

2024

FoodEntrepreneur®

by Food Business News®



MEDIA GUIDE

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FoodEntrepreneur®

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; quarterly print features in *Food Business News*; and our biannual digital event, *Food Entrepreneur* Experience. This unique platform reaches not only the dynamic entrepreneur community, but also serves as a go-to source for innovators, suppliers, co-manufacturers and others looking to write food's next chapter.

Food Entrepreneur feature articles are available in the print and digital editions of *Food Business News*.

2024 *Food Entrepreneur* Feature Articles

- February 27 - Sweeteners
- May 21 - Dairy/Meat Alternatives
- August 27 - Plant-Based
- November 19 - Beverage Innovations

For rates and more information, contact a sales representative at fbnsales@sosland.com

Food startups by the numbers



10,500

Number of food tech startups globally¹



3,705

Number of U.S. food tech startups¹



\$2.3 billion

Total venture capital funding raised by US food and beverage brands in 2022²



>\$600 million

Total venture capital funding raised by US non-alcoholic ready-to-drink beverage brands in 2022²



\$342 billion

2027 projected food tech sector value based on a 6% projected industry market growth rate¹

1. DemandSage

2. FABID, the Food & Beverage Investor Database

Digital marketing opportunities – 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.

AD TYPES	RATES PER MONTH
BLOCKBUSTER	\$3,100
MEDIUM RECTANGLE	\$2,925
SPONSORED MESSAGE	\$2,400

Targeted Email Marketing

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



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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 Experience

Food Entrepreneur Experience

Food Entrepreneur is shaping tomorrow's food with the *Food Entrepreneur Experience*, a series of interactive digital events featuring presentations that will bring to life the trailblazing trends and innovations developed by emerging brands. During each event, participants interact with entrepreneurs and thought leaders driving disruption throughout the industry.

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

Spring *Food Entrepreneur Experience** April

Topic: Entrepreneurs in Snacking

Focus: Navigating the Entrepreneurial Landscape of Snacking

Fall *Food Entrepreneur Experience** October

Topic: Category Creators

Focus: Challenges and opportunities for startups bringing novel innovations to market

*Each event sponsorship sold separately.



Food Entrepreneur Experience Sponsorship Opportunities

GOLD SPONSORSHIP PACKAGE: \$14,500 (1 available)

- Logo featured prominently on all *Food Entrepreneur Experience* promotional materials
- Recognition by moderator as the Gold Sponsor
- Access to full registrant list (name, company, title, email, phone, state, country)
- 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 90-second video to be shown midway through the event
- Sponsor may provide a PDF or website link for attendees to access during the live *Food Entrepreneur Experience* event and on-demand
- Logo on event website
- All sponsor logos on the event website and in promotional emails will link to the sponsor's website

SILVER SPONSORSHIP: \$5,250 (4 available)

- Recognition of sponsoring company by moderator at beginning and end of the event
- Access to registrant list (name, company, title, email, phone, state, country; up to 500 names from selected interests)
- Listed on promotional materials as a Silver Sponsor (excluding social media)
- Logo on webinar console
- Logo on event website
- All sponsor logos on the event website and in promotional emails will link to the sponsor's website.

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