SPONSORSHIP KIT FOR 2020 AWARDS

Join us in recognizing 200 of America’s most talented tasty, authentic and responsible food crafters.
The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic and responsible. We grant awards to outstanding American food producers and the farmers who provide their ingredients. An annual Awards Ceremony and Marketplace in San Francisco unite and honor 200 preservers, brewers, roasters, distillers and more who push their industries toward greater craftsmanship and sustainability while enhancing our agricultural landscape and building strong local communities.

Certifications such as USDA Organic and Fair Trade consider responsible production criteria but not taste. Other awards consider only taste. The Good Food Awards takes a more holistic view in honoring people who make food that is delicious, tied to communities and cultural traditions, and respectful of the environment. By recognizing the people around the country producing food that embodies all of these criteria, the Good Food Awards creates a platform to elevate new champions for a delicious, just, sustainable food system all around the country.

From the beginning, the Good Food Awards struck a chord. Over 2,000 products from all 50 states are entered each year, across 16 categories: beer, charcuterie, cheese, chocolate, cider, coffee, confections, elixirs, fish, honey, oil, pantry, pickles, preserves, spirits and new this year, snacks. Nell Newman, Michael Pollan, Ruth Reichl, Alice Waters, Harold McGee, Zeke Emanuel, Sam Mogannam and hundreds of other journalists, chefs, farmers and food producers have served as judges. Winners receive the distinctive Good Food Awards seal for placement on product packaging, far-reaching media coverage, and exposure to hundreds of retailers specially invited from around the country. In its ninth year, the impact of the Good Food Awards continues to build - it's not uncommon for winners to report a doubling of sales after their win.
Event Location
January 17-19, 2020 | San Francisco, CA
The Good Food Awards Ceremony and Reception is held in a beautiful and majestic theater in the heart of the city. The Good Food Mercantile and public Marketplace in the days following round out a full weekend of celebration.

Attendance & Media Reach
The awards are featured in 250 articles nationwide each year. In addition to vibrant local coverage of Winners, top national and international publications that have featured the Good Food Awards include: The New York Times, Newsweek, Better Homes & Gardens, Martha Stewart Living, La Reppublica, The San Francisco Chronicle, Food 52 and Civil Eats.

Community
The Good Food Awards brings together leaders from a wide range of industries committed to building a great food culture in America. From Slow Food Founder Carlo Petrini delivering the keynote speech to Cowgirl Creamery’s founders overseeing the cheese committee to James Beard Foundation president Mitchell Davis on the tasting panel, the passion and expertise within our community of judges, committee members and collaborators is unrivaled.

Organization
The Good Food Awards is the annual celebration of the Good Food Foundation, a 501(c)3 committed to humanizing our American food system. The Good Food Foundation is led by Sarah Weiner and Dominic Phillips, who first met in 2008 as the Content Director and Executive Producer of Slow Food Nation, America’s largest ever sustainable food event with 85,000 participants.

AT A GLANCE

Standards
To be eligible to enter the Good Food Awards, producers must certify that their food meets specific standards of environmental sustainability and socially responsible production. The application of these values varies from one category to the next based on the state of that industry, but in all cases requires transparency and traceability, minimization of synthetic pesticides and fertilizers, humane animal husbandry, respect for workers and a commitment to preserving cultural traditions.
Blind Tasting | September 2019

Over 250 chefs, writers, farmers, grocers, food crafters and activists convene to judge over 2,000 products submitted in 16 categories. All finalists go through a second level of scrutiny, ensuring they meet sustainability and social responsibility standards.

Gala Reception | January 17, 2020

Following the Awards Ceremony, guests have the opportunity to sample the Winning products from all over the country in regional tasting stations, composed bites created by top chefs in the Bay Area and mixed in creative cocktails.

Awards Ceremony | January 17, 2020

In a celebratory affair, food luminaries from Alice Waters to Sam Mogannam introduce the 200 Good Food Award winners to 1,000 guests in an Oscars-style ceremony. Guests hear from a selection of the winning companies as well as a food movement leader keynote. Past keynotes have included Mark Bittman, Carlo Petrini, Winona LaDuke and Madhur Jaffrey.

Marketplace | January 19, 2020

The Good Food Awards Marketplace is the first opportunity for the public to taste and buy the winning products. Over 3,000 people attend each year for the unique opportunity to meet many of the most conscientious food crafters from across the country. Top-tier media and industry leaders also regularly attend this delicious gathering.

Contact for sponsorship queries: Sarah Weiner/ sarah@goodfoodfdn.org / 415.447.3268 / goodfoodfdn.org
SPONSORSHIP

The Good Food Awards offer a wide variety of sponsorship opportunities. With each of our sponsors we aim to create a custom partnership that showcases the company’s unique stake in the food movement and commitment to sustainable practices. Sponsors receive national recognition via on-site signage, viral marketing, press releases and logo placement on the Good Food Awards website that sees nearly 20,000 visitors in January. Since Award Winners proudly display the Good Food Awards seal on their products, sold in stores and markets across the country, sponsorship creates a year-round connection with the growing public interested in food that is sustainably made, community enhancing, and unrivaled in deliciousness.

Premiere Sponsor  | Lead Sponsor  | Supporting Sponsor  | In-Kind Sponsor
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Logo placement on official signage  |  |  |  
Logo placement on all print material  |  |  |  
Product Placement  |  |  |  
Stand at the Good Food Awards Marketplace  |  |  |  
Custom benefits as negotiated  |  |  |  
Mention in press releases  |  |  |  
Logo placement on website sponsor page  |  |  |  
Make a special offer in newsletter  |  |  |  
Tickets to the Awards Ceremony  |  |  |  
Tickets to the Marketplace  |  |  |  

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2020 Price Sheet

### Premiere Sponsor - $35,000

**On-site**
- Opportunity for title sponsorship of the Good Food Awards After Party
- Prominent logo placement on official signage at the Ceremony, Marketplace and Blind Tasting
- Opportunity for product placement at Awards Ceremony and in judge gift bags
- Opportunity for company promotional materials on-site or booth at Good Food Awards Marketplace
- Additional benefits as negotiated

**Media, Print & Online**
- Mention in two Good Food Awards Press Releases (4,000 media)
- Prominent logo placement on the Good Food Awards sponsors page
- Ad in bi-monthly Good Food Awards newsletter (6,000 subscribers)

**Tickets**
- 6 tickets to the Good Food Awards Ceremony
- 20 VIP tickets to the Good Food Awards Marketplace

### Lead Sponsor - $15,000

**On-site**
- Logo placement on signage at the Ceremony, Marketplace and Blind Tasting
- Opportunity for product placement at Awards Ceremony and in judge gift bags

**Media, Print & Online**
- Mention in one Good Food Awards Press Releases (4,000 media)
- Logo placement on the Good Food Awards sponsors page
- Ad in 6 Good Food Awards newsletters (6,000 subscribers)

**Tickets**
- 4 tickets to the Good Food Awards Ceremony
- 10 VIP tickets to the Good Food Awards Marketplace

### Supporting Sponsor - $5,000

**On-site**
- Logo placement on signage at the Ceremony, Marketplace and Blind Tasting
- Opportunity for product placement at Awards Ceremony and in judge gift bags

**Media, Print & Online**
- Logo placement on the Good Food Awards sponsors page
- Ad in one Good Food Awards newsletter (6,000 subscribers)

**Tickets**
- 2 tickets to the Good Food Awards Ceremony
- 5 VIP tickets to the Good Food Awards Marketplace

### In-kind Sponsor

**On-site**
- Logo placement on signage at the Ceremony, Marketplace and Blind Tasting
- Opportunity for product placement at Awards Ceremony and in judge gift bags

**Media, Print & Online**
- Logo placement on the Good Food Awards sponsors page

**Tickets to Awards Ceremony**
- 1 ticket to the Good Food Awards Ceremony
- 2 VIP tickets to the Good Food Awards Marketplace