



FoodEntrepreneur[®]

Media Guide 2023



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Food Entrepreneur®

A dazzling number of startups have entered the food and beverage marketplace in the past decade, triggering profound change across the industry. *Food Entrepreneur* offers a deep dive into the disruption effected by up-and-coming brands while profiling the industry's most successful and intriguing founders. The brand reaches readers through *foodbusinessnews.net*, the *Food Entrepreneur* weekly newsletter, the bimonthly video series *Well Fed* and the biannual digital event *Food Entrepreneur Experience*. *Food Entrepreneur* has a deep reach into not only the dynamic entrepreneur community, but extending to innovators, suppliers, co-manufacturers and others looking to write food's next chapter.

2023 Food Entrepreneur Featured Articles

- **January 17:** Sugar Reduction
- **April 11:** Upcycled Ingredients
- **September 12:** Functional Ingredients
- **October 24:** Sports Nutrition

How newsletter sponsorships drive results

(Blockbuster - advertise here!)



(Newsletter Topic)
**Reaches food
industry decision
makers**

(Medium
Rectangle -
advertise
here!)

(Sponsored Message -
advertise here!)
**Builds brand
awareness with built-in,
targeted audiences**



(Newsletter Topic)
**Aligns your brand
with a trusted
news source**

Food Entrepreneur Newsletter

The weekly *Food Entrepreneur* newsletter features a mix of founder profiles, funding announcements, operational insights and opportunities for emerging brands. Delivered every Tuesday, each edition is packed with inspiring and informative stories of startups to watch.

SIZE	RATES PER MONTH
BLOCKBUSTER	\$3,675
MEDIUM RECTANGLE 1	\$3,500
SPONSORED MESSAGE	\$3,675

Targeted Email Marketing

Deliver your message directly to your best prospects. Targeted emails are a great way to introduce new products, announce special offers and drive qualified traffic and leads to your website.



FOR SPECS AND MORE INFORMATION, VISIT:
foodbusinessnews.net/media-guide/food-entrepreneur

For questions or to reserve your space, contact a sales representative at fbnsales@sosland.com



Connect with an engaged community of innovators

Food Entrepreneur's Well FEd video series hosts powerful discussions with industry leaders and founders on emerging trends, up-and-coming brands and influential events. Episodes are streamed live from Food Entrepreneur's LinkedIn page and then hosted on foodbusinessnews.net, giving your brand dynamic opportunities to share your marketing message, drive brand awareness and collect leads.

RATE: \$4,900

2023 Episode Topics*

- **January:** 2023 trend predictions
- **March:** Expo West recap
- **May:** IFT preview/Ingredient Innovations
- **July:** Summer Fancy Food recap
- **September:** Functional food and beverage trends
- **December:** Top innovations/innovators of 2023

*Topics are subject to change



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Well FEd Sponsorship Package

During the LinkedIn Livestream:

- At the beginning of the episode, a 30-second shoutout — written by your brand — will be read by Well FEd's host.
- Your brand's logo will be displayed throughout the episode.
- At the end of the episode, Well FEd's host will give your brand a final shoutout.

After the LinkedIn Livestream:

- A show notes article, featuring the episode as well as editorial commentary, will be posted to foodbusinessnews.net. This article will be exclusively sponsored by your brand through a roadblock of ads, which include a leaderboard ad and three medium rectangle ads.
- A digital alert will be sent to Food Entrepreneur readers. This message will include your brand's logo and provide lead reporting.
- The episode will live on foodbusinessnews.net's video page and Food Entrepreneur's LinkedIn and YouTube pages.



Food Entrepreneur Experience

Food Entrepreneur is shaping tomorrow's food with the Food Entrepreneur Experience, a series of interactive events that include product sampling opportunities and digital presentations that bring to life the trailblazing trends and innovations created by emerging brands.

**2023 Food Entrepreneur Experience dates:
April 19 and October 25**

Align your brand with industry disruptors and innovators. Contact a Food Entrepreneur sales representative about the available sponsorship opportunities.



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Food Entrepreneur Experience Sponsorship Opportunities

PLATINUM PRESENTING SPONSORSHIP:

\$14,500 (1 available)

- Recognition by moderator as the Platinum Presenting Sponsor
- Access to full registrant list (Name, Company, Title, Email, Phone, State, Country)
- Logo featured prominently on Food Entrepreneur Experience promotional materials
- Medium Rectangle ROS ad on foodbusinessnews.net for one month. Creative supplied by sponsor.
- Logo on Medium Rectangle promotional ad to run for one month on foodbusinessnews.net
- Logo in primary position on webinar console
- Sponsor may provide a 1-2 minute video to be shown during the transition from the panel discussion to the presentations by the entrepreneurs
- Sponsor may provide a PDF or website link for audience to access during the live Food Entrepreneur Experience sessions and on-demand
- Logo on event website. Logos link from event website and emails to sponsor's site

GOLD TASTING BOX SPONSORSHIP:

\$8,500 (1 available)

- Presenting sponsor of the Food Entrepreneur Experience Tasting Box
- Recognition by moderator as the Gold Tasting Box sponsor
- Access to full registrant list (Name, Company, Title, Email, Phone, State, Country)
- Logo on accompanying "guide" containing written product descriptions
- Logo on Medium Rectangle promotional ad to run for one month on foodbusinessnews.net
- Listed on promotional materials as the Gold Tasting Box Sponsor (excluding social media)
- Logo on webinar console
- Logo on event website. Logos link from event website and emails to sponsor's site
- Will receive 5 Food Entrepreneur Experience tasting boxes

SILVER SESSION SPONSORSHIP:

\$5,250 (3 available)

- Introduction of sponsoring company by moderator at beginning of the panel session
- Access to registrant list (Name, Company, Title, Email, Phone, State, Country; up to 500 names from selected interests)
- Listed on promotional materials (excluding social media) as a Silver Session Sponsorship
- Logo on webinar console
- Logo on event website. Logos link from event website and emails to sponsor's site

FoodEntrepreneur

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