

# Everything FOOD CONFERENCE



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**MAY 19 - 21, 2016**  
**SALT LAKE CITY, UTAH**

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# QUICK CONFERENCE OVERVIEW

- Held in Salt Lake City, Utah at The Gateway (18 North Rio Grande Street, Salt Lake City, UT 84101).
- This is our inaugural year.
- We will have 60 VIPs, 400 Full Conference Attendees, and up to 300 General Admission Ticket Holders.
- End of September 2015, we already have 10% of tickets purchased.
- Of those 10% purchased, the bloggers have the following social media averages:
  - Facebook average followers: 24,199
  - Pinterest average followers: 11,133
  - Twitter average followers: 8,142
  - Instagram average followers: 3,351

# SPONSORSHIP OVERVIEW

Everything Food Sponsors are THE most important part of the conference. Without you, we cannot create this unique blogging experience that attracts our most influential bloggers. Thank you!

Our #1 priority is to create a positive sponsorship experience in hopes of establishing a long lasting relationship. Our sponsorship opportunities are created with your company's success in mind. We know you have several sponsorship opportunities and grateful to have you jump on board Everything Food!

- Cupcake Wars Sponsor
- Dinner Sponsor
- Lunch Sponsor
- Breakfast Sponsor
- Class or Workshop Sponsor
- Large Sponsor Booth
- Small Sponsor Booth
- Official Snack or Drink Sponsor
- SWAG Bag Sponsor

# CUPCAKE WARS SPONSOR

## \$27,000 - 1 Available

- Sponsor our grand finale event, Cupcake Wars! Includes sponsoring Justin Willman (actual Cupcake Wars host on Food Network) and acknowledgment over podium.
- Sponsor high quality dinner with opportunity to speak to all attendees for 15 minutes.
- Include marketing materials on tables. Engage attendees with a surprise giveaway, hashtag contest, Twitter party, survey, polls, etc.
- Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Logo on large backdrop banner during dinner, Cupcake Wars, and concluding keynote speaker, Justin Willman.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- 4 Full Conference Tickets
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag and/or become one of our official snack or drink sponsors.

# DINNER SPONSOR

## \$15,700 - 3 Available

- Sponsor one of our high quality dinners where all attendees will be present. Opportunity to speak in front of all attendees for 15 minutes or allow hosts to honor you over podium.
- Include marketing materials on tables. Engage attendees with a surprise giveaway, hashtag contest, Twitter party, survey, polls, etc.
- Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- 3 Full Conference Tickets
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag and/or become one of our official snack or drink sponsors.

# LUNCH SPONSOR

## \$11,700 - 2 Available

- Sponsor one of our high quality lunches where all attendees will be present. Opportunity to speak in front of all attendees for 10 minutes or allow hosts to honor you over podium.
- Include marketing materials on tables. Engage attendees with a surprise giveaway, hashtag contest, Twitter party, survey, polls, etc.
- Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- 2 Full Conference Tickets
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag.

# BREAKFAST SPONSOR

## \$9,700 - 2 Available

- Sponsor one of our high quality breakfasts where all attendees will be present. Host will acknowledge you over the podium.
- Include marketing materials on tables. Engage attendees with a surprise giveaway, hashtag contest, Twitter party, survey, polls, etc.
- Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- 2 Full Conference Tickets
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag.

# CLASS OR WORKSHOP SPONSOR

## \$12,700 - 4 Available

- Teach at least four 30-minute or three 1-hour classes or workshops which can include educating bloggers on your company and service, taste testing, demonstrations, hands-on cooking classes, etc.
- Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- 2 Full Conference Tickets
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag.



# LARGE SPONSOR BOOTH

## \$3,700 - 6 Available

- ❑ Large sponsor booth (10 ft x 16 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- ❑ Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- ❑ Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- ❑ Include product in SWAG bag.

# SMALL SPONSOR BOOTH

## \$1,700 - 10 Available

- Small sponsor booth (8 ft x 8 ft) for showcasing products or services with opportunity to discuss company one-on-one with bloggers. Discuss affiliate program, charity involvement, blogger outreach program, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- Include product in SWAG bag.

# OFFICIAL SNACK/DRINK SPONSOR

## \$700 plus product- 5 Available

- ❑ Product will be displayed in high traffic areas, lounges, sponsor booth area, and during classes and presentations.
- ❑ Include marketing materials on snack tables and displays.
- ❑ Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- ❑ Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.
- ❑ Include product in SWAG bag.

# SWAG BAG SPONSOR

## \$700 plus product- 15 Available

- Product will be included in our desired SWAG bags. You can include marketing materials attached to your product with call to action, hashtags, social media details, affiliate program details, charity involvement, etc.
- Post on our website dedicated to your company which can include videos, images, links, webinar, information, etc. We can write the post or you can provide all the content for the page.
- Logo and link on Everything Food's website, brand inclusion in pre-conference emails, and recognition on Everything Food's social media channels.

# MISCELLANEOUS SPONSORSHIP OPPORTUNITIES

- ❑ Official Coffee Sponsor - \$700 plus product
- ❑ Decor Sponsor - \$700 plus product
- ❑ Logo inclusion on large conference banners - \$1,000
- ❑ Night entertainment sponsor - ranges from \$2,000 to \$5,000
- ❑ Guest and Speaker welcome gift for hotel room - \$700 plus product
- ❑ Sponsor Keynote Speakers or Presenters- ranging from \$700 to \$30,000
- ❑ VIP Sponsor - \$5,000

# CONTACT INFORMATION

For questions regarding sponsorship packages, please contact Kami Kilgore at [kami@foodbloggingconference.com](mailto:kami@foodbloggingconference.com).

Please come check out our website, [Everything Food Conference](#), for all our incredible speaker and schedule details.