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GOOD
FOOD
foundation



GOOD FOOD
FOUNDATION

SPONSORSHIP
OPPORTUNITIES

SUPPORT GOOD FOOD



THE GOOD FOOD FOUNDATION

offers meaningful partnership opportunities for companies and organizations that share our commitment to sustainable, high-quality food and beverage, and social responsibility.

Sponsorship levels allow brands, companies, and organizations to connect with award-winning artisans, conscious consumers, independent retailers, and industry leaders, amplifying their visibility while supporting our mission.

OUR MISSION

To encourage and promote sustainable food for the public good.

OUR VISION

A vibrant, sustainable, and equitable food system where delicious, responsibly-produced food and the people behind it thrive.

OUR COMMUNITY

A passionate, dedicated, and active community of good food and drink crafters, merchants who seek out unique good food products, and chefs, restaurateurs, food service professionals, and consumers who support good food.



OUR REACH

Over the past 14 years, we have built a community of some 2,600 good food producers who have joined GFF, participated in our events, entered the Good Food Awards, and/or contributed their time, effort, or dollars to our cause. Our newsletter and other communications reach over 13,000 good food supporters, and our social media audience now tops 25,000.

SPONSORSHIP OPPORTUNITIES



MARQUEE SPONSOR | \$50,000

As a Marquee Sponsor, your brand will stand out from the crowd as the **exclusive sponsor of one of our key programs or events**. This top-level partnership ensures your organization receives the highest level of visibility and alignment with the Good Food Foundation's mission and grants access to our community of good food crafters and retailers.

BENEFITS

- **Program Exclusivity:** Exclusive sponsorship of a major initiative. For 2025, available events include:
 - "15 Years of Good Food Awards" Community Choice Competition
 - Good Food Mercantile in New York City, June 28, 2025
 - Good Food Merchants Summit, a 3-day educational and networking retreat for our independent retailer members
 - Blind Tastings/Judging (all 18 categories). Gain visibility with industry experts in our 18 good food categories. Entry period will open summer of 2025; judging will take place in regional hubs throughout the second half of 2025; awards will be announced spring of 2026.
- **Top-Level Brand Placement:** Logo prominently displayed on all marketing materials, press releases, website, e-newsletters, and event signage related to the sponsored activity or event.
- **Speaking Opportunity:** Participate in or introduce the sponsored event/program.
- **Custom Activation:** Add-on a unique branded experience or activation within the sponsored event (e.g., VIP lounge, product showcase, hosted location, reception, product tasting/demo, etc.)
- **VIP Access:** Reserved seats/tickets for 6 guests at our next in-person Good Food Awards Ceremony and 6 registered attendees at NYC Mercantile.
- **Social Media Campaign:** Dedicated posts recognizing your brand leading up to and during the sponsored program or event. Option to takeover our Instagram feed for one day to directly reach our good food community (posts subject to prior approval by GFF.)
- **Donation:** You may opt to contribute up to 50% of your Sponsorship dollars as a tax-deductible donation to the Good Food Foundation.



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR | \$25,000

As a Presenting Sponsor, your brand will be **aligned with one of our key programs or events**. This high-visibility partnership ensures your organization stands at the forefront of the Good Food Foundation's initiatives.

BENEFITS

- **Program Alignment:** Connect your brand with our brand for one of our major initiatives. For 2025 this includes:
 - "15 Years of Good Food Awards" Community Choice Competition
 - Good Food Mercantile in New York City, June 28, 2025
 - Good Food Merchant Summit, a 3-day educational and networking retreat for our independent retailer members
- **Premier Brand Placement:** Logo prominently displayed on all marketing materials, press releases, website homepage, newsletters, and event signage related to the sponsored activity or event.
- **Custom Activation:** Develop a unique branded experience or activation within the sponsored event (e.g., VIP lounge, product showcase).
- **VIP Access:** Reserved seats/tickets for 4 guests at our next in-person Good Food Awards Ceremony and 4 registered attendees for NYC Mercantile.
- **Social Media Campaign:** Dedicated posts recognizing your brand leading up to and during the sponsored program or event.

MISSION SPONSOR -OR- B-CORP BEACON | \$10,000

This level offers broad visibility across key Foundation events and digital platforms. Ideal for companies seeking to engage and support the good food community broadly rather than aligning with a specific event or project.

Certified B-Corporations™ will be recognized as "B-Corp Beacons" in recognition of the core values and best practices they share with the Foundation, and which exemplify the good food movement, often at scale.

BENEFITS

- **Event Visibility:** Logo on event signage, awards programs, and Foundation website.
- **VIP Access:** 2 complimentary tickets to our next in-person Good Food Awards Ceremony.
- **Product Placement:** Opportunity to provide an item for inclusion in VIP gift bags or tastings (upon prior approval by GFF.)
- **Social Media Recognition:** Group mentions on social media channels.
- **Exclusively for B-Corp Beacons:** Exclusive newsletter feature about B-Corp certification, what it entails, and the B-Corp Beacon sponsors' logos featured prominently. Opportunity to speak to interested Good Food Foundation members interested in pursuing B-Corp certification.

SPONSORSHIP OPPORTUNITIES



COMMUNITY SPONSOR | \$2,500 - \$10,000+

This sponsorship opportunity is for individuals and businesses of all sizes committed to the Foundation's mission. Your dollars will support, strengthen, and advance the good food movement across all of the Good Food Foundation's areas of impact, and allow for the growth of initiatives that make what we do possible.

BENEFITS

- Website Inclusion: Logo listed on the sponsor page of the Foundation website.
- Event Ticket: 1 complimentary ticket to our next in-person Good Food Awards Ceremony.
- Social Media Mention: Recognized in a group thank-you post.

DONATION

If you prefer to contribute as a Donor rather than a Sponsor, you may choose to instead give a tax-deductible gift.



SPONSORSHIP OPPORTUNITIES



GOOD FOOD GUARDIAN | \$1,000 | \$5,000 | \$10,000

Good Food Guardian sponsorship is perfect for companies that wish to align with the Foundation's mission to support a vibrant community of crafters and merchants. We especially encourage past Good Food Award winning companies to become Guardians if:

- winning an award(s) has had a positive impact on their business
- their business has grown substantially since winning their award(s)
- they have had outside investment and/or sold to larger companies since winning their award(s) but remain aligned with GFF's goals for good food that is tasty, authentic, and responsible
- they want to support the organization to ensure a strong future serving the good food movement.

GUARDIAN LEVELS & BENEFITS

- **\$10,000 – Platinum Guardian**
 - Premier Placement: Logo featured on website, digital marketing specific to your product category, and inclusion in print materials.
 - Speaking Role: Opportunity to share how the Good Food Foundation has positively impacted your brand (on stage if in person, virtually or recorded if on-line.) Logo featured in conjunction with presentation.
 - VIP Tickets: 6 reserved seating tickets to the Awards Ceremony (whether in-person or virtual.)
 - Guardian Showcase at Good Food Mercantile: An interactive brand activation with taste influencers at our June 28, 2025 Mercantile in New York City. Get your winning or new products noticed by buyers and industry tastemakers.
 - Social Media Feature: Dedicated post featuring your brand and all of your past GFA winning products - if relevant.
- **\$5,000 – Gold Guardian**
 - Recognition: Logo placement on website, in newsletter, and in print materials.
 - Stage Recognition: Brand mentioned and logo shown during the awards presentation (whether in-person or virtual.)
 - Event Tickets: 3 tickets to the Awards Ceremony (whether in person or virtual.)
 - Social Media Mention: Highlighted in a post recognizing Gold Guardians which includes all of your past GFA winning products - if relevant.
- **\$1,000 – Silver Guardian**
 - Logo listed in awards materials, in newsletter, and on the website.
 - Stage Mention: Brief mention and logo shown with fellow Silver Guardians during Awards ceremony (whether in-person or virtual.)
 - Event Ticket: 1 complimentary ticket to the Awards Ceremony (whether in-person or virtual.)
 - Social Media Shoutout: Recognized in a group thank-you post with other sponsors to include list of your past GFA-winning products.

SPONSORSHIP OPPORTUNITIES



ADD-ON OPPORTUNITIES

Enhance your sponsorship with optional add-ons:

- VIP Reception Host – \$10,000 (plus event expenses which may offset a portion of sponsorship dollars): Host an exclusive reception for awardees and industry leaders.
- Gift Bag Sponsor – \$5,000 (plus item donation): Feature your brand prominently on VIP gift bags and include a gift item of your choice (for Awards, Mercantile, or Merchant Summit), upon prior approval of the GFF.
- Media Package (add-on to any sponsorship) – \$5,000: Gain additional visibility with mention in GFF press release, option to provide a relevant media quote, and distribution of one of your own press releases to GFF's media list.
- Custom Activation or In-Kind Donation: Collaborate on a unique branded experience at, or in connection with, a key event.



IMPACT OF YOUR SPONSORSHIP

Your partnership with the Good Food Foundation will support initiatives that recognize and celebrate sustainable food production, empower small businesses, and promote equity within the food industry. Together, we'll ensure that good food thrives and reaches new communities.

GET INVOLVED

To learn more or secure your sponsorship, please contact:

Nora Weiser, Executive Director

nora@goodfoodfdn.org | 415.275.1794

PREFER TO MAKE A TAX-DEDUCTIBLE CONTRIBUTION?

We so appreciate your generosity. You can [DONATE HERE](#). EIN # 35-2428932

The Good Food Foundation will not accept sponsorships or donations from companies or organizations that have been cited for OSHA violations in the past 2 years or that are involved in practices that run counter to the Foundation's mission, cause environmental harm, use unfair or exploitative labor practices, have workers who are not paid a living wage, or promote unsustainable production practices.

GFF reserves the sole right to decline potential Sponsors or Donors due to misalignment with the Foundation's values.