



# NATIONAL PASTA ASSOCIATION

## National Pasta Association 2022 Sponsorship and Advertising Opportunities

### General Information

#### About the National Pasta Association (NPA)

We encourage the consumption of pasta by being the center of knowledge and promoting sound public policy to the consumer, the industry and the regulatory bodies because a sustainable pasta industry is vital to healthy diets. NPA member categories include Manufacturer members, Milling members, and Affiliate members and two new categories for Foodservice and Retail members were recently added.

#### Why Sponsor?

Sponsoring with NPA throughout the year and at the NPA Annual Meeting gives you the opportunity to reach and interact with the NPA membership and other pasta industry members, as non-members are invited to attend the Annual Meeting and can participate in some webinars and educational opportunities. Your brand will gain exposure to numerous manufacturers and product/service providers while your company supports NPA. Availability of these cost-effective and high-impact sponsorship opportunities are limited, so don't wait to become a sponsor!

#### How to Become a Sponsor/Exhibitor

Please reach out via email to [info@ilovepasta.org](mailto:info@ilovepasta.org).

Interested in more details or looking to customize a sponsorship package to meet your company objectives? Contact NPA staff at [info@ilovepasta.org](mailto:info@ilovepasta.org)



## 2022 Annual Meeting

March 6 – 8, 2022

LaPlaya Beach & Golf Resort  
Naples, FL

## 2022 Annual Meeting Sponsorship Opportunities

### All Annual Meeting Sponsors Receive the Following Benefits:

- Recognition on the NPA Annual Meeting website and in promotional emails
- Signage at your event during the Annual Meeting
- Logo displayed in the on-site program sponsor listing
- Logo displayed on the General Session slideshow and verbal recognition of your sponsorship
- Sponsor ribbons available for all attendees from your company

### Sponsorship Categories

#### Platinum Sponsorships: \$4,000 each

*Sponsor a featured speaker during the Annual Meeting and make a lasting impression on attendees by introducing one of the industry expert speakers from the general session stage. Introduction can be in-person or via video (up to 2 minutes) provided by sponsor.*

- **Featured Speaker** (speaker 1) **EXCLUSIVE**
- **Featured Speaker** (speaker 2) **EXCLUSIVE**
- **Featured Speaker** (speaker 3) **EXCLUSIVE**

#### Diamond Sponsorships: \$2,500 each

- **Sunday Evening Welcome Dinner (3 sponsorships available)**  
*Help open the Annual Meeting by sponsoring the welcome dinner.*
- **Tuesday Evening Closing Dinner (3 sponsorships available)**  
*Support the Annual Meeting finale dinner and gain recognition on the menu.*
- **Golf Tournament (3 sponsorships available)**  
*Support the very popular optional Monday golf tournament—perfect for networking!*
- **Bocce Tournament (2 sponsorships available)**  
*Sponsor the beloved optional Tuesday Bocce Tournament.*
- **Branded Hotel Key Cards** **EXCLUSIVE**  
*Place your logo on the key cards that will be used by all conference hotel guests. Art files should be provided by the sponsor.*

#### Gold Sponsorships: \$1,500 each

- **Sunday Evening Welcome Reception (2 sponsorships available)**

*Help kick off the meeting with an all-attendee meet-and-greet reception. It's the first networking opportunity for the 2020 Annual Meeting attendees.*

- **Tuesday Evening Reception (2 sponsorships available)**  
*Your logo will be featured at the relaxing closing cocktail reception.*
- **Bocce Beverage Stand *EXCLUSIVE***  
*Feature your logo on the beverage stand during the Bocce Tournament.*
- **Golf Box Lunch *EXCLUSIVE***  
*Feed the golfers before they pursue the elusive hole-in-one.*
- **Golf Beverage Cart *EXCLUSIVE***  
*Feature your logo on the beverage cart during the Golf Tournament.*
- **Golf 19<sup>th</sup> Hole Reception *EXCLUSIVE***  
*Provide refreshments as participants reconvene after the golf tournament.*
- **Durum Update Presentation:**  
*Sponsor the presentation of the annual review of the state of U.S. durum.*
- **Branded Meter Board (multiple available)**  
*Place your company message front-and-center on this double-sided, NPA co-branded sign located in a high-traffic area of the meeting.*
- **Monday Continental Breakfast (2 sponsorships available)**
- **Tuesday Continental Breakfast (2 sponsorships available)**  
*Your organization's logo will be on signage at a function attended by most registrants.*

## **Silver Sponsorships: \$1,200 each**

- **Attendee Badge Lanyards *EXCLUSIVE***  
*If you are looking for maximum exposure during the conference, these high-quality lanyards are a sure bet, as every attendee will be wearing them. The lanyard supporter's logo will be on one side and the NPA logo on the other. (NPA produces the lanyards; sponsor logo is needed.)*
- **Monday Coffee & Espresso Break (2 sponsorships available)**  
*Have your company featured during the Monday break, which is open to all attendees.*
- **Tuesday Coffee & Espresso Break (2 sponsorships available)**  
*Have your company featured during the Tuesday break, which is open to all attendees.*
- **Branded Attendee Welcome Bags *EXCLUSIVE***  
*Feature your logo on a co-branded bag that will help attendees keep things in order. Your company's exposure continues long after the meeting is over as attendees continue to use their bags at home and work.*
- **Attendee Group Photo *EXCLUSIVE***  
*Help produce a photo of all event attendees.*

## Additional Annual Meeting Sponsorship Opportunities

- **Silver Screen Video: \$400 (multiple available)**

*A video showcasing your services and products will run in a continuous loop on a monitor in a high-traffic location. This gets your message across to the entire conference roster throughout the event. (A 1-2 minute video should be provided by the sponsor.)*

### **Annual Meeting Package Deals:**

*Bundle your sponsorships with other Annual Meeting sponsorships or year-round sponsorships for extra savings and more exposure.*

- Purchase any sponsorship level and add a silver screen video for \$250
- Purchase a Gold, Diamond, or Platinum Annual Meeting sponsorship and receive a discounted rate on advertising in the Pasta Journal or Share the Pasta (3 issues for the price of 2)
- See more Package Deals on page 7

# 2022 Year-Round Sponsorship Opportunities

## Webinar Sponsorships

*Sponsorships for Technical Education Subcommittee webinars, and other webinars as developed by the Member Education Committee are available year-round. These sponsorships are available only to NPA members and multiple sponsorships will be available for each webinar.*

### Benefits for Sponsors:

- Raise brand awareness and get your company information out in front of all NPA members and non-members.
- Your logo will be featured in NPA's promotions for the webinar sent out to all members and NPA contacts and in the post-webinar survey email to attendees.
- You will be listed and thanked as a sponsor at the beginning of the webinar with your logo on a slide.
- Access to the webinar attendee registration list including: Name, Company, and Email address

### Cost:

**Per Webinar:** \$1,000 *(multiple available)*

**Technical Education Webinar Package (all 4 webinars per year, presented quarterly):** \$3500 *(2 sponsorships available)*

## Product Showcase Webinars

*Product Showcase webinars are held throughout the year and are an educational platform for members to talk about new products, services or the latest technologies. These one-hour webinars will be split into four 15-minute opportunities and will be organized around a theme or topic depending on the companies interested.*

### Benefits for Sponsors:

- 15 minutes during the webinar to provide educational information on new products or services, build brand awareness, or to present a networking opportunity for attendees (you create and give this presentation to webinar attendees). Ability to purchase more than one 15-minute slot.
- Your logo and information will be featured in NPA's promotions for the webinar, in the post-webinar survey email, and on a slide at the beginning of the webinar
- Access to webinar attendee list
- Get your company information out in front of all NPA members and non-members!

### Cost:

**NPA Member:** \$750 (per 15-minute slot)

**Non-Member:** \$1,500 (per 15-minute slot)

## Advertise with NPA

Advertise with NPA in one of our e-newsletters. Each newsletter releases 12 electronic issues throughout the year and reaches NPA members companies (Pasta Journal) and subscribing consumers (Share the Pasta). These newsletters are a great opportunity to place your company's information directly in front of NPA members and/or your customers! See below for more information on these opportunities.

### Share The Pasta

With a subscriber base of more than 3,000 consumers, each issue of the **Share the Pasta** newsletter reaches pasta consumers all over the U.S. Connect directly with your customers! Open rate averages are 15% and growing. 12 issues per year are available.



### Pasta Journal

With a subscriber base of 300 members each issue of the **Pasta Journal** reaches a business-to-business audience of pasta manufacturers, milling companies, and firms that serve the industry.



The recipient list includes CEOs, VPs of Purchasing and other decision-makers. Open rate averages for the **Pasta Journal** are 32-36%. 12 issues per year are available to get your information in front of NPA members.

### Ad Sizes:

Ad Unit #1 Leaderboard: 568 x 70

Ad Unit #2 Skyscraper: 160 x 600

Ad Unit #3 Spotlight: 150 x 125

Ad Unit #4 Half Banner: 234 x 60

### Cost:

**NPA Member:** \$250 per Ad Unit (minimum 3 issue purchase)

**Non-Member:** \$500 per Ad Unit (minimum 3 issue purchase)

20% volume discount given for 6, 9 and 12 issue packages.

[Click here](#) to download a pdf version of this information to distribute to colleagues or other interested parties.

<p>Ad Unit #1 Leaderboard 568 x 70</p>	
<p>TABLE OF CONTENTS</p> <ul style="list-style-type: none"> <li>January 2021 Issue of Pasta Journal</li> <li>Pasta and NPA In The News</li> <li>Culinary Update from Chef Rosario: Mother Sauces Continued</li> <li>Consumer Trends</li> <li>Nutrition Update</li> <li>External Consumer</li> </ul>	
<p>Ad Unit #2 Skyscraper 160 X 600</p>	<p>Pasta and NPA In The News</p> <p><b>NPA Expanded Membership Press Release Coverage</b></p> <p>Last month, we shared news about the NPA membership expansion planned for 2021. In order to reach new areas of the industry and create a larger, more engaged membership, NPA is adding Foodservice and Retail categories in 2021.</p> <p>A press release with this information was sent out to a list of food trade magazines and news outlets at the close of 2020. NPA is pleased to announce the resulting pickup in:</p> <p><b>Ad Unit #3 Spotlight 150 x 125</b></p> <p><b>Headline goes here (50 characters w/o spaces)</b> Description goes here (200 characters without spaces). (Spotlight is idea for promoting your company news, or providing more information on your new product or service)</p> <p style="text-align: center;">S P O N S O R E D</p> <p><b>Grub Street Coverage on Bucatini and NPA</b></p> <p>Over the holidays, Grub Street, NY Magazine's food section, published a satire investigative piece titled, "What the Hole is Going On? The Very Real, Totally Bizarre Bucatini Shortage of 2020." The NPA communications team worked with the reporter to interview both Chef Spokesperson, Rosario Del Nero, as well as NPA Chairman, Carl Zuanelli, for this piece.</p> <p>While the article is investigative, it is written comically and also celebrates bucatini. It also gives prominence to the NPA. The comments have been overwhelming positive. Additionally, the story was the #1 read on NY Magazine for several days and is still #1 on Grub Street. It has gotten the attention of many other notable media</p>
<p>Ad Unit #4 Half Banner 234x 60</p>	

## Combination Packages

*Bundle your sponsorships for extra savings and more exposure.*

- **1 Product Showcase webinar timeslot (15 minutes) and Advertising for 6 months in NPA e-journal of your choice.**

**Cost:**

Member: \$1800

Non-Member: \$3600

- **Purchase any Annual Meeting sponsorship level and add a silver screen video for \$250**
- **Purchase a Gold, Diamond, or Platinum Annual Meeting sponsorship and receive a discounted rate on advertising in the Pasta Journal or Share the Pasta (3 issues for the price of 2)**
- **Corporate Partnership Package:** *includes Platinum Sponsorship at Annual Meeting, advertisements in 12 issues of e-newsletter of your choice, one (1) 15-minute slot in Product Showcase webinar and one (1) complimentary Annual Meeting registration.*

**Cost:**

Member: \$7,500

Non-Member: \$10,000

Any questions? Contact NPA staff at [info@ilovepasta.org](mailto:info@ilovepasta.org)