

FMI FOUNDATION presents

# Stir it Up!

SPONSORSHIP  
OPPORTUNITIES  
2025

What's for  
Dinner?

Dishing Up New  
Family Flavors

JANUARY 2025  
MARCO ISLAND, FL



***Stir It Up!*** celebrates the food industry's culinary experience and is the premier networking event 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.

Notable FMI Foundation programs include:

- September's National Family Meals Month™ & the year-long Family Meals Movement
- Food Safety Auditing Scholarships, awarded at SQF Unites
- Gene Editing resources (white papers, digital seminars, and conferences)
- *Inspiring Careers in Food* Workforce Initiative with national partner, Junior Achievement USA
- Diversity, Equity, Inclusion & Belonging resources (digital seminars, infographics, and the FMI Foundation-led DEI Committee)
- Animal Welfare resources (white papers and reports)



As the **opening night event** for Midwinter 2025, *Stir It Up!* 2025 will celebrate the FMI Foundation's 10<sup>th</sup> year of advocating for **Family Meals**, *Stir It Up!* 2025's theme is **What's for Dinner? Dishing Up New Family Flavors** and our décor and menus will honor the regional cuisines we all know and love.

In the mood for a **kolache** or **Tex Mex**? Have your kitchen be an ode to the **Southwest!** In need of some comfort food with **deep-dish pizza**, **Kansas City BBQ**, **casseroles**, and **cheese curds**? The **Midwest** sometimes is best. Can't get enough of **maple-flavored foods**, **boiled seafood**, and **apple cider doughnuts**? **New England** is calling! Bring out your family favorites for this year's culinary showcase!

Some other **cuisine themes** include (but are not limited to):

- ▶ **South** (Creole, Cajun, Soul Food cuisines)
- ▶ **West/Coastal** (Californian, Pacific Islander and Hawaiian, and Asian Fusion cuisines)
- ▶ **Pacific Northwest** (Indigenous & Seafood-based cuisines)
- ▶ **Mid-Atlantic** (Fusion Foods & Mixed Drinks)

We are excited to see your family favorite recipes at this year's culinary showcase!

Choose your region and should there be any theme overlap, please note that all themes are reserved on a first-come, first-served basis.

Select from the menu of sponsorship opportunities listed in the following pages or build your own with [help from the Foundation team](#).

## NEW to Stir It Up! 2025

### New Product Showcase



Limited Availability  
**\$25,000**

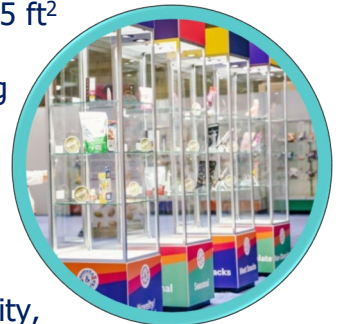
*Stir It Up!* is heating up—we're inviting product supplier and manufacturer organizations to show us your **newest products**.

#### The What & the Where:

As a part of the New Product Showcase, a supplier will be able to **reserve a display tower case to showcase new products**. Showcase displays will have their debut at *Stir It Up!* in between kitchens and then will be showcased throughout the conference venue in high traffic locations. In addition to showcasing your new product's packaging in a branded display tower, sponsors are also able to **provide tasting portions** of the new product. Tasting kiosks are hosted alongside the display towers and in between kitchens at *Stir It Up!* and will be available throughout the night.

#### Additional benefits include:

- Opportunity to provide a pop-up banner beside your tasting kiosk. Tasting kiosks and any additional marketing banners or collateral must fit within a 25 ft<sup>2</sup> space.
- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.



**The Why:** New products are exciting for buyers and consumers alike. At *Stir It Up!*'s New Product Showcase, your favorite retailer's C-suite gets a curated introduction to your new product: its versatility, flavor profile, customer appeal, and packaging. This showcase serves as a great complement to your Strategic Executive Exchange suite activation. Build a continuous retailer engagement experience at *Stir It Up!* by hosting a kiosk.

Have a new product that's not food? [Contact us](#) to get involved!

#### The Pricing:

Submit **two** or **three new products** within one Product Case

**\$25,000**

**Want to infuse a product within one of *Stir It Up!*'s gourmet menus?** Check out our kitchen sponsorships: host a kitchen at the Premier sponsorship level or Partner with another organization to host a kitchen and shape the menu. **Bundling discounts are available.**

Already have an idea for your new sauce, drink or snack? We're as excited as you are—feel free to [contact us for more details!](#)

# NEW to Stir It Up! 2025

## Mainstage Sponsorship



**SOLD**  
**\$100,000**

As a part of *Stir It Up!* 2025, the FMI Foundation is sourcing a mainstage entertainer\* who focuses on a food-related philanthropic cause. This sponsorship would allow your company to support the cost of bringing this celebrity guest to Midwinter.

### *Additional benefits include:*

- Opportunity for company's executive(s) to host and provide brief introductory remarks for the entertainer on the main stage.
- Opportunity for a special meet & greet with the entertainer. Guests of the company are limited and will be pre-determined prior to the event.
- Opportunity to provide a company-branded giveaway\*\* at the event.
- Exclusive opportunity to be listed as a *Stir It Up!* Mainstage sponsor in all marketing materials for the entertainer, including relevant pre-event communications messages, mobile app push notifications, social media posts, and prominent on-site signage.
- Opportunity to host your own, branded VIP seating area. Seating area includes your choice of two hosted banquet tables OR a soft seating area with two couches and four additional chairs near the stage for customers or your leadership team, an ideal vantage point to enjoy the entertainment.
- Opportunity to provide entryway visibility via co-branded graphics.\*\*\*
- Opportunity to host a kitchen OR have two display towers to highlight product within *Stir It Up's* New Product Showcase.^



*\*Event design, event logistics, marketing and promotion, and choice of entertainer are at the discretion of and subject to the approval by the FMI Foundation and FMI Events teams. Celebrity connections and suggestions are welcomed.*

*\*\*Branded giveaways and décor are subject to approval by FMI Midwinter's planning team.*

*\*\*\* Co-branded graphics with the FMI Foundation's Stir It Up! brand are subject to approval by the FMI Foundation team.*

*^ Each display tower may have an optional tasting kiosk within 25 ft<sup>2</sup> footprint. Display towers will be placed in prominent/high visibility areas throughout the venue for the duration of the Midwinter Executive Conference.*

### **Interested in multiple sponsorship opportunities?**

Build your own with help from the Foundation team.

**Contact us** for customized packages.

# Kitchen Sponsorships

## Premier Sponsorship



Limited availability  
\$50,000

**Host your own kitchen**, comprised of 100 ft<sup>2</sup> of space, four 6 ft banquet tables for the preparation and display of your food, and one display shelf to highlight any family meals-themed items or products used.

Design your menu (one main dish and two side dishes) and bring your Executive Chef and culinary team to showcase your favorite family meal. Premier sponsors have first right of refusal over kitchen location, ensuring your organization has optimal visibility.

*Additional benefits include:*

- Opportunity to host three of your own highboy/hightop tables for attendees to mingle.
- One runner and two attendants assigned to each kitchen for your serving and placement needs.
- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages, digital menu signage, and additional prominent on-site event signage.

## Double Feature: Kitchen Partnership

Limited availability  
\$25,000

Interested in **partnering with another company** to host your own family meals-themed kitchen? Split the cost of a kitchen 50-50. Partner kitchens get a total of 100 ft<sup>2</sup> of space, four 6 ft banquet tables for the preparation and display of your food, and one display shelf to highlight any items or products used. Infuse your own products into your menu (one main dish and two side dishes) and showcase your Executive Chef and culinary team's expertise.

*Additional benefits include:*

- Opportunity to host three of your own highboy/hightop tables for attendees to mingle.
- One runner and two attendants assigned to each kitchen for your serving and placement needs.
- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages, digital menu signage, and additional prominent on-site event signage.

**Looking to enhance your kitchen further?**  
**Consider our Premier+ Sponsorship level!**

Premier Kitchen Sponsorship + Benefits Below = Total Cost of Premier+ Sponsorship  
**\$50,000 + \$25,000 = \$75,000**

Host a kitchen with ~~100 ft<sup>2</sup>~~ **200 ft<sup>2</sup>**.

*Additional benefits to the kitchen benefits noted above include:*

- Opportunity to create a custom, specialty drink, hosted at the full bar(s): a mocktail or mixed drink of your choice.
- Be featured on the FMI Foundation's *Stir It Up!* website as a Kitchen Spotlight, which provides additional visibility to your organization's support or another news-worthy item that your company would like to highlight within the mainstage graphics.
- Opportunity for company's executive(s) to provide brief mid-event remarks on the main stage.

## *Additional Sponsorship Opportunities*

### **Full Bar Sponsorship**



**2 available**  
**\$30,000**

*Make it a double!* Host a full bar, inclusive of specialty drinks, liquor, beer, and wine. Your bar and space will be 100 ft<sup>2</sup> and can feature a customizable bar wrap. Your bar will be company branded and your company's products will be showcased within the bar's digital menu. Digital menu graphics can include a small media clip (without audio) of the product line.

*Additional benefits include:*

- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.
- Opportunity to customize the bar's décor and theme, in addition to the customizable bar wrap, to your company's branding.

### **Half Bar Sponsorship**



**2 available**  
**\$17,500**

Host a half-bar with beer & wine exclusively. Your half-bar will be 50 ft<sup>2</sup> and can feature a customizable bar wrap. Your company's products will be showcased within the bar's digital menu.

*Additional benefits include:*

- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.

### **Coffee Station Sponsorship**



**2 available**  
**\$25,000**

Host a coffee station for attendees to enjoy in between main dishes and dessert. Coffee station sponsors have the opportunity to supply exclusive coffee products within their 75 ft<sup>2</sup> coffee station. Your company's products will be showcased within the coffee bar's digital menu. Digital menu graphics can include a small media clip (without audio) of the product line.

*Additional benefits include:*

- Opportunity to customize the bar's décor and theme to your company's branding.
- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.

**Interested in multiple sponsorship opportunities?** Build your own.  
**Contact us** for customized packages.

## Additional Sponsorship Opportunities

### Dessert Sponsorship



4 available  
\$25,000

Host a signature station in the room to serve tasting-sized desserts. Dessert stations will be 75 ft<sup>2</sup> and will be pre-set with three hibos. Your company's products will be showcased within the dessert station's digital menu. Digital menu graphics can include a small media clip (without audio) of the product line.

*Additional benefits include:*

- Opportunity to customize the station's décor and theme to your company's branding.
- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.

### Branded Living Room Sponsorship



2 available  
\$17,500

Bring over your TV trays and host a living room. This living room is comprised of 50 ft<sup>2</sup> of soft seating (one sofa and two chairs or custom configuration) for attendees to visit and mingle in the middle of the event space and can be customized to your company's branding. **Contact us** on how to feature your company-exclusive products or décor in the design.

*Additional benefits include:*

- Logo inclusion within all relevant promotional materials, including relevant pre-event communications messages and prominent on-site event signage.

### Contributing Sponsorship



\$5,000-10,000

#### At the \$5,000-\$9,999 price point:

Support the FMI Foundation in 2025! Be listed as a *Stir It Up!* sponsor in all marketing materials for the event, including relevant pre-event communications, on the *Stir It Up!* event website, and on-site signage.

#### At the \$10,000 price point:

- Be listed as a *Stir It Up!* sponsor in all marketing materials for the event, including relevant pre-event communications, on the *Stir It Up!* event website, and on-site signage.
- Gather 'round the dinner table with additional opportunity to host a company-sponsored table for attendees to mingle and eat. Company sponsorship will be featured on table signage.

**Interested in multiple sponsorship opportunities?** Build your own. **Contact us** for customized packages.

## Sponsorship Add-ons

### Specialty Drink Sponsorship



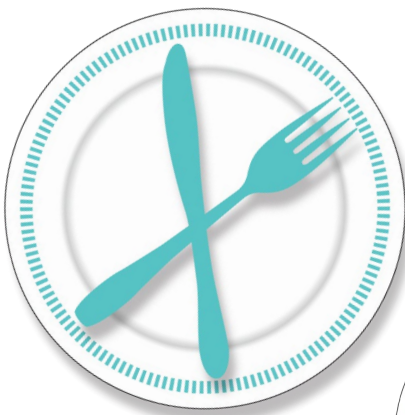
5 available  
\$7,500

Enhance your sponsorship package by designing a specialty, company-branded drink to be served at a designated FMI-hosted bar. **Opportunity is limited to bundle within a sponsorship package, not purchase as a standalone sponsorship opportunity.**

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

- All expenses related to menu items (e.g., food, serving utensils, etc.)
- Linens
- Hotel banquet tables and highboy/hightop tables
- Serving dishes
- Digital Signage
- Bartender
- Alcohol (unless donating product)
- Electrical hookups

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 of Trustees meeting, and proudly featured until June 30, 2025 on the FMI Foundation website.







# COMMITMENT FORM

January 2025 Marco Island, FL

## Yes!

We would be pleased to **support the FMI Foundation** at the 2025 Midwinter Executive Conference.

*(Please select sponsorship items below.)*

\_\_\_\_\_  
 Sponsor Name *As it should appear on printed materials*

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

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Address

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

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

\_\_\_\_\_  
 Email

## Sponsorships

*Please select your sponsorship item(s):*

- Mainstage Sponsorship — \$100,000
- New Product Showcase — \$25,000
- Premier+ Sponsorship — \$75,000
- Premier Sponsorship — \$50,000
- Kitchen Partnership — \$25,000
- Full Bar Sponsorship — \$30,000
- Half Bar Sponsorship — \$17,500
- Coffee Station Sponsorship — \$25,000
- Dessert Sponsorship — \$25,000
- Living Room Sponsorship — \$17,500
- Specialty Drink (Add-on) — \$7,500
- Contributing Sponsorship \$5,000-10,000

Please write in the amount you'd like to contribute: \_\_\_\_\_



### 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.**

**Please email form to:** StirItUP@fmi.org

**Mail Donations to:** FMI Foundation | 2345 Crystal Drive, Suite 800, Arlington, VA 22202

**Have questions or need additional information?**  
Contact Haley Pierce at [hpierce@fmi.org](mailto:hpierce@fmi.org), or at 202-220-0759.

*Signature on this form signifies that the company representative is an authorized company representative and has read and agrees to the Terms & Conditions.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date