



2021-2022 *On the Road* Sponsorship

In 2021, the NJ Food Processors Association (NJFPA) is relaunching the in-person *On the Road* series with two fall programs - September 21 at Cedar Rose Winery and November 18 at River House Brewing Company.

For 2022, we are planning to bring back the traditional schedule with an April or May event at an historical / tourist location, a visit to a vineyard in September or October, and then November or December at a brewery.

The series has grown from a largely networking program, with a tour of the venue, to an event that includes a short speaking presentation of 10 to 15 minutes. The speaker will tie to the most current and relevant topics for our membership. Sponsorship offers exposure to both the in-person attendees (approx. 50 to 80 guests) and full constituency on our electronic mailing list of more than 2,250 people.

<p>Presenting Sponsor for 2021-2022 \$5,000 (1 available)</p>	<ul style="list-style-type: none"> ● Recognition as presenting sponsor in all materials, including electronic (logo with link on NJFPA website, email blasts, social media), OTR signage, yearly schedule distributed to approximately 200 attendees at Annual Conference ● Complimentary attendance for four guests at each OTR ● The opportunity for a 3-5 minute presentation to guests and for introduction of speaker at each OTR program ● Sponsored content in the 3 newsletters in the months of the OTR programs ● Opportunity to provide an item for the door prize give-away at each OTR ● One targeted social media post acknowledging sponsorship ● Mutually agreed upon swag item with logo (ex: cocktail napkin, coaster, or souvenir glass), at the expense of the NJFPA ● Category exclusivity
<p>Supporting Sponsor for 2021-2022 \$3,000 (multiple available)</p>	<ul style="list-style-type: none"> ● Recognition as supporting sponsor in all materials, including electronic (logo with link on NJFPA website, email blasts, social media), OTR signage, yearly schedule distributed to approximately 200 attendees at Annual Conference ● Complimentary attendance for two guests at each OTR ● Sponsored content in 1 mutually agreed upon newsletter in month of an OTR ● Opportunity to provide an item for the door prize give-away at each OTR ● One targeted social media post acknowledging sponsorship
<p>Individual Event Sponsor* 2021-2022 \$1,500 (multiple available)</p>	<ul style="list-style-type: none"> ● Recognition as individual sponsor in materials that reference the specific OTR, including electronic (logo with link on NJFPA website, email blasts, social media), OTR signage, yearly schedule distributed to approx 200 attendees at Annual Conference ● Complimentary attendance for two guests at specific sponsored OTR ● Opportunity to provide an item for the door prize give-away at specific OTR
<p>Corn Hole Sponsor \$500</p>	<ul style="list-style-type: none"> ● Sponsor logo on NJFPA custom corn hole for use at select OTR events ● Recognition as corn hole sponsor on NJFPA website - logo with link, in a portion of OTR event email blasts, & on printed schedule distributed at the Annual Conference ● Opportunity to provide an item for the door prize give-away at each OTR

To learn more, please contact Michele VonDeak at events@njfoodprocessors.org.