

FMI FOUNDATION presents •

# Stir it Up!

## SPONSORSHIP OPPORTUNITIES 2024

JANUARY 18, 2024 • MARCO ISLAND, FL





***Stir It Up!*** is an annual cooking competition held at the FMI Midwinter Executive Conference. Funds raised from **Stir It Up!** support the FMI Foundation's programs on health and well-being, food safety, nutrition and social responsibility.



**Stir It Up! 2024** is centered around "feeding the fans!" From the NFL to your local little league, all the way from Wimbledon to bragging rights on your neighborhood tennis court, we are bringing together attendees of all types to celebrate the culinary traditions and foods at sporting events. Kitchens can be league or sports themed and can incorporate fan favorite drinks, snacks, treats, and entrees.

If you like the look of signature, gourmet football cookies or an Olympic torch flambe, we encourage you to submit your commitment today!



Choose from the bevy of sponsorship opportunities listed below or build your own with help from the Foundation team. Contact us at [StirItUp@fmi.org](mailto:StirItUp@fmi.org) for customized packages.



## TITLE - \$100,000

Host and serve as an Executive Chef of a kitchen, comprised of 200 square feet of demonstration space, six 6 ft banquet tables for the preparation and display of your food, for attendees to congregate, and one display shelf to highlight any themed items or products used. Design your menu (appetizer, side dish, main dish, dessert) and bring your Executive Chef and culinary team to showcase your family meal. Title sponsors receive priority placement within the kitchen floorplan. Host four of your own highboy/hightop tables for attendees to mingle.

### Additional benefits include:

Opportunity to bring company or brand mascot  
OR

Opportunity to provide an FMI Foundation and your organization co-branded giveaway to be distributed at the *Stir It Up!* event. Giveaways can be handed out at the door and provided within the centerpieces for each of your six banquet tables.

OR

Opportunity to be listed as a supporter of the inaugural *Stir It Up!* Recipe Guide. Contact us at [StirItUp@fmi.org](mailto:StirItUp@fmi.org) for more details.



## PREMIER - \$50,000

Host your own kitchen, comprised of 150 square feet of demonstration space, four 6 ft banquet tables for the preparation and display of your food, and one display shelf to highlight any themed items or products used. Design your menu (appetizer, side dish, main dish, dessert) and bring your Executive Chef and culinary team to showcase your “feed the fans” family meal. Host four of your own highboy/hightop tables for attendees to mingle.

### Additional benefits include:

Opportunity to bring company or brand mascot

OR

Opportunity to co-brand FMI Foundation’s Walk of Fame. Your logo will be featured alongside the FMI Foundation logo in the *Stir It Up!* Entryway. The Walk of Fame provides ample visibility in pictures from the event.

OR

Opportunity to be listed as a supporter of the inaugural *Stir It Up!* Recipe guide. Contact us at [StirItUp@fmi.org](mailto:StirItUp@fmi.org) for more details.



## PARTNER - \$25,000

Partner with another company\* to form a competing kitchen combination. Company chefs collaborate on the design of an appetizer, main dish, side dish or dessert.

\*Retailer and product supplier or manufacturer collaborations work best.

The FMI Foundation can help broker the mutually-agreed-upon partnerships.

### Additional benefits include:

Opportunity to provide a perimeter area station to display pre-made or packaged food products. Stations may only include appetizers, side dishes, desserts, or takeaway treats.

OR

Opportunity to host a branded living room, comprised of 75 square feet, for attendees to visit and mingle. Living room areas are comprised of one sofa, two chairs, and a shelf to display product. Contact us at [StirItUp@fmi.org](mailto:StirItUp@fmi.org) to create a custom 75 square foot area at the event, featuring your company-exclusive products or décor.

OR

Opportunity to host a bar, comprised of 75 square feet, customizable bar wrap, and your own company representatives, available to answer any questions about customized drinks being served with company-exclusive products. Create a signature fan-drink and mocktail of your choice.



## SUPPORTING - \$10,000

Opportunity to be listed as a *Stir It Up!* Sponsor/supporter in all marketing materials for the event, including relevant pre-event communications and prominent on-site signage.



## CONTRIBUTING - \$5,000

Opportunity to be listed as a *Stir It Up!* Sponsor/supporter in all marketing materials for the event, including relevant pre-event communications and on-site signage.

**Additional benefits include:**

### Activity Station

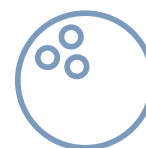
Support a sports-themed activity station for attendees to enjoy. Sponsorship of the activity station will allow you to brand the activity station. Sports offered: basketball, (table) tennis, hockey/foosball/air hockey, golf/putting green, soccer, croquet/polo, bowling.



## SPONSORSHIP ENHANCEMENTS/ADD-ONS

### Contact us for pricing

Sponsorship enhancements serve as add-ons for each sponsorship tier listed above. The add-on will be bundled in with your wider sponsorship package.



The FMI Foundation, the host of 2024's *Stir It Up!* event, provides the following:

All expenses related  
to menu items

Hotel banquet tables and  
highboy/hightop tables

Luminaire and Signage  
Bartender

Linens

Serving dishes

Alcohol\*

\* Alcohol included in dishes, cocktails, or staging must be provided by the sponsor.



In addition to signage and recognition at the *Stir It Up!* event, all Sponsors will be acknowledged at Midwinter educational events, highlighted at the January FMI Board Meeting and FMI Foundation Board meeting, and proudly featured until December 31, 2024 on the FMI Foundation website.



# THANK YOU to our 2023 Sponsors!

TITLE



PREMIER



Good food, Good life



PARTNER



SUPPORTING



CONTRIBUTING



FMI FOUNDATION presents

# Stir it Up!

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## 2024 PLEDGE FORM

**Sponsor Name** \_\_\_\_\_

Please list name as it should appear on printed materials

**Contact Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

☒ **Yes!** We would be pleased to support the FMI Foundation at the Midwinter Executive Conference.

### Sponsorships

Please check level

- ☐ Title - \$100,000
- ☐ Premier - \$50,000
- ☐ Partner - \$25,000
- ☐ Supporting - \$10,000
- ☐ Contributing - \$5,000

#### Terms & Conditions

Sponsorship payments must be received prior to the event date.

FMI Foundation management must approve all sponsorship recognition giveaways.

Each sponsor agrees to submit their company logo to FMI at the time of their commitment. Preferred file format is 3"x3" EPS, SVG, or other vector-based logo types. If a new logo is submitted to the FMI Foundation after the original one is received, FMI Foundation staff will try to update all conference materials moving forward, but it is not guaranteed.

Any relevant shipping and handling fees for your kitchen, giveaways, or other related Stir It Up! materials must be incurred by the sponsor.

Should a sponsor elect to cancel their confirmed sponsorship, the sponsor is not entitled to a refund of monies paid to the FMI Foundation. Exceptions may be granted on a case-by-case basis.

Kitchen floorplan assignments will be fulfilled on a first-come, first served basis, depending on when the sponsorship commitment form is received.



As a 501 (c)(3) organization, contributions to the FMI Foundation are tax-deductible to the fullest extent of the law. For more information, go to [fmi.org/StirItUp](http://fmi.org/StirItUp). Questions or additional information, contact Haley Pierce at [hpierce@fmi.org](mailto:hpierce@fmi.org), or at 202.220.0759.

Please email to [StirItUP@fmi.org](mailto:StirItUP@fmi.org)

#### Mail Donations to:

FMI Foundation  
2345 Crystal Drive, Suite 800  
Arlington, VA 22202