

# 2017 FAA Expedition Sponsor Rates & Details

Contact Info: Karlton Sheley, Director of Sales | 650.200.6953 | hello@allergyexpedition.com  
 Complete your order: fill out & sign pages 5 & 6, email to Karlton, and save a copy for yourself. Space is reserved when payment & paperwork is received.

Included Features	Online Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Website Mention	✓	✓	✓	✓	✓
Minimum of 5 Social Media Mentions	✓				
Your manufacture Coupons Included in Handouts & Swag Bags	✓	✓	✓	✓	✓
Your Provided Product Samples Given Away During the Expedition		✓	✓	✓	✓
Mention in Printed Handout(s)		✓	✓	✓	✓
Minimum of 10 Social Media Mentions		✓	✓		
Featured In Live Cooking/Baking Demo		✓	✓	✓	✓
Logo On Expedition Vehicle			✓	✓	✓
Featured in Tour Recipe e-Book (free online resource)			✓	✓	✓
Spinner Prize Wheel Placement			✓	✓	✓
One Exclusive Recipe (in addition to the e-book)				✓	
Interview/Tour at Your HQ or Facility				✓	✓
Minimum of 20 Social Media Mentions				✓	✓
Logo on Expedition Shirt				✓	✓
Logo on Expedition Event Tent					✓
Featured on Monday Night Live after Expedition					✓
Five Exclusive Recipes (in addition to e-book)					✓
Online Hosted Giveaway during the Fall of 2017					✓
<b>Cost</b>	<b>\$350</b>	<b>\$950</b>	<b>\$2,000</b>	<b>\$4,000</b>	<b>\$6,000</b>

**Exclusive Photo Booth:** Your brand will have its logo exclusively on the photobooth backdrop for people to enjoy. Three are available, and will each be used evenly throughout the Expedition. Gold, and Platinum levels of Sponsorship may add this feature. Cost: \$1,000

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**Website Mention:** Your brand will be listed on the AllergyExpedition.com website as a sponsor, with a link to your website (or page of your choosing).

**Social Media Mentions:** Your brand will be mentioned online via @TheAllergyChef on Instagram, or Facebook.com/freeandfriendly. Mentions can come via Instagram Story posts, social media reposts, original posts featuring your brand, or blog entries featuring your brand.

**Handouts & Swag Bags:** During the Nation Wide Expedition, 1,000 swag bags will be given away to participants at each location. Some will also be given away online. We will attempt to distribute them evenly at events. The Western and SouthWestern Expeditions will give away at least 500 bags each, and the US College Expedition is expected to hand out over 1,000 bags.

**Your Company Coupon in the Swag Bag:** You may supply us with as many coupons as you'd like for us to giveaway during the duration of the Expedition. At many tour stops, for those that don't receive a complete Swag Bag, they will have the opportunity to take coupons and printed materials. The deadline to submit your coupons to us is Friday, June 23, 2017.

**Your Company Products/Samples Given Away:** You may supply us with as many sample sized products to give away to participants. You may also supply us with full sized items to be used as samples at some tour stops. We will make all efforts to distribute the samples evenly. The deadline to submit your product(s) to us is Friday, June 23, 2017.

**Featured In a Cooking/Baking Demo:** At many stops, we will be preparing allergy friendly foods on the spot for people to enjoy. It helps them see the many uses of allergy friendly foods. Your product will be featured during one of these demos. Often times, during our demos, people ask expanded questions about the products used, and make followup purchases.

**Featured in Tour e-Book:** After we have returned to base camp, we will be creating a recipe built around your product. The image of the final dish will include your product. The Tour e-Book will be a free online resource for anyone to download. It will also be e-Blasted to subscribers, and linked to via social media.

**Spinner Wheel Placement:** During the Expedition, there will be a prize wheel at each stop. Your brand logo will be on the wheel, and if landed on, the winner will receive a full sized item of your product, provided by us.

**Exclusive Recipe:** The Allergy Chef will create a recipe for your company to use, with or without giving credit. You may use this online, in print, and where ever else you'd like.

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**Interview/Tour at Your HQ:** During the Expedition, we will stop at your HQ (continental US only) or Facility/Factory and interview you. This will be done live, and also recorded for later viewing on [AllergyExpedition.com](http://AllergyExpedition.com). It will give viewers an opportunity to learn how you benefit the food allergy Community. We will schedule interview(s) and/or a factory tour with you and your team.

**Monday Night Live Feature:** After returning to base camp, The Allergy Chef will demo your product in several ways during a Monday Night Live on Instagram. We will schedule the date with you so you can let your followers know, as well as have a rep join the conversation. During these events, people learn from the expertise of The Allergy Chef, and having you there will allow you to answer questions that may come up, offer a coupon, and connect with your future customers.

**Online Hosted Giveaway:** During the Fall of 2017, The Allergy Chef will host a giveaway of one of your products on Instagram. To enter the giveaway, people will need to follow your account, and tag two friends. We will schedule this with you so you have an opportunity to join the conversation. The giveaway will be promoted through Instagram Stories, as well as on Twitter, Facebook, the Food Allergy Awareness Expedition blog, and the [Foodandlego.com](http://Foodandlego.com) blog.

# 2017 FAA Expedition Sponsorship Registration

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## Sponsor Information

Company Name (As you'd like it listed for the Expedition): \_\_\_\_\_

Primary Contact: \_\_\_\_\_  
*Full Name* *Email Address*

Social Media/Marketing Contact: \_\_\_\_\_  
*Full Name* *Email Address*

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Referred By: \_\_\_\_\_  
*Name & Company*

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

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_

## Sponsor Location(s)

Select the Expedition(s) you would like to sponsor below. You will receive a 5% discount on your total bill for each additional Expedition you sponsor. If you pay your bill in full, up front, your discount will be applied immediately. If you opt to pay per Expedition, your entire discount will be applied to the last Expedition you select.

- Nation Wide Expedition  
July 2017
- SouthWestern Expedition  
September 2017
- Western Expedition  
October 2017
- US College Expedition  
Spring 2018

## Payment Information

Space will be reserved when payment and paperwork has been received. Once your registration form has been received, an invoice will be sent that will allow you to pay online by credit card (Visa, Mastercard, American Express, Discover).

Checks should be made out to:  
Food Allergy Awareness Expedition  
Mailed to:  
FAA Expedition  
1870 Monterey Dr.  
San Bruno, CA 94066

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## Additional Requirements Checklist

Please include with your application:

- A JPEG of your logo
- High Resolution Logo  
(For Bronze Sponsorships and Higher)  
An EPS, Illustrator, or high res Photoshop File  
(at least 8" at 300 DPI)
- Special Details About Your Product  
If there's something extra that you would like us to know when sharing your product, please let us know with an extended description. This can include things about sustainability, innovative techniques, etc.

## Swag Bag Requirements Checklist

Coupons that do not expire before 8/31/2017. Please indicate how many you are sending, and if you would like unused coupons returned to you.

Product samples that do not expire before 9/30/17. Please indicate how many you are sending. Any left over food samples will be donated.

## Registration Authorized By:

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

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

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

By signing above, I agree that I have read and agree to the Legal Terms & Conditions - See right side of page.

## Legal Terms & Conditions

1. Food Allergy Awareness Expedition is owned and operated by Free and Friendly Foods, LLC. Food Allergy Awareness Expedition is a division of Free and Friendly Foods, LLC, and aims to find and share allergy friendly companies.
2. All signed contracts are binding, and features will be initiated once payment has been received. No refunds will be issued.
3. Food Allergy Awareness Expedition reserves the right to refuse contracts and return payments if spaces are full, or on the grounds of a product that may be misleading, or not allergy friendly.
4. Force Majeure: Food Allergy Awareness Expedition should not be liable for delay or failure of performance with respect to this Subscription caused by an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes, whether legal or illegal, transportation interruption of any kind, or any condition beyond control of Food Allergy Awareness Expedition ("Force Majeure Events"). In such event, Food Allergy Awareness Expedition shall be entitled to retain such portion of the Contract Price as required to compensate Food Allergy Awareness Expedition for expenses incurred up to the time of the Force Majeure Event.