



FARE®

FOOD ALLERGY SUMMIT

SPONSORSHIP PROSPECTUS

SEPTEMBER 23-25, 2022 • JW Marriott Grande Lakes, Orlando, FL



ADVOCATE



EXPLORE



CONNECT



TRANSFORM



FARE'S MISSION

is to bring life, health, and hope to the **32 million Americans living with food allergies**. FARE is transforming the future of food allergy through innovative initiatives that will lead to increased awareness, new and improved diagnostics, treatments and prevention strategies, effective policies and legislation, and novel approaches to reversing the rise of the disease.



FARE

Ten Year Anniversary Campaign

A celebration of ten years of accomplishments and to ten more years of transformation.

Launching in the Spring of 2022, FARE (Food Allergy Research & Education) will celebrate 10 years of service to the food allergy community while looking ahead to future discoveries and solutions being scaled to all people and families. In 2012, FARE was formed as the result of a merger between the Food Allergy & Anaphylaxis Network (FAAN) and the Food Allergy Initiative (FAI). The new organization combined FAAN's expertise as the most trusted source of food allergy education, programs, and resources with FAI's leadership as the world's largest private source of funding for food allergy research.



THE EVENT

We can create a world where every individual living with food allergies explores, connects, transforms and advocates to become an agent for change. For three days, the FARE Food Allergy Summit will bring together OVER 1,000 MEMBERS OF THE FOOD ALLERGY COMMUNITY – teens and adults, allies, thought leaders, brands and entrepreneurs – to share and learn about living with food allergies. This transformative weekend will inspire fun and lasting memories for all guests.

**BRINGING
TOGETHER
1,000+
MEMBERS
OF THE FOOD
ALLERGY
COMMUNITY**



ADVOCATE

Gain the tools and knowledge to amplify your voice, from your local community to Capitol Hill



EXPLORE

Receive food allergy education from experts and learn about the latest in food allergy treatments and research



CONNECT

Engage with brands and industry leaders who are impacting the food allergy space



TRANSFORM

Collaborate with non-profit organizations and learn how to become a change agent in your community



SUMMIT AUDIENCE



TEENS



PARENTS



FOOD ALLERGIC
ADULTS



PHYSICIANS



DIETITIANS



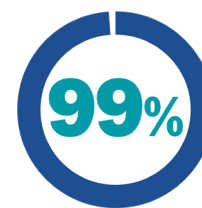
PUBLIC
ADVOCATES



Will recommend a FARE
conference to a friend



Will attend a FARE
conference again



Were satisfied with the
exhibitors



“I honestly loved every minute of it. The unbelievable support and conversation with people who truly ‘get it’ is priceless. The speakers were excellent and the information I came home with is very helpful”

– 2019 Attendee



SPONSORSHIP OPPORTUNITIES

SESSIONS/PANELS

Brands will have the opportunity to either participate or speak in a session, sponsor a session, or provide branded goods for distribution. Examples of these sessions might include:

- Cutting edge research and treatments
- Become an agent for change
- Storytelling through social media
- Food allergy technology
- Empowering teens to travel abroad

“RECIPES TO RICHES” SEGMENT

An interactive, live cooking competition includes the opportunity to feature partner products in recipes and/or include sponsor representative in the panel of judges.

VISION AWARDS

Sponsor the annual Vision Awards and gain exposure through pre-event engagement, and by being a representative on the judging panel. The Vision Awards recognize community nominated people and entities who have served FARE’s mission and impacted their community.

INSIGHT GATHERING & FOCUS GROUPS

By bringing together this large audience of those immediately impacted by food allergies—both patients and caregivers—we have created a number of opportunities to harness the voice of the patient.

- Intimate or large-scale focus groups with patients or caregivers can be organized for feedback on new innovations or brand efforts. Groups will be customized based on your objectives and goals for research.
- A multi-question survey can be deployed via our film crew that will be capturing the weekend. If you sponsor the film crew’s efforts, FARE will co-create a survey to be deployed throughout the weekend to gather insights relevant to your business goals.

ENTERTAINMENT

Multiple social events will bring attendees together to create the opportunity to showcase your brand

- Coffee and tea bar: This refreshment station will be available all day and can include your company’s products if applicable.
- Saturday Night dance party for the teens
- Saturday Night cocktail party for adults

Saturday lunch: All event attendees will be dining together. The menu will have accommodations for all present food allergies, allowing our attendees to eat safely and confidently. Sponsor the luncheon and showcase your allergy-friendly products with integration into the menu and the opportunity for a speaking engagement during the event.



SPONSORSHIP OPPORTUNITIES

STORY SUITE

The Story Suite is a sponsorable video booth that will encourage food allergy patients to share their stories and experiences. These short-form videos will be shared on social media and the booth will include exclusive tees with sponsor logos and product placement in the suite.

CUSTOM EXPERIENCES

Work with FARE to develop unique opportunities, including multi-year partnerships. FARE is dedicated to meeting all corporate partner goals and initiating collaboration to determine beneficial partnership opportunities.

EVENTS

Opening night social events for teens to get to know each other and kick off the Summit experience. This highly attended event generates the opportunity to be top of mind throughout the weekend.



EXTREMELY informative and inspirational, but the best part was my daughter being able to safely eat lunch and snacks from the exhibitors and meet other kids with food allergies. Great experience!

–2019 Summit Attendee





EXPO HALL

The FARE Food Allergy Summit is a great opportunity for companies to be in front of their desired consumers—teens and their families. The Summit will kick off with a social gathering in the EXPO space to give brands an opportunity to showcase their products, distribute samples and interact with Summit adult attendees. Expo sponsor interaction continues throughout the Summit.

\$5,000

- Special Recognition through one of the following
 - WiFi: Branded pop-up signs and posters with partner logo stating “WiFi Powered by Sponsor Name” within the Expo Hall
 - VIP Areas: Sponsored VIP Area. Examples: Hydration Café (filled with waters, etc.), Rest and Connect Station to chat with other Expo Hall attendees, etc.
- FARE Website: Mention on FARE event landing page for the Food Allergy Summit and opportunity to include link to special product promotion exclusively for event attendees
- Booth/Table: Promote your products and connect with Expo Hall attendees
- Product Giveaways: Ability to distribute your product at your booth/table in Expo Hall
- Complimentary table at two other FARE events in the fall or spring to showcase your brand or product (subject to availability)

\$2,500

- FARE Website: Mention on FARE event landing page for the Food Allergy Summit
- Booth/Table: Promote your products and connect with Expo Hall attendees
- Product Giveaways: Ability to distribute your product at your booth/table in the Expo Hall
- Complimentary table at one other FARE event in the fall or spring to showcase your brand or product (subject to availability)

\$1,500

Limited to nonprofits, educational institutions, government agencies and professional associations

- Table: Promote your products and connect with Expo Hall attendees
- Product Giveaways: Ability to distribute your product at your booth/table in the Expo area

\$1,000

Limited to FARE Market Shaker partners.

- FARE Website: Mention on FARE event landing page for the Food Allergy Summit.
- Booth/Table: promote your products and connect with Expo Hall attendees
- Product Giveaways: Ability to distribute your product at your booth/table in the Expo area

SCHOLARSHIPS

Increase the Summit’s reach by funding scholarships for attendees who would otherwise be unable to attend.

ADDITIONAL BRANDING OPPORTUNITIES

Your company can achieve significant recognition in front of Summit attendees, comprised of hundreds of teens, tweens, and their parents, as well as thought leaders, all loyal members of the food allergic community. Recognition opportunities for your brand’s logo include:

- Attendee and presenter identification tags and lanyard
- Napkins used at various food and drink stations throughout the weekend
- Wayfinding signage
- Digital goodie bags, containing coupons and promotions for attendees
- Registration station signage
- Welcome gifts for attendees staying at the hotel
- Sponsor conference bags given to all attendees
- Inserts in all attendee conference bags
- Additional opportunities available, please inquire with a FARE representative

Food Allergy Summit 2022 Sponsorship Overview

	Premier Sponsor \$150,000	Changemaker \$75,000	Supporter \$50,000
Company description in conference program book	120 words	50 words	50 words
Full color ad in conference program book	X		
2022 Vision Awards “powered by” sponsor and speaking opportunity	X		
Recipes to Riches judge and opportunity to include product in cooking demo/contest	X		
Product features: develop and promote an event attendee exclusive promotion	X	X	X
Panel/session/social event sponsorship	X		
Logo placement on main conference signage and on Teen Summit exclusive swag	X	X	X
Exclusive press release prior to Summit announcing partnership	X		
Mention in Summit press release ahead of event.	X	X	X
Listing in conference program book	X	X	X
Exclusive social media coverage—pre-conference recognition and live social coverage at the Summit	X	X	X
Logo placement in targeted communications to FARE audience, including opportunity to link to product promotion	Tier 1	Tier 2	Tier 1
Expo table with partner level recognition	X	X	X
Opportunity to include marketing material/non-food giveaway in attendee goodie bag	3 items	2 items	1 item
Complimentary registrations with access to all educational sessions	x8	x6	x4
Acknowledgement in printed and digital Annual Report	X	X	X
Recognition as sole premier sponsor	X		

SPONSORSHIP PACKAGES

*additional partnership opportunities and packages available for alternate price points and benefits.
For more information, email edewey@foodallergy.org or call 571-733-9697



PREMIERE SPONSOR / \$150,000

ATTENDANCE

- Complementary registration with access to all educational sessions x 8
- Corporate employees given priority to volunteer at Summit

BRANDED ENGAGEMENTS

- 2022 Vision Awards ‘powered by’ Sponsor, speaking opportunity available
- Recipes to Riches panel judge

PRESS AND PROMOTIONS

- FARE CEO and Corporate Leader to publicly acknowledge partnership
- Press release prior to Summit x 1
- Media coverage at Summit (pending media interest)
- Tier 1 logo placement on main conference signage and on teen swag
- 120-word company description and full color ad in conference program book
- Logo placement on event landing page and opportunity to include link to special product promotion exclusively for event attendees

- Exclusive social coverage—pre-conference recognition and live social coverage at the Summit
- Tier 1 logo placement in full FARE database email x2, blog post and digital newsletter
- Extended acknowledgement via mini feature piece in printed newsletter and digital newsletter
- Acknowledgement in printed and digital Annual Report
- Recognition as sole premiere sponsor of event

PRODUCT AND DIRECT MESSAGING OPPORTUNITIES

- Opportunity for “chair drop” of sponsor’s marketing materials at Opening Session
- Opportunity to include 3 pieces of marketing material/non-food giveaway in attendee goodie bag
- Product Features: develop and promote a special promotion exclusively for event attendees
- Expo table in premium location with partner level recognition



CHANGEMAKER SPONSOR / \$75,000

ATTENDANCE

- Complimentary registrations with access to all educational sessions x 6
- Corporate employees given priority to volunteer at Summit

BRANDED ENGAGEMENTS

- Panel/Session/social event sponsorship x 2

PRESS AND PROMOTIONS

- Media coverage at Summit (pending media interest)
- Tier 2 logo placement on main conference signage and on teen swag
- Listing in conference program book
- 50-word company description on program book

- Logo placement on event landing page and opportunity to include link to special product promotion exclusively for event attendees
- Pre-conference recognition on social media platforms (Logo)
- Tier 2 logo placement in full FARE database email x2, blog post and digital newsletter
- Acknowledgement in printed and digital Annual Report

PRODUCT AND DIRECT MESSAGING OPPORTUNITIES

- Opportunity to include two pieces of marketing material/non-food giveaway in attendee goodie bag
- Product Features: develop and promote a special promotion exclusively for event attendees
- Expo table with partner level recognition



SUPPORTER SPONSOR / \$50,000

ATTENDANCE

- Complimentary registrations with access to all educational sessions x 4
- Corporate employees given priority to volunteer at Summit

BRANDED ENGAGEMENTS

- Panel/Session/social event sponsorship x 1

PRESS AND PROMOTIONS

- Press release prior to Summit x 1
- Media coverage at Summit (pending media interest)
- Acknowledgement on main conference signage and on teen swag
- Listing in conference program book
- 50-word company description on program book

- Logo placement on event landing page and opportunity to include link to special product promotion exclusively for event attendees
- Pre-conference recognition on social media platforms (Logo)
- Tier 3 placement in full FARE database email x2, blog post and digital newsletter Acknowledgement in printed and digital Annual Report

PRODUCT AND DIRECT MESSAGING OPPORTUNITIES

- Opportunity to include one piece of marketing material/non-food giveaway in attendee goodie bag
- Expo table with partner level recognition



Additional partnership opportunities and packages available for alternate price points and benefits.

For more information, email edewey@foodallergy.org or call 571-733-9697

THANK YOU!

