

Location : Destination Crenshaw

November 7th, 2024

5444 Crenshaw Blvd #100, Los Angeles, CA 90043

Protect Your Story 2024 Food, Culture, & IP SUMMIT

Prepared by

THE MICHELSON INSTITUTE FOR
INTELLECTUAL PROPERTY

in
partnership
with



Background

Food is one of the places where intellectual property can come alive.

The stories of immigrant populations who took recipes handed down through generations and turned their cuisine into a sauce, or an amazing meal, are examples of Trade Secrets, Trademarks and sometimes even Patents.

LA is home to some of the most diverse culinary communities in the US, and this is an opportunity to showcase IP in a local setting that has real impact.

This is about bringing out the IP stories, that aren't just about patents, that make a difference.



Introduction



Why Sponsor?

Gain entry to cutting-edge startups and investors and demonstrate your products to top leaders in the FoodTech space. This event establishes your organization as a key conversational speaker and presenter with a new space where Foodtech and equity intersect.

We look forward to partnering with you to ensure the success of our Food, Culture & IP Summit.

Benefits for Sponsors

As a sponsor, you'll enjoy:

Your brand is exposed to local startups' through our event.

Your brand is given access to technology and resources for food equity and for BIPOC communities.

Your brand is positioned as a supporter and expert in the Foodscape LA community.

Our Target Audience

Small businesses, companies, individuals involved in food equity and the tech food industry in the Los Angeles area.



Sponsorship Guide

We treat sponsorship as a mutually beneficial partnership.

The following pages present different sponsorship options. Nonetheless, akin to our belief in unique education and entrepreneurial paths, you're welcome to **"customize your selection."** We can craft a sponsorship package that aligns with your specific needs and goals.

This event is designed to promote awareness of food and culture. If there's a specific aspect you're passionate about, we can discuss it.

Sponsorship Tier Options



Main Course \$7,000

Pledging \$7,000 to the event, allocated for raffle, lawyer fees, venue fees, catering, and other event expenses. Each item promised to be delivered before the end of the event week.

- Dedicated Exhibiting Space
- Optional Panelist Speaker
- Happy Hour Drink Name
- A Co-hosted Pre-event Webinar – *promoting the event and a discussion relating to a previously agreed Food & IP topic.*
- Logo Displayed – *at event entry*
- Acknowledgment of Partnership – *during opening and closing speeches*
- Inclusion of (1) organization swag item in conference attendee bags
- (1) Sponsored social media posts across 20MM channels featuring your company logo
- Recognition as a sponsor on promotional materials
(*registration page, website, flyers*)

Dessert \$5,000

Pledging \$5,000 to the event, allocated for raffle, lawyer fees, venue fees, catering, and other event expenses. Each item promised to be delivered before the end of the event week.



- Logo Displayed – *at event entry*
- Acknowledgment of Partnership – *during opening and closing speeches*
- Inclusion of (1) organization swag item in conference attendee bags
- (1) Sponsored social media posts across 20MM channels featuring your company logo
- Recognition as a sponsor on promotional materials (registration page, website, flyers)



Sponsorship Tier Options (Continued)

Appetizer **\$3,000**

Pledging \$3,000 to the event, allocated for raffle, lawyer fees, venue fees, catering, and other event expenses. Each item promised to be delivered before the end of the event week.

- Inclusion of (1) organization swag item in conference attendee bags
- (1) Sponsored social media posts across 20MM channels featuring your company logo
- Recognition as a sponsor on promotional materials (*registration page, website, flyers*)



Happy Hour **In-Kind**

Provided invaluable support through an in-kind sponsorship for the Food, Culture & IP Summit Sponsorship, offering materials or leveraging previous partnerships, with promising commitments awaiting fulfillment.

- (1) Sponsored social media posts across 20MM channels featuring your company logo
- Recognition as a sponsor on promotional materials (*registration page, website, flyers*)
- Inclusion in the event press release

Event Contacts

Michelson IP

Michelson IP is a non-profit initiative that provides access to Intellectual Property (IP) education. Our aim is to support budding inventors and entrepreneurs at every step of their journey. We partner with specialists to provide educational content that explains how to protect and share IP. Our ultimate goal is to empower individuals to make informed decisions about their intellectual property and close the IP education gap.

Los Angeles Food Policy Council

The Los Angeles Food Policy Council (LAFPC) works to ensure food is healthy, affordable, fair, and sustainable for all. We work to create a local food system free from hunger, rooted in equity and access, supportive of farmers and food workers, and guided by principles of environmental stewardship and regeneration. To accomplish our vision of Good Food for All, we catalyze, coordinate, and connect people across the LA region, including government, business and community groups working on food.

The Team



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