



an IFPA Technology Accelerator

The Fresh Field Catalyst technology accelerator brings new technology from startups, other industries or verticals to the produce industry.

Sponsorship Opportunities

FRESH FIELD CATALYST / IFPA ACCELERATOR

One Catalyst Innovation Partner. \$50,000 (US\$) each

Benefits Include:

- Advance opportunity to review selected companies prior to Cohort launch or sit on selection committee if able to meet timeline requirements.
- Company recognition as Innovation Partner during “Immersion Week”
 - Immersion week to be held in Salinas, CA in May 2024
 - Opportunity for one Sponsor representative to interact with Cohort during single day of Immersion Week.
- Recognition and/or speaking opportunity in one Fresh Take on Tech Podcast episode highlighting Catalyst Cohort.
- Opportunity to participate in a 2024 Demo Day with Cohort as part of educational program in Salinas, CA. (August 2024) Sponsor may include Senior leadership in judging. (if applicable).
- Opportunity to participate in ongoing Cohort Webinar learning series (5-6 virtual meetings planned)
- Company recognition as an Innovation Partner
 - During Cohort Webinar learning series
 - On Accelerator landing page on Freshproduce.com
 - In IFPA communication & marketing pieces promoting Accelerator
 - At Science & Technology Reception during The Global Produce & Floral Show.
 - On-line sponsor recognition on Produce 101 learning module.
- Invitation to Catalyst Meet and Greet Reception at The Global Produce and Floral Show
 - Includes 2 Comp All-Access Passes to the 2024 Global Show Produce and Floral Show
- Signage/Logo recognition in Innovation Hub / Accelerator display area at The Global Produce & Floral Show
- Company recognition on Monthly IFPA Sci-Tech Community Newsletter (4000 recipients)
 - Digital Banner Ad Included: single ad banner 468x60.
- Access to 2024 Cohort Recap that can be reported back to Sponsor Senior Leadership/Board
 - Includes Data analytics metrics i.e., potential funding outcomes
 - Includes Next Steps outcomes for Cohort

FRESH FIELD CATALYST / IFPA ACCELERATOR

Five (5) Catalyst Trailblazer Co-Sponsorships: \$25,000 (US\$) each

Benefits Include:

- Opportunity to submit proposed cohort participant application and review selected companies prior to launch or sit on selection committee if able to meet timeline requirements.
- Company recognition as Trailblazer during “Immersion Week”
 - Immersion week to be held in Salinas, CA in May 2024
 - Opportunity for one Sponsor representative to interact with Cohort during single day or of Immersion Week.
- Opportunity to participate in a 2024 Demo Day with Cohort as part of educational program in Salinas, CA (August 2024). Sponsor may include Senior leadership in judging. (if applicable).
- Company recognition as a sponsor and opportunity to participate in one Cohort Webinar session during webinar learning series (5-6 virtual meetings planned)
- Company recognition as a Catalyst Trailblazer
 - During Cohort Webinar learning series
 - On Accelerator landing page on Freshproduce.com
 - In IFPA communication & marketing pieces promoting Accelerator
 - At Science & Technology Reception during The Global Produce & Floral Show.
 - On-line sponsor recognition on Produce 101 learning module.
- Invitation to Catalyst Meet and Greet Reception at The Global Produce and Floral Show
 - Includes one Comp All-Access Passes to the 2024 Global Produce and Floral Show
- Company recognition in one IFPA Newsletter
 - Digital Banner Ad Included: single ad banner 468x60 pixels.
- Access to 2024 Cohort Recap that can be reported back to Senior Leadership/Board
 - Includes Data analytics metrics i.e., potential funding outcomes.
 - Includes Next Steps outcomes for Cohort.

FRESH FIELD CATALYST / IFPA ACCELERATOR

Five (5) Catalyst Support Co-Sponsorships: \$15,000 (US\$) each

Benefits Include:

- Company recognition as Catalyst Support Sponsor during “Immersion Week”
 - Immersion week to be held in Salinas, CA in May 2024
- Company recognition as a sponsor and opportunity to participate in one Cohort Webinar session during webinar learning series (5-6 virtual meetings planned)
- Company recognition as a Catalyst Support Sponsor
 - On Accelerator landing page on Freshproduce.com
 - In IFPA communication & marketing pieces promoting Accelerator
 - At Science & Technology Reception during The Global Produce & Floral Show
 - On-line sponsor recognition on Produce 101 learning module.
- Invitation to Catalyst Meet and Greet Reception at The Global Produce and Floral Show
- Signage/recognition in Innovation Hub / Accelerator display area at The Global Produce & Floral Show
- Access to 2024 Cohort Recap that can be reported back to Senior Leadership/Board
 - Includes Data analytics metrics i.e., potential funding outcomes
 - Includes Next Steps outcomes for Cohort.

FRESH FIELD CATALYST / IFPA ACCELERATOR

In-Kind Support Sponsor

Benefits Include:

- Company recognition as Supporting Sponsor during “Immersion Week”
 - Immersion week to be held in CA in early May 2024
 - Recognized as sponsor during Immersion week activities.
 - Opportunity to host Cohort during Immersion Week; may include tour/lunch/reception (day/time tbd, if applicable)
 - Opportunity to provide non-paper item for immersion week participants
- Company recognition as a Supporting Sponsor during one webinar learning series (5-6 virtual meetings planned)
- Company recognition as a Supporting Sponsor on Accelerator landing page on Freshproduce.com
- Verbal acknowledgement as Supporting Sponsor at Science & Technology Reception during The Global Produce & Floral Show
- Signage/recognition in the Innovation Hub/Accelerator display area at The Global Produce & Floral Show

For more information



Peter S. Wilder

Sales & Engagement Manager

pwilder@freshproduce.com

+1 (302)607-2115