

# PREMIUM FACTORY SPONSORSHIP PROGRAMS

*Reach More Buyers & Showcase Your Products*

Sponsorships build on your Standard Marketing Package and connect you with more qualified North American buyers! Our unique, impactful sponsorships are designed to drive your sales with direct and targeted strategies.



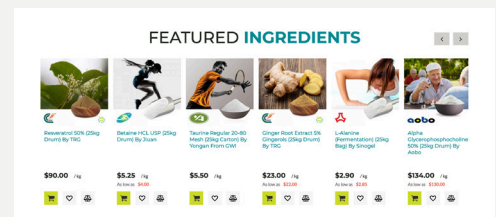
## BRONZE SPONSORSHIPS \$20,000

*(Valued at \$36,000+)*

- › Online footer banner ad for a year *(Value: \$12,000)*
- › One of your ingredients will be highlighted on the ingredientsonline.com™ home page in the “Featured” section for a year. *(Value: \$12,000)*
- › **NEW** – Upgraded Seller System Data collection and analysis *(Value: \$12,000 per ingredient)*
  - Receive a monthly report from our data experts with marketing analysis for one of your ingredient listings.
  - This executive overview includes data on sales by volume and revenue as well as **customers’ names**.



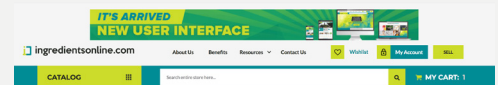
## “Featured” ingredient home page promotion



Your ingredient will be highlighted on the ingredientsonline.com™ home page in the “Featured” section for only \$1,000 a month. Minimum three month commitment. \*Inventory is limited.



## Online advertising is now available.



Choose from Leaderboard, Footer, Category and Application opportunities. See Digital Marketing Opportunities document for pricing and availability.

## SILVER SPONSORSHIPS \$30,000

*(Valued at \$50,000+)*

- › Four 1/2 page ads in the *ingredientsonline.com™ Magazine* with a total reach of 125,000 copies *(Value: \$9,200)*
- › A dedicated Featured Factory email to more than 14,000 qualified contacts featuring up to 10 of your ingredients *(Value: \$7,000)*
- › Presentation opportunity at an ingredientsonline.com™ Global Sourcing Event RoadShow
  - Includes a five-minute presentation with up to eight slides as well as the opportunity to distribute corporate brochures and offer a door prize drawing
  - You’ll receive the attendee list with **contact information** for follow up.
- › One of your ingredients will be highlighted on the ingredientsonline.com™ home page in the “Featured” section for a year. *(Value: \$12,000)*
- › **NEW** – Upgraded Seller System data collection and analysis *(Value: \$12,000 per ingredient)*
  - Receive a monthly report from our data experts with marketing analysis for up to three of your ingredient listings
  - This executive overview includes data on sales by volume and revenue as well as **customers’ names**.
- › Ingredient sample direct mail campaign to a targeted and qualified list of buyers *(Value: \$12,000)*
  - We’ll pre-qualify the mailing list by surveying our buyers and mail your sample *(factory provides up to 100 pre-packaged and labeled samples with max sample weight of 50g),* factory-provided CoA, third-party test results from a U.S. laboratory *(factory pays the additional fees for the tests)* with a cover letter from ingredientsonline.com™ inviting buyers to consider your ingredient for their next formulation.
  - You’ll receive the list of pre-qualified prospects who requested the samples.

## Gold Sponsorships \$50,000

(Valued at \$90,000+)

- › Four 1/2 page ads in the *ingredientsonline.com*™ Magazine with a total reach of 125,000 copies (Value: \$9,200)
- › Two dedicated Featured Factory emails to more than 14,000 qualified contacts featuring up to 10 of your ingredients (Value: \$14,000)
- › Presentation opportunity at an *ingredientsonline.com*™ Global Sourcing Event RoadShow
  - Includes a five-minute presentation with up to eight slides as well as the opportunity to distribute corporate brochures and offer a door prize drawing
  - Receive the attendee list with **contact information** for follow up
- › Two of your ingredients will be highlighted on the *ingredientsonline.com*™ home page in the “Featured” section for a year. (Value: \$24,000)
- › **NEW** – Upgraded Seller System data collection and analysis (Value: \$12,000 per ingredient)
  - Receive a monthly report from our data experts with marketing analysis for up to six of your ingredient listings
- › This executive overview includes data on sales by volume and revenue as well as **customers’ names**.
- › Ingredient sample direct mail campaign to a targeted and qualified list of buyers (Value: \$12,000)
  - We’ll pre-qualify the mailing list by surveying our buyers and mail your sample (factory provides up to 100 pre-packaged and labeled samples with max sample weight of 50g), factory-provided CoA, third-party test results from a U.S. laboratory (factory pays the additional fees for the tests) with a cover letter from *ingredientsonline.com*™ inviting buyers to consider your ingredient for their next formulation.
  - You’ll receive the list of pre-qualified prospects who requested the samples.
- › Joint sales call with *ingredientsonline.com*™ leaders and five top buyers (Value: \$20,000)
  - We’ll schedule, coordinate and support you in the sales calls.
  - You’ll receive **contact information** for sales follow up.

## Platinum Sponsorship \$100,000

(Valued at \$220,000+)

- › Four Full page ads in the *ingredientsonline.com*™ Magazine with a total reach of 125,000 copies (Value: \$13,800)
- › Four dedicated Featured Factory emails to more than 14,000 qualified contacts featuring up to 10 of your ingredients (Value: \$28,000)
- › Online Leaderboard banner ad for a year (Value: \$18,000)
- › Presentation opportunity at an *ingredientsonline.com*™ Global Sourcing Event RoadShow
  - Includes a five-minute presentation with up to eight slides as well as the opportunity to distribute corporate brochures and offer a door prize drawing
  - Receive the attendee list with **contact information** for follow up
- › Four of your ingredients will be highlighted on the *ingredientsonline.com*™ home page in the “Featured” section for a year. (Value: \$44,000)
- › **NEW** – Upgraded Seller System data collection and analysis (Value: \$12,000 per ingredient)
  - Receive a monthly report from our data experts with marketing analysis for up to ten of your ingredient listings
  - This executive overview includes data on sales by volume and revenue as well as **customers’ names**.
- › Ingredient sample direct mail campaign to a targeted and qualified list of buyers (Value: \$12,000)
  - We’ll pre-qualify the mailing list by surveying our buyers and mail your sample (factory provides up to 100 pre-packaged and labeled samples with max sample weight of 50g), factory-provided CoA, third-party test results from a U.S. laboratory (factory pays the additional fees for the tests) with a cover letter from *ingredientsonline.com*™ inviting buyers to consider your ingredient for their next formulation.
  - You’ll receive the list of pre-qualified prospects who requested the samples.
- › Joint sales call with *ingredientsonline.com*™ leaders and ten top buyers (Value: \$20,000)
  - We’ll schedule, coordinate and support you in the sales calls.
  - You’ll receive **contact information** for sales follow up.
- › Public relations opportunity to major U.S. media (significant news or scientific breakthrough only)
- › Exclusive, full-time *ingredientsonline.com*™ sales representative dedicated to selling only your ingredients. The sales representative will target raw materials buyers whose finished products align with your ingredients. (Value: \$75,000)

## CONTACT

INDIA

**Pooja Salgaonkar**

+919867828855

psalgaonkar@ingredientsonline.com

NORTHERN U.S. & INTERNATIONAL

**Katherine Salazar**

562-207-9770 ext 1171

ksalazar@ingredientsonline.com

SOUTHERN U.S. & CANADA

**Yasmine Abdel Ghane**

562-207-9770 ext 1003

yabdel@ingredientsonline.com

CHINA

**Jack Wang**

011 86 156-9217-3183

jwang@ingredientsonline.com