

Industry Ally Benefits

An Industry Ally is a company that provides services and solutions to the consumer-packaged goods industry. As an Industry Ally of Consumer Brands, you 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
Logo included in board meeting pre-read materials (2x per year).	Yes	Yes	Yes
Membership Communications			
Receipt of members-only newsletters and updates.	Yes	Yes	Yes
Receipt of 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 webinar on mutually agreed-upon topic.	No	+ \$15,000	Yes
Participate in one Consumer Brands priority area (Packaging Sustainability, Supply Chain, Smart Regulation, 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

Participation runs on a calendar year, January through December, and Industry Allies 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.