golfers at tee off and fishing expedition participants.
- Invitation for sponsor executive to participate in one round of golf with attendees; may request one specific CPG attendee to be included in foursome.
- Enhance your sponsorship with additional branded opportunities on golf-course beverage cart, through spa merchandise, or fishing gear.\*





# SPECIALTY SPONSOR

## **BON APPÉTIT SPONSOR: \$50,000**

**Fuel up. On Friday, get participants started with a nourishing breakfast, recharge them with coffee breaks and a delight them with an exclusive private lunch at Tavola – a rustic Italian eatery with a river view.**

- High visibility on Friday, December 3, during the breakfast, program breaks and lunch for all participants.
- Sponsor logo printed on menus and/or visible at buffet stations.
- Sponsor branded to-go cups available at breakfast and breaks.
- Sponsor branded napkins available during breaks.
- Opportunity to meet & greet participants during hosted break times.



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**



# ALL SPONSORS RECEIVE

## PRE-SUMMIT

- ✓ Logo featured on the official event webpage.
- ✓ Company name featured in select pre-summit social media.
- ✓ Company logo featured in select summit promotion emails.
- ✓ Company listed in pre-read materials sent to summit attendees.

## ONSITE

- ✓ Access for one senior executive to participate in key sessions and activities, including Thursday dinner and Friday closing reception. Airfare and hotel not included.
- ✓ Logo recognition during opening remarks.
- ✓ All benefits from selected sponsorship as outlined above.
- ✓ Logo featured in commercial reel before program sessions in the Cloister Ballroom.
- ✓ Company name or logo recognized in program, select signage and at registration in Hospitality Suite (Cumberland Room).
- ✓ Sponsor logo to be featured on screens during summit-wide networking event activities.
- ✓ Opportunity to include one pre-approved item in welcome bag.\*

## POST-SUMMIT

- ✓ Company name mentioned in thank you email to attendees.

*\*Any benefit marked with an asterisk is at additional cost to the sponsor.*

To discuss and secure your sponsorship, please contact:  
**Amy Lestition Burke**, Vice President, Industry Solutions, Consumer Brands Association  
[aburke@consumerbrandsassociation.org](mailto:aburke@consumerbrandsassociation.org) | 202.302.3230



CONSUMER BRANDS ASSOCIATION  
**CPG EXECUTIVE SUMMIT**