



Naturally

BOULDER

The center of the region's natural products industry.



Naturally Boulder is *the* community for the natural products industry across the Front Range. We bring together entrepreneurs, investors, retailers, and industry experts **to nurture conscious growth, leadership, and innovation in the Colorado organic and natural products community.**

From beauty to beverages, we have nationally- and internationally-known brands and early-growth stage brands under our umbrella. According to the 2020 [Naturally Boulder Economic Impact Study](#) completed by the University of Colorado at Boulder's Business Research Division, **the natural and organic food industry in Colorado contributes \$3.1 billion to the state's economy and supports 22,142 jobs across the state.**



The support you get from **Naturally Boulder** as a startup, both tactical and strategic, is unrivaled in our space as there are so many fantastic entrepreneurs and natural food brands in the Boulder-area always willing to help.

Ben Bacon
Founder, Lentiful





OUR 2023 MILESTONES

7,000+
SUBSCRIBERS &
ATTENDEES

1400+
MEMBERS

140+
SPONSORS

15
BOARD MEMBERS

65
EVENTS

\$174K
IN FREE SERVICES
provided to the winners of
our biggest event of the
year, the 18th Annual Pitch
Slam (February 2023)



The New York Times
Foodies Know:
Boulder Has
Become a Hub for
New Producers



WE'RE SOCIAL!



6,200+ Fans



5,400+ Followers



3,400+ Followers



5,800+ Subscribers
with a **40%** Open Rate

Entrepreneur

NOSH



New Hope
NETWORK



A MODEL FOR COMMUNITY ORGANIZATIONS ACROSS THE USA

Springboarding from our success in Colorado, Naturally Boulder launched an emerging new national natural and organic products industry community, called Naturally Network. Naturally Network supports a national ecosystem to galvanize and grow the natural and organic products industry.

By sponsoring the work of Naturally Boulder, you provide the resources to deepen our work in this region and you help create the future of this national support ecosystem.

Naturally
AUSTIN

Naturally
BAY AREA

Naturally
BOULDER

Naturally
CHICAGO

Naturally
LOS ANGELES

Naturally
MINNESOTA

Naturally
NEW ENGLAND

Naturally
NEW YORK

Naturally
NORTH BAY

Naturally
SAN DIEGO

COMMUNITY PROGRAMS

Community and connection are at the heart of our organization.





NETWORKING NIGHTS

50-75 industry professionals connect at locations in Boulder, Denver and beyond to greet friends and develop new contacts.

EDUCATIONAL EVENTS

Featured speakers lead 50-200 guests as they dig into shared industry challenges. These are opportunities to learn directly from seasoned professionals who have faced real-world situations.





MORNING MINGLES

We welcome 40-100 early risers to network and hear from top-notch panelists on diverse, relevant topics.



SPECIAL GATHERINGS

We deliver unique opportunities to grow this industry. From fireside chats with industry legends to foothills hikes, we lead and love this community!



SPRING FLING

We are widely recognized for our annual celebration of the industry's Boulder-based roots. We cheer on the newest entrepreneurs sprouting up and flourishing in Colorado as the fun attracts over 400 Naturally Boulder members and guests.





PITCH SLAM & ANNUAL AWARDS

In this competitive event, young companies pitch for a prize package valued at over \$100,000 in services, sourced from our annual sponsors. The Innovation Showcase features scores of the hottest new companies eager to share their products with our 400+ attendees. The Awards segment recognizes emerging brands and industry leaders, and gives an opportunity to take a moment to acknowledge the great things that have been achieved that year. And networking opportunities abound for all!





CFO



SUSTAINABILITY



STARTUP



EXECUTIVE



SALES LEADER



FOUNDER



OPERATIONS



MARKETING

FORUM SERIES

Naturally Boulder Forums are invitation-only gatherings for members in similar roles at different companies. They're designed to foster deep relationships in intimate settings with discussions guided by a skilled facilitator.

SPONSORSHIP OF ONE FORUM:

\$1,500

SPONSORSHIP OF THE EXECUTIVE FORUM:

\$2,500



OFFICE HOURS

The [Office Hours: Ask An Expert](#) series aims to provide our members and their companies with expert guidance they can use immediately via one-on-one 30-minute appointments.

Each session we focus on specific, timely issues and bring in trusted thought leaders from our Sponsor community to help address them.



MENTORSHIP MATCHING PROGRAM

Carefully paired Mentor-Mentee matches are designed to serve our members' personal and professional growth and stimulate a culture of lifelong learning for our future natural and organic industry leaders.



OUR RESOURCES

Leading the industry with pragmatic skills and inspirational thought.





OUR RESOURCES



ONLINE RESOURCES

On-demand educational webinars; decks for download; member and sponsor directory; job board



MEMBERS-ONLY SLACK COMMUNITY

Launched to facilitate sharing information, resources, and encouragement among members



GIVE BACK PARTNERS

We aggregate the collective corporate good to support social change nonprofits with exposure, volunteers, product donations, and financial resources



OUR RESOURCES



ECONOMIC IMPACT STUDY

In partnership with the University of Colorado at Boulder, [we released this Colorado-wide industry audit](#) in 2020 which quantified the economic impact of natural products companies, including jobs created, wages paid, and more



NATURAL PRODUCTS EXPO WEST & NEWTOPIA NOW

Our participation in these annual events facilitates sharing information, resources, and encouragement among members



NETWORK JOB BOARD

Powered by [ForceBrands](#), this is the only national job board focusing on natural and organic product industry roles



OUR VISION

We're not just another trade organization. We work to make dramatic changes in our CPG ecosystem and **provide networking, education, and resources** for our members to illuminate a path for sustainable growth and ongoing success. Our vision is a healthier, more conscious world that prioritizes the products and practices represented by the Colorado organic and natural products community.

This vision has helped us craft Naturally Boulder's Sponsorships into six categories and will help you find the right sponsorship opportunity that best suits your company's goals.

Partner with Naturally Boulder and become a part of this vibrant community.

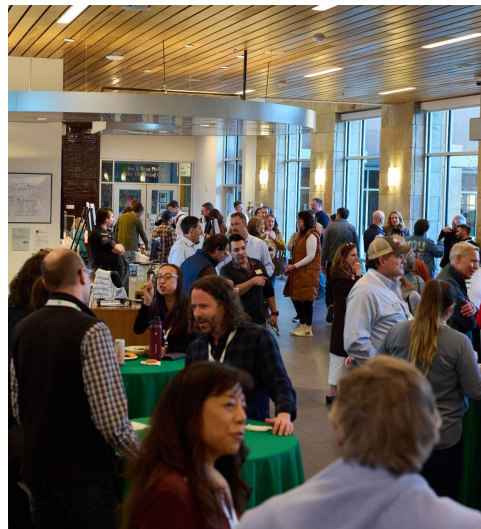
**GET INVOLVED
BUILD AWARENESS
EXPAND YOUR BUSINESS
SHARE YOUR EXPERTISE**





GET INVOLVED

- Receive free Individual Memberships for your staff and free / discounted tickets to our events
- Meet hundreds of natural products industry professionals
- Stay on top of trends and news
- Contribute to the coveted Pitch Slam Prize Pack, sourced exclusively from annual sponsors
- Share your expertise and generate leads in our Office Hours — Ask the Experts program





BUILD RECOGNITION

- Your logo gets recognized! Spot it on the Naturally Boulder website, in our monthly newsletter, at monthly and annual events, in our Annual Report, and in the Member Directory
- Enjoy prioritized social media features
- Embrace an opportunity to be a featured speaker: our expert event panels are developed from within our community of sponsors
- Be a recognized leader and provider to this unique organization and its supportive community



EXPAND YOUR BUSINESS

- Reach the most targeted audience of natural products professionals for your marketing budget
- Embrace opportunities to sample your products at monthly events
- Develop key relationships
- Attract and retain customers
- Recruit fresh talent with premium access to our Network Job board
- Learn of new opportunities from our plugged-in community



SPONSORSHIP LEVELS

Benefits specific to your sponsorship contribution.





ABOUT NATURALLY BOULDER

Since launching in 2005, Naturally Boulder has served as the largest connecting point for the Colorado natural and organic products industry. The organization's 1,000+ supporters include nonprofits, micro businesses, start-ups, Fortune 500's and everything in between.

WHY SPONSOR?

Becoming a sponsor opens up new doors for your business. From offering personalized introductions to providing targeted business development opportunities with other local businesses, Naturally Boulder is dedicated to helping our community thrive by connecting the people and organizations that support our work.

BECOME A SUPPORTER

Sponsoring Naturally Boulder offers numerous benefits, highlighted here. For more information, please contact

kristine@naturallyboulder.org.

www.naturallyboulder.org

CATEGORY	OPPORTUNITY	\$50M - \$100M			\$25M - \$50M	\$5M - \$25M	\$250K - \$5M	<\$250K
		REGENERATING \$20,000	SUSTAINING \$15,000	PREMIER \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
WEBSITE, SOCIAL MEDIA & CONTENT Gain visibility with our 2,500+ monthly website visitors; 16,500+ social media followers and 5,700+ email subscribers	Organization logo with link and description on NB website	✓	✓	✓	✓	✓	✓	✓
	Organization logo on NB monthly newsletters & annual report	✓	✓	✓	✓	✓	✓	✓
	Sponsor Spotlight	✓	✓	✓	✓			
ACTIVATION & ENGAGEMENT Engage with hundreds of entrepreneurs, decision makers, and employees from nearly 500 organizations in Naturally Boulder	Complimentary Memberships	20	15	8	6	4	3	2
	Product Sampling Opportunity	3/year	3/year	3/year	2/year	2/year	2/year	2/year
	(1) dedicated event with social/email/web feature. Content available on-demand on website	✓	✓					
	(1) Panel Seat for Education Event			✓	✓			
	Slack Channel Lead Opportunity					✓		
	Content inclusion, with newsletter promotion	3/year	2/year	2/year	1/year	1/year		
	Host exclusive members-only Office Hours programming	✓	✓	✓	✓			
	Logo featured at monthly education events	✓	✓	✓	✓	✓	✓	✓
	20% discount on additional employee memberships	✓	✓	✓	✓			
	Spring Fling Logo Recognition (event sponsorship separate invitation)	Premium Logo Placement, 20 Free Reg.	Premium Logo Placement, 15 Free Reg.	Premium Logo Placement, 8 Free Reg.	Featured Logo Placement, 4 Free Reg.	Large Logo Placement, 2 Free Reg.	Medium Logo Placement, 1 Free Reg.	Logo Placement
Pitch Slam & Annual Awards Logo Recognition (event sponsorship separate invitation)	Premium Logo Placement + Stage Recognition, Prize Pack Invitation, 20 Free Reg.	Premium Logo Placement + Stage Recognition, Prize Pack Invitation, 15 Free Reg.	Premium Logo Placement + Stage Recognition, Prize Pack Invitation, 8 Free Reg.	Featured Logo Placement, Prize Pack Invitation, 4 Free Reg.	Large Logo Placement, Prize Pack Invitation, 2 Free Reg.	Medium Logo Placement, Prize Pack Invitation, 1 Free Reg.	Logo Placement, Prize Pack Invitation	



PERKS & RESOURCES FOR ALL LEVELS

- NIQ Bygger – Free Report Access
- SPINS Ignite – FREE reports and exclusive content
- Access to Network and Chapter events
- Unlimited access to Job Board powered by ForceBrands
- Access to Naturally Network and Naturally Boulder Slack Channels
- Unlimited introductions to Naturally Boulder community members
- Access to share news and events with the community





"We've been introduced to banks, investors, suppliers, customers and employees. We grow along with NB."

-Tom Spielberger
I and Love and You

"Naturally Boulder has been a safe home base for local natural foods professionals because we all need a fellowship of friends sharing common experiences."

-TJ McIntyre
Bobo's



"Our sponsorship of Naturally Boulder has been instrumental in our success since day one."

-Josh Tagland
Sales Executive, ePac LLC

"Naturally Boulder provided access to folks and knowledge I needed to be successful... As we grew, Naturally Boulder proved useful to on-board new staff to learn and network."

-Justin Gold
Founder, Justin's

WELCOME TO THE COMMUNITY!

CONTACT:

Kristine Carey

kristine@naturallyboulder.org

(720) 220-4142

[VISIT OUR SPONSORSHIP PAGE](#)