

# BENEFITS BREAKDOWN

## 2024-25 Partner Members

Benefits	Basic	Community	Insight	Champion	Visionary	Premium	
Number of Seats	2 Members	3 Members	4 Members	5 Members	Up to 10 Members	Up to 15 Members	
Listing in PBFA's online directory	✓	✓	✓	✓	✓	✓	
Newsletter and updates	✓	✓	✓	✓	✓	✓	
Access to the Proud Member badge & branded assets	✓	✓	✓	✓	✓	✓	
Discounted Sponsorships Through PBFA/I	✓	✓	✓	✓	✓	✓	
Education and Webinar Content/recordings	✓	✓	✓	✓	✓	✓	
Job Board	✓	✓	✓	✓	✓	✓	
Advertise in Community Board & member discounts page		✓	✓	✓	✓	✓	
In-person and Virtual Events		✓	✓	✓	✓	✓	
Non-exclusive Social Media Recognition		✓	✓	✓	✓	✓	
Data & Insights			✓	✓	✓	✓	
Non-board Leadership Opportunities (committees/councils)			✓	✓	✓	✓	
Sponsored Email Opportunities				✓	✓	✓	
Complimentary Event Sponsorship*					✓	✓	
Panelist/Speaking Opportunity**						✓	
Continued Benefits (based on eligibility)*	Basic	Community	Insight	Champion	Visionary	Premium	*Eligibility
Joint Sales & Marketing Opportunities		✓	✓	✓	✓	✓	Broker Only***
Plant Based Certification Fees Waived		✓	✓	✓	✓	✓	Retailer or Ingredient Supplier Only***
Access to Campaign Assets			✓	✓	✓	✓	Retailer or Operator Only***
In-store/restaurant tests & studies					✓	✓	Retailer or Operator Only***
On-site education for executives, category managers, operators, heads of sustainability, and marketing						✓	Retailer or Operator Only***
Thought Leadership/White papers						✓	Retailer or Operator Only***
<b>Dues Pricing</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$25,000</b>	

\*Based on available event offerings. The team will work directly with the partner to match the event to best fit their business goals.

\*\* Could include webinars, conferences, and in-person events. The team will work directly with the partner to match the speaking engagement to best fit their business goals.

\*\*\*Additional benefits, extended to Brokers, Retailers, and Operators only.