

Join Us
October 10–11, 2020

2 Days


20,000 Attendees

Live Music

Interactive Booths

Games





Bringing the top
co-op brands and
supporters together
to show America
how co-ops
build an inclusive
economy. Together.
**Will you be one
of them?**

The Co-op Festival launched in 2017 with over 20,000 attendees and 30 partners. We are bringing this dynamic festival back to DC in October 2020 to connect the public with the amazing stories and trusted brands that make up the breadth of co-op businesses.

Our Partners

What connects a hardware store and a grocery? A cheese brand and a bank? Insurance and rural electric power? Cooperative businesses are in every sector of the economy – will yours be represented at the biggest co-op event of the year?

These diverse brands and organizations came together to tell their story and support the message that co-ops build a better world.

Some of our past Partners:



Key Dates

Before **March 1** – Confirm interest

Before **April 1** – Confirm your spot

Before **July 1** – Work with Co-op
Festival staff on needed paperwork

Special Event!

Sponsor the Cooperative
Development Foundation's

Co-op 5K Race

in addition to the Festival
and get even more visibility!
Ask for more details.

Contact:

John Torres

jtorres@ncba.coop

202-383-5452

Fill out an Exhibitor interest form at
www.coopfestival.coop/exhibit

Connect:

www.facebook.com/CoopFestivalDC

@CoopFestival

@ncbaclusa

#CoopFestival






Engagement Opportunities

Call or email for more information on each sponsor level.



CO-HOST
\$50,000
1 AVAILABLE

As co-host of the 2020 Co-op Festival, your organization will be front and center on the National Mall with top-level branding and one-of-a-kind engagement opportunities. Includes a 40 x 40 event space and an exclusive multi-market media buy!



PREMIER PARTNER
\$20,000
4 AVAILABLE

For brands, national organizations and top performers looking to amplify consumer messaging and audience engagement, Premier sponsorship offers several fresh opportunities for 2020!



OUTREACH PARTNER
\$10,000
10 AVAILABLE

Our most popular option, build a lasting connection with Festival attendees through our Outreach sponsorship! This opportunity provides tremendous visibility with a 30 x 10 tent.



EDUCATION PARTNER
\$5,000
7 AVAILABLE

Take your organization to the next level as an Education sponsor and we'll work with you to create an interactive learning experience for attendees! Includes a 20 x 10 tent.



EQUITY SPONSOR
\$2,500
16 AVAILABLE

Perfect for a first-time Festival sponsor ready to commit to the larger co-op movement! Get a 10 x 10 tent and special logo recognition as a partner in our Equity initiative.



COMMUNITY EXHIBITOR
\$750
26 AVAILABLE

Our entry-level exhibitor option, come join a community of principle-driven businesses on the National Mall! Includes a 10 x 10 tent and additional promotional mentions.



Contact John Torres (jtorres@ncba.coop) or fill out an Exhibit Interest form for more details on each level: www.coopfestival.coop/exhibit

High Visibility Opportunities

These are some of activities you can sponsor and brand! Partners with other interactive ideas are welcome at the Outreach and Education sponsor levels.

Co-host:

Media Sponsor
Main Stage
Event Bag

Premier Partners:

Principle Park
Exhibitor Reception
Music
Exhibitor Insights Radio Interviews

Outreach Partners:

Kid's Zone
Passport Activity Book
Co-op Café Seating
Golf Karts

Education Partners:

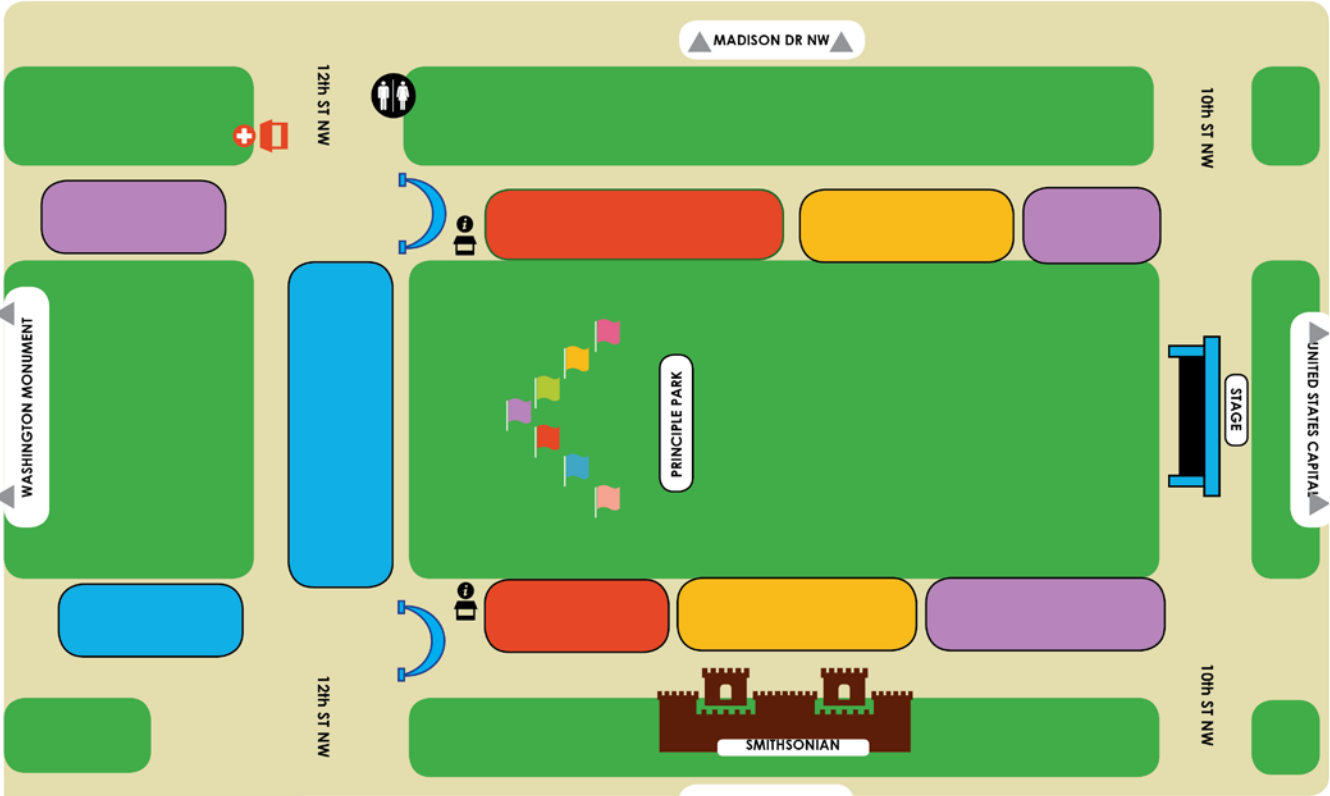
Educational Activity (options available, or create your own!)

Co-op 5K – contribute to our Foundation Partner, The Cooperative Development Foundation. Ask about additional visibility opportunities!



Engagement Opportunity Zones

- Co-host/Premier space
- Outreach/Education Partners
- Sustainability Partners
- Community Partners



CO-OPS BUILD BETTER WORLDS **FESTIVAL**

- First Aid
- Restrooms
- Info

Our Logistics Partner:





www.coopfestival.coop

Building an
inclusive economy.
Together.