



**Connecting
Entrepreneurs, Innovators & Investors
in the Bay Area's Thriving
CPG Community**

2024 Partnership Opportunity

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Naturally Bay Area was established in 2018 and is part of the Naturally Network, a community and home to natural and organic products makers and the organizations that enable and support them.

Naturally Network advances and champions conscious business practices for the natural and organic products industry.

Naturally Bay Area provides unparalleled **networking**, cutting-edge **insights**, engaging **experiences** and opportunities to **learn** from industry experts.

Together, we're changing our industry for good.

We Are

Corporate Leaders • Emerging Brands • Retailers • Distributors
VC & Growth-Capital Partners • Industry-Specific Service Providers

30+

Board Members
& Advisors

30+

Partners

2500+

Community
Members

[See Companies Represented](#)



Naturally Bay Area Programming

Annual Pitch Slam Competition

- Entrepreneurs pitch their emerging brands to a powerhouse judging panel and our network audience
- Prizes valued at over \$50K
- 6th Annual Pitch Slam coming May 9, 2024



Education Events

- Monthly virtual educational sessions featuring industry experts
- Covers a wide range of relevant business topics
- Frequent collaboration with sister chapter Naturally North Bay



Networking Events

- In-person networking at quarterly gatherings
- Meet and sample products from emerging brands
- National networking at Expo West and Newtopia Now



Retail & Capital Access

- Curated product sampling program featuring member brands shipped to retailers, advisors, and investors
- Hosted retail pitch events to connect Bay Area emerging brands with sought after retail buyers



Leadership Networking Forums

- Quarterly meetings for Founders & CEOs and Marketing & Sales Professionals
- Connect and develop relationships with peers in your functional area
- Engaging discussions on trending topics and insights from industry experts



Annual Supplier Guide

- Annual guide featuring Information and exclusive offers from partners who are service providers
- Distributed via email, social media, and on website





Naturally Bay Area Partners

PREMIER – \$10K



GOLD – \$5K



SILVER – \$2.5K





Naturally Bay Area Partnership Benefits

Strategic Relations with Community of Innovators

- Network with a dynamic community of entrepreneurs, corporate leaders, and service providers
- Accelerate growth with key connections
- Connect in real time in the Bay Area and at national networking events

Company Recognition & Influence

- Share your expertise and inspire others through education and networking events
- Become a go-to resource and get featured in the Naturally Bay Area Supplier Guide
- Logo recognition in all Naturally Bay Area emails, website, and key events

Brand Exposure & Shared Values

- Support products that care for the health of people and our planet
- Promote your business solutions to natural brand executives
- Engage in inspiring National Sustainability Summit and Women in CPG Summit

Professional Development & Talent Acquisition

- Enhance team skills through education session on innovations, trends, technologies, and solutions
- Develop meaningful relationships with peers in Leadership Forums
- Gain access to rising stars, agile startups and new markets

Philanthropy & Community Engagement

- Invest in the future of the natural products industry and give back to your community
- Connect with early stage companies and become a partner as they grow
- Support up-and-coming entrepreneurs at Pitch Slam

In Summary

- Naturally Bay Area offers unparalleled networking, cutting-edge insights, engaging experiences, and opportunities to learn from industry experts and professional peers

“Guayakí has been privileged to be a close partner with Naturally Bay as they have championed conscious business practices for the natural and organic products industry.

Through collaboration, experiences and leveraging of resources, we have seen firsthand their commitment to the greater Bay Area and industry at large. As a purpose driven brand, it's hugely impactful for Guayakí to partner with other like-minded mission driven organizations who support local brands and our growing community.

Together with Naturally Bay, we will continue to transform the industry for good.”



Janal Cruz
Director of Operations
Guayakí

“It has been a pleasure to partner with Naturally Bay Area since its founding. There is no other organization that has generated such a close-knit community in natural products in the greater Bay Area (and with impact beyond).

As a firm, we have benefited immensely– not just from successful client relationships that have arisen, but also friendships, learning experiences, and the ability to make an impact.

I cannot speak highly enough about NBA, its leaders, and my sponsor peers who have worked to make this possible.”

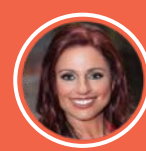


Ryan Musser
Assurance Partner
BPM, LLP

“Social Nature is thrilled with our partnership with Naturally Bay Area's vibrant team and community! It's a joy to work with organizations that share our mission of supporting natural brands to win in the marketplace.

The Naturally Bay Area team is highly responsive, creative, and open to collaborating on impactful content and events that drive value for all stakeholders.

I definitely recommend supporting this engaged community so we can all elevate our impact in natural products together!”



Jessica Malach
VP Marketing & Insights
Social Nature



Naturally Bay Area Partner Tiers & Benefits

	Sustaining Partner	Premier	Gold	Silver
Contribution	\$15,000	\$10,000	\$5,000	\$2,500
Premier Event Sponsorship	✓			
Thanked from Stage at Pitch Slam	✓	✓		
Organization Description on Website	✓	✓		
Customized Educational Event Sponsorship	✓	✓		
Assigned Board Member Liaison*	✓	✓	✓	
Booth at Pitch Slam	✓	✓	✓	
Panelist at Educational Event	✓	✓	✓	considered
Logo in Newsletters + Annual Report	✓	✓	✓	✓
Logo/Link on Website	✓	✓	✓	✓
Access to Naturally Network Job Board	✓	✓	✓	✓
Email / Social Feature	4/yr	3/yr	2/yr	1/yr
Supplier Guide	Prominent Feature	Full Page	½ Page	¼ Page
Memberships & Tickets/Educational Events & Sponsor/Board VIP Events (as space permits)	Unlimited	10	6	4

**An NBA board member will act as your "go-to" person within NBA's leadership. Your liaison will help ensure your partnership is activated and goals achieved.*



2024 Programs & Events

Yellow = In-Person
White = Virtual (QB - Quick Bites)
Green = In-Person/Pitch Slam

JANUARY

Wed 1/31 CEO & Founders Forum

Wed 1/31 In-Person Panel: AI in CPG w/ S2G

FEBRUARY

2/13 QB: Trends in Food Venture Financing

2/28 Sales & Marketing Forum

2/29 Leveraging Data for Growth with Naturally New York + SPINS

MARCH

3/6 Member Meeting

3/13 Naturally Network EXPO West Kick-Off Party

APRIL

4/3 QB: Category Trends with Retail Buyers

4/12 Meet & Mingle, Member Coffee Hangout

4/17 North Bay: Celebrate!

4/18 Pitch Camp

MAY

5/9 6th Annual Pitch Slam

5/21: QB: Minimizing Risk in Your Business

5/22 Sales & Marketing Forum

JUNE

6/5 In Person Panel: A Practical Guide to Innovation

6/18-19 National Conscious CPG Virtual Summit

JULY

Community Service Meetup

AUGUST

8/8: National Pitch Slam

8/22: QB: Tips for e-tail success

SEPTEMBER

9/18 QB: Branding/Packaging

9/12 or 9/19 (TBC) In Person: Fall Fling

OCTOBER

10/16 QB: Raising Capital - Liquidity

Member Happy Hour

NOVEMBER

National Women in CPG Virtual Summit

Women in CPG Happy Hour

DECEMBER

12/4 QB: Mission-Driven Leadership



2024 Board Members & Staff

Sponsor companies are in green



Pete Brennan
Mattson



Don Buder
Davis Wright
Tremaine LLP



Janal Cruz
Guayaki



Anna Dair
Strauss Family
Creamery



David Davick
Propeller
Industries



Willis Davis
The Burbank
Group at
Morgan Stanley



Mike Dovbish
Nutrition Capital
Network



Lynn Graham
Hustle & Flower



Dan Harris
BraunHage &
Borden



**Dave
Hirschkop**
Formerly Dave's
Gourmet



**Karen
Ivanis-Rogers**
Albertsons



Ericka Karner
Kuli Kuli Foods



Ian Malone
Aspect
Consumer Partners



Ben Mand
Harmless
Harvest



Carlotta Mast
New Hope
Network



**Noel
McArdell**
Bank of America



Drew McGowan
Del Monte Foods



Ryan Musser
BPM LLP



Thuy Nguyen
Thrive Market



**Larisa
Rapoport**
Baker Tilly



**Tessa
Schrupp**
drink
wholesome



**Mary
Tarczynski**
Parabolic



**Jim
Taschetta**
MISTA



**Anna Ten
Elshof**
IMCD US



Vanessa Toy
Cultivate
Creations



**Dianna
Tremblay**
ICA



**Melissa
Woodside**
Givaudan



Caroline Yeh
Katybrook



**Monique
Llamas**
Director of
Programming &
Partnerships



**Jessie
Romine**
Programming &
Marcom Associate



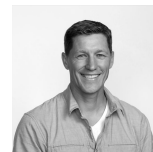
Elliot Begoun
The Intertwine
Group



Jen Berliner
Patagonia
Provisions



Cynthia Billops
One Step Closer



Mirek Boruta
Clif Bar
& Company



We hope you'll join our
growing movement.

The future is full of possibility!



Thank You!

We'd love to talk more. Please contact us at
monique@naturallybayarea.org