

Food Alliance works at the juncture of science, business and values to define and promote sustainability in agriculture and the food industry, and to ensure safe and fair working conditions, humane treatment of animals, and careful stewardship of ecosystems.

FOOD ALLIANCE



SPONSORGRAM

SCIENCE ~ BUSINESS ~ VALUES

16:4PST, 31MAR10

FOOD ALLIANCE ANNOUNCES BOLD NEW NATIONAL MARKETING STRATEGY STOP

OUTSTANDING BUSINESS OPPORTUNITY STOP

POTENTIAL TO REACH ONE HUNDRED THOUSAND FOOD CITIZENS STOP

REVIEW PACKAGE CONTENTS IMMEDIATELY STOP

ANXIOUSLY AWAITING YOUR RESPONSE STOP

SCOTT EXO, EXECUTIVE DIRECTOR



WHY ANNUAL UNDERWRITING IS A SAVVY DECISION:

ANNUAL UNDERWRITING ALLOWS FOR PARTNERSHIP PROMOTION, GIVING YOUR BUSINESS THE OPPORTUNITY TO ADVERTISE SUPPORT OF FOOD ALLIANCE IN MARKETING AND P.R. MATERIALS.

RECEIVE LOCAL, REGIONAL, AND NATIONAL MARKETING EXPOSURE THROUGHOUT THE YEAR.

REACH THOUSANDS OF INFORMED FOOD CITIZENS – PEOPLE WHO PRODUCE, PROCESS, AND PURCHASE FOOD THE RIGHT WAY.

STRETCH YOUR MARKETING DOLLARS INTO TAX DEDUCTIONS FOR YOUR BUSINESS – ANNUAL UNDERWRITER CONTRIBUTIONS ARE TAX-DEDUCTIBLE AS PERMITTED BY LAW FOR 501(c)(3) NONPROFIT ORGANIZATIONS.



FOOD ALLIANCE GROWTH TRENDS:

NUMBER OF CERTIFIED CLIENTS INCREASED 57% SINCE 2006

SALES OF CERTIFIED PRODUCTS INCREASED 52% SINCE 2006

ACRES OF CERTIFIED LAND INCREASED 58% SINCE 2006



Dear Business Partner,

The time is right to inform and inspire a growing nation of food citizens. In 2010, Food Alliance will launch a new Annual Underwriting program as part of a three-year national marketing and development strategy. Beyond traditional, one-time event sponsorship, the multifaceted Annual Underwriting program provides an opportunity for your company to contribute to a more just and sustainable food system.

With an annual commitment, you can align your brand with the mission and values of Food Alliance, reap the benefits of daily, monthly, and annual exposure to Food Alliance's audiences, and gain recognition at both regional and national signature events.

For more than a decade Food Alliance's ground breaking certification program has served as North America's most comprehensive certification for growing, processing, packing, and distributing sustainable food. There are currently more than 320 Food Alliance Certified farms, ranches, and food handling facilities, representing six and a half million acres and over \$120 million in annual food sales. Help us do more to increase the share of sustainable food in our food system.

Please review the signature events and 2010 timeline below. Benefits packages are listed on the back page. Annual underwriting of Food Alliance is a great promotional opportunity for your business, and a clear way to demonstrate your support for sustainable food systems in North America. Thank you for your time and consideration.

Sincerely,

Scott Exo
Executive Director

P.S. – You can pledge now and pay later, or make quarterly payments in 2010. We'll call to follow up in the next few weeks.

UNDERWRITING IS THE BEST WAY TO REACH:

FARMERS

RANCHERS

FOOD PROCESSORS

DISTRIBUTORS

COMMERCIAL FOOD BUYERS

GROCERY RETAILERS

RESTAURATEURS

FOOD SERVICE OPERATORS

PHILANTHROPISTS

PUBLIC AGENCIES

POLICY MAKERS

RESEARCHERS

SCIENTISTS

SENIOR DECISION MAKERS

MEDIA

MARKETERS

CONSUMERS

ADVOCATES



MARKETING IMPACT:

EVENT RECOGNITION
(40,000 VIEWS PER YEAR)

DAILY WEBSITE EXPOSURE
(8,000 IMPRESSIONS PER MONTH)

MONTHLY NEWSLETTER EXPOSURE
(4,000 SUBSCRIBERS)

SIGNATURE EVENTS



WHERE'S FOOD ALLIANCE? SCAVENGER HUNT

April 10, 2010 - Portland, Oregon

In this scavenger hunt game, teams of two will explore the City of Portland looking for Food Alliance certified products, collect Food Alliance trading cards, and complete tasks to earn points and win prizes.

As we expand Food Alliance certification across North America, this event is our way of saying thanks to Portland and the Northwest for 15 years of committed support. This event is a great opportunity to learn about how Food Alliance impacts the food system, where food comes from, and how it is produced.

www.foodalliance.org/scavenger

SEATTLE MINDFUL MOUTHS WITH DR. TEMPLE GRANDIN

June 18, 2010 - Seattle, Washington

A fundraising event that will feature a special screening of "Temple Grandin" by HBO Films, a reception with foods prepared with Food Alliance ingredients, engaging opportunities to learn directly from ranchers about their experiences, and a thought provoking presentation by Dr. Temple Grandin – who has authored over 400 articles in both scientific journals and livestock periodicals on animal handling, welfare, and facility design. Her books, *Animals in Translation* and *Animals Make Us Human* were both on the *New York Times* best seller list.

www.foodalliance.org/mindfulmouths

FOODALLIANCE.NET SUMMIT

October 22, 2010 - North America

FoodAlliance.net is a one-day sustainable food summit that will be held in Portland, Oregon and linked concurrently to "live satellite events" in the Midwest, and the Mid-Atlantic region.

Webcasts will provide access and encourage participation by farmers, ranchers, processors, distributors, food businesses, and eaters all across the country.

The summit program will feature celebrity speakers, stimulating panels, and thought-provoking workshops. Individuals or groups may participate in-person or virtually.

Following the summit will be a Portland Mindful Mouths evening fundraising event featuring foods prepared with Oregon-based Food Alliance ingredients and much, much more!

COMING IN 2011...

FOOD ALLIANCE MARKETPLACE

Food Alliance Marketplace is a virtual community and marketplace, where certification clients and other stakeholders within the sustainable food movement can meet, learn, network, and showcase services and products 365 days a year. It will use new and emerging technology to make training, networking, sales leads, and peer-to-peer learning opportunities available on more occasions than currently possible. Virtual booth space will be available for certification clients and other vendors — creating a business community that's open year-round.

Food Alliance Marketplace will also be a communications hub that will track, monitor, and measure news generated about the food movement and use cutting edge analytics to gauge trends, progress, and improvement.

Food Alliance Marketplace will be deeply integrated with online social networks. Audiences generated by physical events will develop into an ongoing virtual community invested in the sustainable food movement.

FOOD ALLIANCE ANNUAL UNDERWRITING BENEFIT PACKAGES

PLATINUM – \$50,000 (2 AVAILABLE)

- 32 hours of Food Alliance consultation
- Logo and link on Food Alliance website
- Name in Food Alliance annual report
- Logo and link in monthly email newsletters
- Logo in print and email event invitations
- Logo on event programs and signage
- Full page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- Three 15-second video ad placements in webcasts
- 15 live event passes for FoodAlliance.net
- 50 webcast passes for FoodAlliance.net
- Six Mindful Mouths tickets (any location)

SILVER – \$10,000 (10 AVAILABLE)

- Eight hours of Food Alliance consultation
- Name and link on Food Alliance website
- Name in Food Alliance annual report
- Name and link in monthly email newsletters
- Name on event program and signage
- Quarter page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- One 15-second video ad placement in webcasts
- Eight live event passes for FoodAlliance.net
- 10 webcast passes for FoodAlliance.net
- Two Mindful Mouths tickets (any location)

GOLD – \$25,000 (4 AVAILABLE)

- 16 hours of Food Alliance consultation
- Logo and link on Food Alliance website
- Name in Food Alliance annual report
- Name and link in monthly email newsletters
- Logo on event programs and signage
- Half page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- Two 15-second video ad placements in webcasts
- 10 live event passes for FoodAlliance.net
- 20 webcast passes for FoodAlliance.net
- Four Mindful Mouths tickets (any location)

BRONZE – \$5,000 (10 AVAILABLE)

- Name and link on Food Alliance website
- Name in Food Alliance annual report
- Name and link in monthly email newsletters
- Name on event program and signage
- Quarter page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- Four live event passes for FoodAlliance.net
- Five webcast passes for FoodAlliance.net
- Two Mindful Mouths tickets (any location)

PALLADIUM – \$15,000 (6 AVAILABLE)

- 16 hours of Food Alliance consultation
- Logo and link on Food Alliance website
- Name in Food Alliance annual report
- Name and link in monthly email newsletters
- Logo on event programs and signage
- Quarter page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- One 15-second video ad placement in webcasts
- Eight live event passes for FoodAlliance.net
- 10 webcast passes for FoodAlliance.net
- Two Mindful Mouths tickets (any location)

COPPER – \$2,500 (15 AVAILABLE)

- Name and link on Food Alliance website
- Name in Food Alliance annual report
- Name and link in monthly email newsletters
- Name on event program and signage
- Eighth page ad in FoodAlliance.net program
- Logo featured on FoodAlliance.net webcasts
- Two live event passes for FoodAlliance.net
- Five webcast passes for FoodAlliance.net
- Two Mindful Mouths tickets (any location)

Additional Sponsorship Opportunities

There will be a limited number of unique recognition opportunities specific to Where's Food Alliance?, FoodAlliance.net, and the Mindful Mouths events such as: short video commercials prior to keynote address, logo/branded collateral for event attendees, sponsorship of panel sessions, workshops, webcast interface, etc.

Becoming a Food Alliance annual underwriter is easy!

Contact: Lynn Fitch, Development & Marketing Director
(503) 493-1066 ext. 32 – lynn@foodalliance.org



FOODALLIANCE.ORG