



CCMA 2021

Sponsorship Opportunities

June 7-11, 2021

ABOUT CCMA

CCMA is the largest gathering of U.S. food cooperative leadership in the country. Over the course of the conference, food co-op general managers, board members, consultants, and staff members take part in educational sessions, networking, and fun. Attendees are typically well-informed, curious decision-makers willing to interact with new ideas and fresh perspectives and appreciate engagement with sponsors they believe can enhance the cooperative movement.

VIRTUAL CONFERENCE

CCMA 2021 will be delivered via a virtual format over June 7th - 11th and will feature the following content:

- Engaging keynote speakers highlighting issues impacting the cooperative movement
- Targeted breakout session tracks on operations and governance
- Facilitated discussions after each webinar for attendees to continue the conversation
- Virtual co-op store tours
- Social activities to connect and network with food cooperative peers
- Community boards for groups to gather and connect around topics of interest
- In-app peer to peer networking
- An online hub with all conference activities in one place

DIGITAL PLATFORM

By delivering the conference on a digital platform, CCMA can continue to fulfill its mission of connecting, educating, and inspiring the food cooperative community, while safeguarding the health and wellbeing of our staff, speakers, sponsors, and conference delegates. It also allows participants to stay informed and connected from the comfort of their own home!

We are excited to embrace the opportunities offered by modern technology. Our digital platform provides an advanced forum through which to share knowledge and innovative practices. The conference program includes live webinars, panel discussions, pre-recorded co-op tours, and interactive Q&A sessions.



Center for Cooperatives
UNIVERSITY OF WISCONSIN-MADISON

For more information, please contact:
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BENEFITS OF SPONSORING OUR VIRTUAL CONFERENCE

- **Increase brand awareness:** Our conference will offer several ways for sponsors to engage with attendees including virtual booth with videos and handouts, in-app messaging with attendees, ad banners, themed community boards, and virtual meet-ups.
- **Increased accessibility:** The conference will have a reduced registration rate and will offer scholarships for those facing financial hardship. Virtual CCMA 2020 doubled registration with 822 cooperators attending.
- **Content accessibility:** CCMA 2021 will offer nearly 20 hours of content over 5 days. All content will be recorded for attendees to access on demand.
- **Developing the next generation of cooperators:** We will offer free registration to undergraduate and graduate students with an interest in food cooperatives and local food systems.
- **Networking and professional development:** The facilitated discussion groups, social activities, in-app peer to peer connections will offer attendees the opportunity for more personal, in depth conversations and networking.

SPONSOR RECOGNITION

BENEFITS TO ALL SPONSORS

- Verbal acknowledgement of your organization before and after each plenary session
- Logo and website link on conference website
- Logo in all conference communications
- Mentions on UWCC social media channels

Benefit Description	Friend of CCMA \$500	Exhibitor \$1,000	Supporter \$2,500	Star Partner \$5,000	Silver \$7,500	Gold \$10,000
Virtual Booth	✓	✓	✓	✓	✓	✓
Co-op Trivia Question		✓	✓	✓	✓	✓
Recognition Options*			✓	✓	✓	✓
Ad Banners				1	2	3
Complimentary Registrations	1	2	5	8	10	15

*Conference Recognition options include: recognition of support of plenary sessions, breakout sessions or track sponsor, social event sponsor, virtual co-op tour sponsor.

