

BECOME A SPONSOR

As a generous sponsor of MADE Central California, your support helps the local food and beverage industry grow year after year.



madecentralca.com



SPONSORSHIP LEVELS

PREMIER SPONSOR - \$10,000

- 10x20 booth space included
 - Half island booth space, choose your location
 - Option to choose booth space location*
 - Logo on MADE website
 - Product feature on MADE Exhibitor Products page
 - Option to participate in Industry Speed Dating
 - Option to include swag item in show bags
 - Receive contact list of MADE exhibitors and attendees prior to show
 - Logo in MADE email newsletters
 - Social media promotion - 2 posts
 - Company ad in one MADE email newsletter
 - Dedicated email newsletter to MADE database
- Tradeshaw Badges - 12**
 - Tickets to Keynote Luncheon - 8
 - Tickets to SIP - 8
 - Tickets to TASTE - 8

SUPPORTING SPONSOR - \$6,000

- 10x10 booth space included
 - Option to choose booth space location*
 - Logo on MADE website
 - Product feature on MADE Exhibitor Products page
 - Option to participate in Industry Speed Dating
 - Option to include swag item in show bags
 - Receive contact list of MADE exhibitors and attendees prior to show
 - Logo in MADE email newsletters
 - Social media promotion - 1 post
- Tradeshaw Badges - 8**
 - Tickets to Keynote Luncheon - 4
 - Tickets to SIP - 4
 - Tickets to TASTE - 4

CONTRIBUTING SPONSOR - \$3,000

- 10x10 booth space included
 - Option to choose booth space location*
 - Logo on MADE website
 - Product feature on MADE Exhibitor Products page
 - Option to participate in Industry Speed Dating
 - Option to include swag item in show bags
 - Receive contact list of MADE exhibitors and attendees prior to show
- Tradeshaw Badges - 5**
 - Tickets to Keynote Luncheon - 2
 - Tickets to SIP - 2
 - Tickets to TASTE - 2



*Corner spots and 10x20 upgrades are available to Contributing and Supporting Sponsors for purchase

** Tradeshaw badges allow access into B2B tradeshaw and TASTE Central California

PRESSURE COOKER

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVELS

TITLE SPONSOR - \$25,000

- Event will be referred to as "SPONSOR NAME'S PRESSURE COOKER"
- Sponsor name will be integrated into Pressure Cooker logo
- Sponsor name included every time Pressure Cooker is mentioned on social media
- Sponsor name included in all physical signage related to Pressure Cooker
- Sponsor name included on all digital signage during Pressure Cooker
- Option to integrate product or unique marketing program at Pressure Cooker
- Option to welcome crowd at televised Pressure Cooker competition and/or announce winner (Event broadcast details TBD)
- Sponsor name will be included on awards
- Sponsor logo will be included on Schedule of Events page of MADE website
- All rights and entitlements of Premier Level Sponsor such as 10x20 booth space, ticket admissions, and marketing inclusions

PRESENTING SPONSOR - \$17,500

- Sponsor will be recognized as a Presenting Sponsor of Pressure Cooker
- Sponsor name will be tagged in social media postings related to Pressure Cooker
- Premier inclusion in all physical signage related to Pressure Cooker
- Premier inclusion on all digital signage during Pressure Cooker
- Sponsor logo will be included on Schedule of Events page of MADE website
- All rights and entitlements of Supporting Level Sponsor such as 10x10 booth space, ticket admissions, and marketing inclusions

SUPPORTING SPONSOR - \$12,500

- Sponsor will be recognized as a supporting sponsor of Pressure Cooker
- Sponsor name included in all physical signage related to Pressure Cooker
- Recognition on all digital signage during Pressure Cooker
- Sponsor logo will be included on Schedule of Events page of MADE website
- All rights and entitlements of Contributing Level Sponsor such as 10x10 booth space, ticket admissions, and marketing inclusions



INDUSTRY LOUNGE

SPONSORSHIP OPPORTUNITIES

TYPES OF SPONSORSHIPS

TITLE SPONSOR - \$20,000

- Sponsor will receive naming rights of a premium room location upstairs; space will be referred to as the "SPONSOR NAME INDUSTRY LOUNGE"
- Sponsor will have the right to include signage in room, decorate with Sponsor colors, provide refreshments and snacks for show participants, etc.
- Sponsor Industry Lounge will be advertised as the space for all exhibitors, sponsors and buyers to visit to relax, recharge and catch up on work emails as they take a break from the show floor
- Sponsor name will be included on schedule of events
- Sponsor has the right to host a happy hour on Day 2, during break between B2B tradeshow and TASTE Central California
- Option to welcome participants of Industry Speed Dating, which will also be held upstairs
- Sponsor name and logo included in all email newsletters related to any events held upstairs during MADE
- All rights and entitlements of Premier Level Sponsor such as 10x20 booth space, ticket admissions, and marketing inclusions



MADE
CENTRAL CALIFORNIA

TASTE CENTRAL CALIFORNIA SPONSORSHIP OPPORTUNITIES

TYPES OF SPONSORSHIPS

TITLE SPONSOR - \$20,000

- Event will be referred to as "SPONSOR NAME'S TASTE Central California"
- Sponsor will be included each time TASTE is mentioned on social media
- Sponsor name included in all physical signage related to TASTE
- Sponsor name included in all digital signage during TASTE
- Option to welcome crowd at TASTE
- Sponsor logo will be included on Schedule of Events page of MADE website
- Sponsor name and logo will be featured in all email newsletters specifically related to TASTE Central California
- Sponsor will be included in all recorded radio promotions
- Sponsor's name will be included on each public ticket
- All rights and entitlements of Premier Level Sponsor such as 10x20 booth space, ticket admissions, and marketing inclusions

PRESENTING SPONSOR - \$10,000

- Sponsor will be recognized as a Presenting Sponsor of TASTE Central California
- Sponsor name will be included in all social media posts specifically dedicated to TASTE Central California
- Sponsor name included in all physical signage related to TASTE
- Sponsor name included in all digital signage during TASTE
- Option to speak to crowd during TASTE
- Sponsor logo will be included on Schedule of Events page of MADE website
- Sponsor name or logo included in all email newsletters specifically related to TASTE Central California
- All rights and entitlements of Contributing Level Sponsor such as 10x10 booth space, ticket admissions, and marketing inclusions

TICKET SALES OUTLET - \$5,000

Drive traffic to your location by selling consignment tickets at the best available discount! Ticket sales outlet option can be added on to any sponsorship and includes radio promotional schedule and 20 extra TASTE tickets!

SIP SPONSORSHIP OPPORTUNITIES

TYPES OF SPONSORSHIPS

TITLE SPONSOR - \$20,000

- Event will be referred to as "SPONSOR NAME'S SIP, the Social for Industry Professionals!"
- Sponsor name and logo will be included on all printed tickets for SIP
- Option to welcome crowd at SIP
- Sponsor name will be included in all social media postings related to the SIP
- Sponsor name included in all physical signage related to SIP
- Recognition on all digital signage during SIP
- Logo will be included in all email newsletters related to SIP
- Sponsor logo will be included on Schedule of Events page of MADE website
- All rights and entitlements of Premier Level Sponsor such as 10x20 booth space, ticket admissions, and marketing inclusions

SUPPORTING SPONSOR - \$10,000

- Sponsor will be recognized as a Supporting Sponsor of SIP
- Sponsor name will be tagged in all social media postings related to SIP
- Sponsor name included in all physical signage related to SIP
- Recognition on all digital signage during SIP
- Sponsor logo will be included on Schedule of Events page of MADE website
- All rights and entitlements of Supporting Level Sponsor such as 10x10 booth space, ticket admissions, and marketing inclusions