



**Kombucha Brewers International**

KombuchaKon

April 18-19, 2019

Load in Day April 17th

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Long Beach Convention Center  
Long Beach, CA

**Sponsorship Opportunities**

[KombuchaBrewers.org/KombuchaKon](http://KombuchaBrewers.org/KombuchaKon)

# Who are KBI?

*representing the Kombucha Tea bottled beverage category globally*



Kombucha Brewers International (KBI) is a non-profit trade association that represents the Kombucha Tea bottled beverage category globally.

KBI strives to promote, protect and enhance the overall well-being of the industry by creating an open line of communication between brewers and advancing our industry through advocacy, education, research, and modern legislation.

[www.KombuchaBrewers.org](http://www.KombuchaBrewers.org)

## What We Do

- Set standards and best practices for the industry
- Protect our industry through grassroots lobbying and pioneering research
- Create educational materials for retailers, restaurateurs, and consumers
- Act as ambassador for kombucha to the public
- Provide a member forum for networking and industry-related news sharing
- Provide members with unique exhibition and distribution opportunities
- Connect members to resources from our affiliates **(THAT'S YOU!)** - bottling, labels, packaging, tea, and more.

## Member Stats

- Over 90% of all bottled kombucha on store shelves and on tap today are represented.
- Top 5 Kombucha brands are KBI members
- 350+ Members & Affiliates; a 40% increase from previous year and growing!

# Conference Highlights

## Industry Experts

KombuchaKon brings together the leading experts in our industry to share their knowledge and expertise with our members.

Want to share your expertise?  
Consider a **Platinum Sponsorship** & take the stage!



## Keynote Speakers

Leaders in our own and similar industries provide fresh perspectives on the future of kombucha. Past KombuchaKon keynote speakers include: Bob Pease, Brewers Assn; Christine Perich of New Belgium Brewing, Gary Fish of Deschutes Brewery, G.T. Dave of Synergy Kombucha, and Greg Koch of Stone Brewery.



## Craft Sharing

At KombuchaKon, we showcase the **World's Largest Kombucha Tasting Bar**, featuring brews from all KBI members. Attendees have the opportunity to share their craft and be inspired by their peers to continue to improve our ever-growing industry.

# Conference Highlights

## Sponsor Dinner

SPONSORS...this dinner is for you!  
Join us for the invite only Sponsor & Speaker dinner - connect with the VIPs of the Kombucha industry over a delicious meal and drinks



## Networking

Attendees savor the opportunity to share ideas and discuss challenges during conference sessions as well as at post-conference mixers and casual gatherings. The relationships we build at KombuchaKon move our industry forward, as one.



## Trade Show

At KombuchaKon, you have the opportunity to build relationships with affiliate members and industry leaders. 2018 exhibitors included: r-Biopharm, Gamer Packaging, UBC Group, In-Line Packaging, GW Kent and many more!



# NEW FOR 2019

- **Load-in day for vendors on Tuesday, April 17.**
- NEW Sponsor opportunities
  - Passport Program = free for Gold, Platinum & Diamond sponsors
    - Offer a high value prize in our raffle (trip to tea plantation, large piece of equipment, lab analysis package, etc)
    - Attendees have a “passport” that must be stamped by a rep at your booth
    - When all stops have been stamped, it is turned in and becomes a raffle ticket
    - Raffle happens at the end of the conference on the mainstage
    - Additional promo opportunities when we roll out program to the attendees
  - Door Drops = \$300 per product
    - Get your product into the hands of attendees staying at the Westin, KKon’s official hotel
  - OFFICIAL After Party = \$2000
    - Be THE party everyone wants to attend!
  - Wifi Sponsor = \$10,000
    - Provide wifi for all attendees to encourage social media sharing

# Why Support KBI?

## **Long-Term Mutually Beneficial Relationships**

The Kombucha Industry is growing rapidly with tremendous customer loyalty. At this time of great anticipation for what lies ahead, our members seek to build long term relationships with **vendors, suppliers, and distributors** they can trust.

## **KBI Influences Kombucha**

Kombucha Brewers International represents a vast majority and variety of small and large international kombucha brands. We are the kombucha industry and take responsibility for establishing quality standards and assisting our members and new brewers alike to meet those standards.

## **A Direct Line to Kombucha Brewers**

We provide an avenue for you to reach Kombucha Brewers International members and other influencers. Our **130+** members from around the world represent a huge collective presence and exert influence on social media.

## **Brewery in Process Membership**

Allows you to connect with breweries while they are in the planning stages so your brand builds relationships for life!



# Sponsorship Opportunities

Sponsorships can be tailored to fit your needs.

For more information on additional sponsor levels or benefits, contact Kevin at: [info@kombuchabrewers.org](mailto:info@kombuchabrewers.org)

DIAMOND \$12,000 cash (members) or \$20,000 (non-members)	PLATINUM \$6,000 cash (members) or \$11,000 (non-members)	GOLD \$3,000 cash (members) or \$5,000 (non-members)
★ Platinum Level Benefits PLUS	★ Gold Level Benefits PLUS	★ Silver Level Benefits PLUS
★ Presenting sponsor of the Keynote Presentation + Closing Reception	★ Presenting sponsor of the Opening Night Reception, Breakfast, Lunch OR Childcare	★ Onstage recognition of your sponsorship
★ On stage presence at the conference, tailored to meet your needs	★ Exclusive pre-conference + 1 annual targeted sponsor highlight emails to KBI Membership [300+ Brewery members]	★ Exclusive pre-conference targeted sponsor highlight email to KBI Membership [300 + Brewery members]
★ Exclusive pre-conference + 2 annual targeted sponsor highlight emails to KBI Membership [300+ Brewery members]	★ Membership [300+ Brewery members]	★ Attendance for 3 to all KKon events including Sponsor & Speaker Dinner except closed membership session first day of the conference
★ Attendance for 8 to all KKon events including Sponsor & Speaker Dinner except closed membership session first day of the conference	★ Attendance for 4 to all KKon events including Sponsor & Speaker Dinner except closed membership session first day of the conference	★ except closed membership session first day of the conference
★ 10'x20' Exhibitor booth space with premium location at KKon Trade Show	★ 10'x10' Exhibitor booth space with premium location at KKon Trade Show	★ 10'x10' Exhibitor booth space at KKon Trade Show
★ 4 piece marketing material for KombuchaKon Attendee Bags	★ Banner placement at KKon	★ 2 piece marketing material for KombuchaKon Attendee Bags
★ Opportunity to present to membership on educational topic	★ Inclusion in all press releases	★ Logo placement on sponsor thank you banner
★ 2 full page ads in the conference program	★ Presenting logo placement on website, conference newsletters, marketing materials, sponsor reel and thank you banner	★ 1/2 page ad in the conference program
★ Opportunity to participate in the new Passport program.	★ Opportunity to present to membership on educational topic	★ Opportunity to participate in the new Passport program.
	★ Full page ad in the conference program	
	★ Opportunity to participate in the new Passport program.	

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## SILVER

**\$1,500 Cash or \$3,000 (non-member)**

- ★ Bronze Level Benefits PLUS
- ★ Attendance for 2 to all KKon events including Dinner & Speaker
- ★ Dinner except closed membership session first day of the conference
- ★ 6' Exhibitor table space at KKon Trade Show
- ★ 1/4 page ad in the conference program

## BRONZE

**\$1,000 Cash or \$2,000 (non-member)**

- ★ 1 piece marketing material for KombuchaKon Attendee Bags
- ★ Logo placement on website, marketing materials, conference program and sponsor reel
- ★ 1/8 page ad in Conference Program

## ADD ON Sponsor Opportunities

Can be purchased a la carte with any sponsorship level, Silver or higher.

### ADD ON: ATTENDEE BAG

**\$2,000 Cash**

- ★ Logo on official KombuchaKon Attendee Bag

### ADD ON: COMMEMORATIVE GLASS

**\$2,000 Cash**

- ★ Exclusive logo on KombuchaKon Attendee Collector's Glass used throughout the conference while sampling from the World's Largest Kombucha Tasting Bar
- ★ Coveted collectors item - your logo will be seen all year long!

### ADD ON: ATTENDEE BADGE

**\$2,000 Cash**

- ★ Exclusive logo on KombuchaKon Attendee Badge
- ★ Only 1 sponsorship opportunity available due to limited space

### ADD ON: DOOR DROP

**\$300 Cash**

- ★ Any item delivered to each attendee hotel room in the official conference hotel

### ADD ON: WIFI

**\$10,000 Cash**

- ★ Provide WiFi for all attendees, they will be eternally grateful!



# Sponsorship Registration Form

## Please Select Sponsor Level of Interest:

- Diamond - \$12,000 members / \$20,000 non-members
- Platinum - \$6,000 members / \$11,000 non-members
- Gold - \$3,000 members / \$5,000 non-members
- Silver - \$1,500 members / \$3,000 non-members
- Bronze - \$1,000 members / \$2,000 non-members
- Attendee Bag - \$2,000     Commemorative Glass - \$2,000
- Attendee Badge - \$2,000     Wifi Sponsor - \$10,000
- Door Drop - \$300

## Sponsor Point Of Contact:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Website: \_\_\_\_\_

## Payment Information:

- Check** [payable to Kombucha Brewers International]  
**Please mail check with registration form to:**  
Kombucha Brewers International  
8950 W Olympic Blvd, Ste 494  
Beverly Hills, CA 90211

- Credit Card:** (circle one) Visa/MC/Discover/AmEx  
Card Number: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Billing ZIP: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp: \_\_\_\_\_

**\*Credit Cards will be charged a 3% processing fee**

Authorized representative confirms by signing below that the organization is committed to participate at the level marked on this registration form. Sponsor benefits will start upon receipt of the signed form. We regret that we are unable to refund sponsorship payment as benefits start upon receipt of this registration form.

Authorized Representative: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2018 Sponsors

**“KombuchaKon is one of our favorite shows of the year! What started as a handful of exhibitors and brewers, has grown into the premier Kombucha event. It's an opportunity for us to connect with current customers and established brewers, and to meet the newcomers in this exploding segment. This conference has a unique feeling, and the Kombucha tasting bar helps provide a relaxed setting. We'll definitely be back!”**  
 Paula Gamer, Gamer Packaging



**“Being a major supplier to the Kombucha industry it gave us the opportunity to interact with many if not all of our current customers as well as make new friends and new opportunities. KKon is a fantastic event. It's not often that you have the opportunity to get in front of this many decision makers at one time. The members are engaged, authentic, and fun.”**  
 Chris Olsen, TeaTulia



# KBI Board Members



## **Buchi Kombucha**

- top selling brand of the Southeast
- donate a portion of sales to fund Farm To Consumer Legal Defense Fund
- innovative marketing and socially active



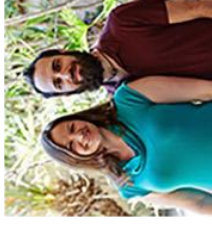
## **Karma Kombucha**

- small, 100% woman owned, family business
- making huge inroads in the midwest
- extensive experience in food safety and manufacturing practices



## **High Country Kombucha**

- over 10 years in the Kombucha industry
- currently on an upswing
- one of the first 3 brands to market



## **Kombucha Kamp**

- top information site in the world for Kombucha
- focus on education & empowerment
- authors of "The Big Book of Kombucha" (Storey, Mar 2016)



## **Live Soda Kombucha**

- picked up distribution in all Target stores
- cross over appeal to soda drinkers w/innovative flavors
- expanded into drinking vinegars



## **Humm Kombucha**

- rapidly expanding
- tap room
- received good funding