

COOPERATIVE COUNCIL OF THE CAROLINAS

Sponsorship *Opportunities*



SPONSORSHIP PROSPECTUS

November 5–6, 2026 | Embassy Suites Myrtle Beach Oceanfront Resort

Hosted by the Cooperative Council of the Carolinas

WHY SPONSOR THE COOPERATIVE ADVANTAGE SUMMIT?

The Cooperative Advantage Summit is the Carolinas' premier gathering for cooperative professionals and leaders, reimagined for 2026. Two days, two audiences, and one purpose: to deepen the cooperative movement's roots in our region and amplify the power of Principle 6.

As a Sponsor of The Cooperative Advantage Summit, you are not simply buying logo placement. You are investing in the movement and being seen doing it, by the people who matter most.

BETTER TOGETHER – STARTING HERE.

Day 1 brings together CEOs, executive directors, and senior cooperative leaders together.

Day 2 opens to cooperative staff, program managers, and movement practitioners ready to turn strategy into action. The Gathering Evening Reception on Day 1 brings both worlds together in one room.

40–50
CEOs &
Executive
Directors
Day 1

65–70
Attendees at
The Gathering
Evening
Reception

8+
Cooperative
Sectors
Represented

SPONSORSHIP AS AN ACT OF P6

Principle 6 of the cooperative movement, Cooperation Among Cooperatives, holds that cooperatives serve their members most effectively by working together. Sponsoring The Cooperative Advantage Summit is P6 in action: your organization's resources strengthening the broader movement.

We designed our sponsorship tiers to reflect cooperative values, not corporate naming conventions. Our tiers are named for the roles that sustain the movement:

Tier Name	What it means?	Investment
CHAMPION	The organizations whose generosity make the movement possible	\$5,500
CONVENER	Those who bring people together across boundaries and sectors	\$3,500
CONNECTOR	Those who build the bridges that make P6 real	\$2,000
COOPERATOR	Those who show up and invest in the work of the movement	\$1,000

SPONSORSHIP TIER DETAILS

Champion

\$5,500- 2 AVAILABLE

The movement's most generous partners. The organizations whose support make everything else possible.



BENEFITS INCLUDE:

- ✓ Premier logo placement on all event materials, signage, and digital assets
- ✓ 2 complimentary full event registrations (Day 1 Executive Summit + Day 2)
- ✓ Named recognition in CCC ED opening remarks on both days
- ✓ Full-page feature in event program: your cooperative's P6 story
- ✓ Featured placement on CCC website and newsletter (before and after event)
- ✓ Social media spotlight post (LinkedIn) with cooperative narrative
- ✓ Tabletop presence / exhibit space during Day 2
- ✓ Logo on all post-event communications and recap materials
- ✓ Invitation to priority access to The Gathering Evening Reception (Day 1, 5–8p, hosted area)
- ✓ All benefits from lower tiers included

★ EXCLUSIVE TO THIS TIER:

Premier speaking opportunity: 3-minute welcome at Day 1 Opening Session

Opportunity to include one branded resource for swag bags

Exclusive: your cooperative's logo on the Cooperative Advantage Summit backdrop

First right of refusal for Champion sponsorship in 2027

SPONSORSHIP TIER DETAILS

CONVENER

\$3,500- 2 AVAILABLE

Those who invest in bringing the movement together and are recognized for it .



BENEFITS INCLUDE:

- ✓ Prominent logo placement on all event materials and signage
- ✓ 2 complimentary full event registrations
- ✓ Named recognition in event program and verbal acknowledgment
- ✓ Half-page feature in event program: your cooperative's mission and P6 connection
- ✓ Featured placement on CCC website for 30 days pre- and post-event
- ✓ Social media recognition post pre-event
- ✓ Tabletop presence / exhibit space during Day 2
- ✓ Logo on post-event recap materials
- ✓ Invitation to The Gathering Evening Reception (Day 1, 5–8p)
- ✓ All Connector and Cooperator benefits included

★ EXCLUSIVE TO THIS TIER:

Named sponsorship of one Day 2 breakout session ("This session brought to you by [Org]")

Opportunity to include one branded resource or handout in session materials

SPONSORSHIP TIER DETAILS

CONNECTOR

\$2,000- 3 AVAILABLE

The bridge-builders. Organizations investing in connection across the cooperative ecosystem



BENEFITS INCLUDE:

- ✓ Logo placement on event signage and program
- ✓ 1 complimentary full event registration
- ✓ Named recognition in event program
- ✓ CCC website listing for 30 days pre-event
- ✓ Social media tag in event promotion post
- ✓ Tabletop presence during Day 2 lunch and breaks
- ✓ Logo on post-event digital recap
- ✓ All Cooperator benefits included

★ EXCLUSIVE TO THIS TIER:

Named sponsorship of one event meal or break ("Lunch hosted by [Org]")

SPONSORSHIP TIER DETAILS

COOPERATOR

\$1,000- 3 AVAILABLE

Every sponsor who shows up for the cooperative movement deserves to be seen and we make sure of it.

BENEFITS INCLUDE:

- ✓ Logo placement in event program
- ✓ 1 complimentary event registration (Day 2)
- ✓ Named recognition in event program
- ✓ CCC website listing
- ✓ Social media mention in event promotion



THE COOPERATIVE ADVANTAGE SUMMIT 2026

BENEFITS AT A GLANCE



BENEFIT	Champion- \$5,500	Convener- \$3,5000	Connector-\$2,000	Cooperator- \$1,000
Premier logo — all materials & signage	✓	—	—	—
Standard logo — program & signage	✓	✓	✓	✓
Complimentary registrations (full)	✓	✓	—	—
1 complimentary registration (Day 2)	✓	✓	✓	✓
Named in opening remarks	✓	✓	—	—
Full-page program feature	✓	—	—	—
Half-page program feature	✓	✓	—	—
Program listing	✓	✓	✓	✓
CCC website feature (30 days)	✓	✓	✓	✓
Social media spotlight post	✓	✓	—	—
Social media mention	✓	✓	✓	✓
Tabletop / exhibit space	✓	✓	✓	—
Post-event recap logo	✓	✓	✓	—
Access to The Gathering Evening Reception	✓	✓	—	—
Stage backdrop logo	✓	—	—	—
Opening session speaking opportunity	✓	—	—	—
Named session sponsorship	—	✓	—	—
Named meal / break sponsorship	—	—	✓	—
2027 right of first refusal	✓	—	—	—

FEATURED OPPORTUNITY: THE GATHERING PRESENTING SPONSOR

PRESENTING SPONSOR

1 AVAILABLE: INVESTMENT- \$4,000

The Gathering is the most anticipated moment of the Summit, an Evening Reception with an ocean view. With a DJ setting the tone, passed hors d'oeuvres, and a cash bar, this is where 65–70 cooperative leaders exhale, connect, and remember why the movement matters.

WHAT YOU GET & WHY IT MATTERS

- ✓ Exclusive "Presented by [Your Organization]" naming of The Gathering
- ✓ "Welcome to The Gathering" 2-minute welcome opportunity
- ✓ Your branding on cocktail napkins and digital displays
- ✓ Premier table placement / hosted hospitality area
- ✓ Named recognition in all The Gathering-related communications
- ✓ Social media campaign: pre-event The Gathering announcement naming you
- ✓ All Champion Sponsor benefits included

The Gathering is the emotional heart of the Summit. The moment when cooperative leaders step away from the agenda, connect as people, and feel what this movement is really about. Your organization's name is woven into that moment.

It is P6 made beautiful and your organization makes it possible.

FEATURED OPPORTUNITY: THE GATHERING RECEPTION SPONSOR

RECEPTION SPONSOR

1 AVAILABLE: INVESTMENT- \$2,500

The Gathering Reception Sponsor is the second and final opportunity to put your organization's name on the Summit's signature evening event. Your brand will be visible, your presence will be felt, and your investment goes directly toward making The Gathering the kind of evening people remember.

WHAT YOU GET & WHY IT MATTERS

- ✓ Logo placement on event signage at The Gathering
- ✓ Named recognition on The Gathering digital displays
- ✓ Named in all pre-event Gathering communications
- ✓ Social media mention in event promotion
- ✓ 2 complimentary tickets to The Gathering Evening Reception
- ✓ All Convener Sponsor benefits included

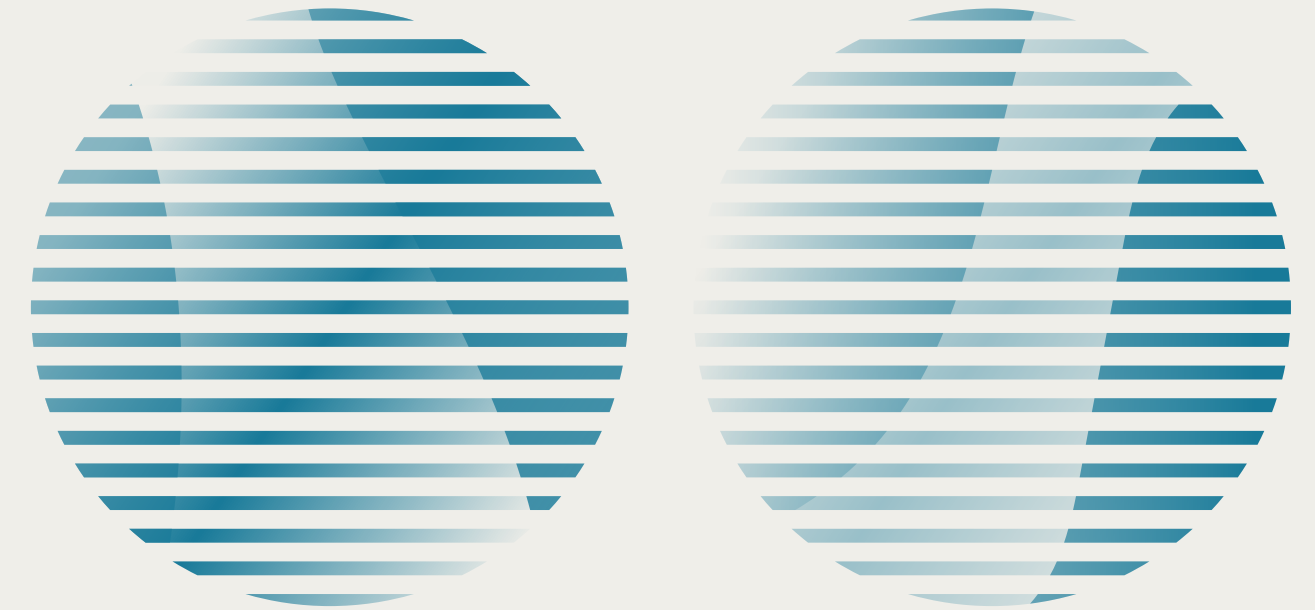
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FEATURED OPPORTUNITY: THE GATHERING CUSTOM SPONSORSHIP OPPORTUNITIES

CUSTOM SPONSORSHIP OPPORTUNITIES

We recognize that no two organizations are the same. If none of our standard tiers perfectly fit your goals or budget, we welcome a conversation about a custom sponsorship arrangement.



COOPERATIVE CANVAS SPONSOR

Your brand on the Cooperative Canvas, the signature P6 planning tool introduced in Day 1's CEO session and distributed to every executive in the room. A tangible, lasting takeaway with your co-op's name on it.

Investment: \$750

COOPERATIVE STORY SPOTLIGHT

Sponsor a "Cooperative Story Spotlight", a brief, compelling segment on Day 2 where your co-op's P6 impact story is shared with every practitioner in the room.

Investment: \$1,000

COMMITMENTS WALL SPONSOR

Name on the Commitments Wall, a display where every Day 2 participant posts their 30-day action pledge. A high-impact, visible close to the Summit that every attendee photographs.

Investment: \$1,000

HOW TO BECOME A SPONSOR

We make it simple. Sponsorships are available on a first-come, first-served basis.
Premium and exclusive tiers are limited so, we encourage early commitment.

1. Contact CCC: Email **Aisha Everett** at **aishae@CarolinasCouncil.coop** to express interest
2. Select your tier or discuss a custom arrangement, and we will confirm availability
3. Receive and sign the Sponsorship Agreement. All terms and deliverables confirmed in writing
4. Submit payment and logo/materials by the deadline provided in your agreement
5. We handle the rest and keep you informed at every milestone leading up to the event



SPONSORSHIP DEADLINE: All sponsorships must be confirmed by **September 15, 2026** to guarantee full marketing and recognition benefits. Custom and exclusive tiers are available until filled.

Questions?

Contact:

Aisha Everett

Executive Director

aishae@CarolinasCouncil.coop

(919) 834-5544

"If you want to go fast, go alone. If you want to go far, go together." – African Proverb