



# NATIONAL PASTA ASSOCIATION

## National Pasta Association 2023 Sponsorship and Advertising Opportunities

### General Information

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

NPA encourages 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 for NPA:

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)

# 2023 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: \$4,250 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: \$2,750 each

- **Sunday Evening Welcome Dinner (3 sponsorships available)**  
*Help open the Annual Meeting by sponsoring the welcome dinner. A representative from your company will have the opportunity to say a few words during the dinner.*
- **Tuesday Evening Closing Dinner (3 sponsorships available)**  
*Support the Annual Meeting finale dinner and gain recognition on the menu. A representative from your company will have the opportunity to say a few words during the dinner.*

- **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.*
- **Golf 19<sup>th</sup> Hole Reception *EXCLUSIVE***  
*Provide refreshments as participants reconvene after the golf tournament. Your logo will be on a sign.*
- **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: \$1,750 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. Your logo will be featured on a sign at the welcome reception.*
- **Tuesday Evening Reception (2 sponsorships available)**  
*Your logo will be featured on a sign 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. Your logo will be included on the boxed lunches as a special thank you.*
- **Golf Beverage Cart *EXCLUSIVE***  
*Feature your logo on the beverage cart during the Golf Tournament.*
- **Durum Update Presentation:**  
*Sponsor the presentation of the annual review of the state of U.S. durum. Your company will be thanked as part of the presentation introduction.*
- **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: \$1,500 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.*
- **Attendee Group Photo *EXCLUSIVE***  
*Help produce a photo of all event attendees.*

### **Bronze Sponsorships: \$500 each**

- **Silver Screen Video (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 member e-newsletter (3 issues for the price of 2)
- See more Package Deals on page 7

# 2023 Year-Round Sponsorship Opportunities

## Annual Webinar Series Sponsorships

NPA hosts educational webinars on a quarterly basis throughout the year. These webinars provide education opportunities on a variety of topics of critical importance to NPA members, including guidance on compliance, hot topics such as sustainability and recent research findings, food safety issues, and more. All webinars are recorded and are available in the [Members Only section](#) of the website for members to view at any time and share internally with colleagues, so sponsoring these webinars means that your information will continue to be shared with NPA members for years to come.

This sponsorship opportunity is available *only* to NPA members and availability is limited. *The first webinar of the new membership year will take place in November, so don't wait to take advantage of this opportunity! Discounts can also be discussed for sponsors who are interested part-way through the year.*

### Benefits for Sponsors:

- Raise brand awareness and get your company information out in front of all NPA members. Non-members are occasionally invited to attend NPA webinars on a case-by-case basis.
- Your logo will be featured in NPA's promotions for the webinar series throughout the year via emails sent out to all members and NPA contacts and in the post-webinar survey email to attendees.
- Logo included and thanked as a sponsor at the beginning of each webinar on a slide.
- Listed and thanked as a sponsor of the annual webinar series in the NPA Members Only section of the website where the webinar recordings are housed.
- Access to the webinar attendee registration list

### Cost:

\$3500 (includes sponsorship of all 4 webinars per year, presented quarterly)

## Product Showcase Webinars

Product Showcase webinars are held throughout the year based on your schedule 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 our member e-newsletter, the Pasta Journal, which is released 12 times per year at the start of each month. This is a great opportunity to place your company's information directly in front of NPA members and/or your customers!

### 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% (above industry average). 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

**Non-Member:** \$500 per Ad Unit

Learn more at

<https://ilovepasta.org/advertising-2/newsletter-advertising/> to distribute information to colleagues or other interested parties.



**Ad Unit #1**  
Leaderboard - 612 x 70

#### TABLE OF CONTENTS

- April 2022 Issue of Pasta Journal
- Interactive Membership Directory Now Available in NPA Portal
- Culinary Update from Chef Rosario
- Allergen Control Webinar: Sesame as a Major Food Allergen, The FASTER Act, and What This New Law Means For You
- NPA History: Macaroni Fueled the Fight for Freedom
- AHA Heart-Check Certification Webinar Recording Now Available on Members Only Site
- Upcoming Events

MORE

#### April 2022 Issue of Pasta Journal



#### Interactive Membership Directory Now Available in NPA Portal

##### Update Your Contact Information Today

An interactive membership directory has been made available in the [NPA portal](#) under the Membership tab. Users may search for member contacts based on organization, contact name, job title, membership type, product/service type, and location. NPA encourages all members to update their company and individual contact information so that it may be accurately presented in the membership directory. Company and contact information may be updated under the My Profile tab through the following pages:

**Manage My Profile:** Update your personal contact information and/or select the option to opt out of the directory.

**My Organization:** Update your company's contact information and provide Product/Service Type information to appear in the directory's Product/Service Type search.

**My Organization's Contacts:** Manage the contact information of your colleagues.

**Ad Unit #2**  
Skyscraper  
140 x 600

**Ad Unit #3**  
Spotlight - 410 x 125

**Ad Unit #4**  
Banner - 410 x 70

## Year-Round Combination Packages

Bundle your sponsorships for extra savings and more exposure.

- **Premium Advertising Package:** 1 Product Showcase webinar timeslot (15 minutes) and Advertising for 6 months in NPA's Pasta Journal e-newsletter.  
**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 e-newsletter (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)