

# Plant Futures Membership Program

Join us in realizing our mission to educate and prepare students to become effective advocates accelerating the transition to a plant-centric food system.

[plantfuturesinitiative.org](http://plantfuturesinitiative.org)

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	GENERAL	INSIDER	PREMIUM	EXCLUSIVE
Networking Opportunities	Access to PFI network	Access to PFI network	Access to PFI network	Access to PFI network
Marketing Opportunities	Monthly job & event postings in PFI network, social media channels, website, and newsletter	Bi-monthly job & event posting in PFI network, social media channels, website, and newsletter  Company news features in weekly roundup  Opportunity to contribute articles or guest blog posts for the website or newsletter  Access to Challenge Lab Case Study Archive	Unlimited job & event postings in PFI network, social media channels, website, and newsletter  Company news features in weekly roundup  Opportunity to contribute articles or guest blog posts for the website or newsletter  Access to Challenge Lab Case Study Archive  Newsletter feature announcing participation in Challenge Lab  Priority Futurist Feature  Special original content production for PFI Lifestyle section  Access to customized materials and graphics  Marketing team support to create and run social challenge with student chapters	Unlimited job & event postings in PFI network, social media channels, website, and newsletter  Company news features in weekly roundup  Opportunity to contribute articles or guest blog posts for the website or newsletter  Access to Challenge Lab Case Study Archive  Newsletter feature announcing participation in Challenge Lab  Guaranteed Futurist Feature  Special original content production for PFI Lifestyle section  Access to customized materials and graphics  Marketing team support to create and run social challenge with student chapters  Guaranteed inclusion in Challenge Lab Case Study Archive
Virtual Symposium Tickets	1 organizational ticket	2 organizational tickets	3 organizational tickets	5 organizational tickets
Chapter Programming	-	Access to PFI chapter network events calendar  Opportunity to engage in college campus events	Access to PFI chapter network events calendar  Opportunity to engage in college campus events	Access to PFI chapter network events calendar  Opportunity to engage in college campus events
Virtual Career Fairs	-	First-come booth slot	Priority booth slot	Guaranteed booth slot
Virtual Product Fairs	-	First-come booth slot	Priority booth slot	Guaranteed booth slot
Chapter Leadership Series	-	First-come speaker slot	Priority speaker slot	Guaranteed speaker slot
In-Person Career Fairs	-	First-come booth slot	Priority booth slot	Guaranteed booth slot
In-Person Product Fairs	-	First-come booth slot	Priority booth slot	Guaranteed booth slot
In-Person Symposium Tickets	-	-	1 organizational ticket +1 discount ticket	2 organizational ticket +2 discount tickets
Challenge Lab Partnership	-	-	1 slot yearly	2 slots yearly
Challenge Lab Seminar	-	-	Priority slot	Guaranteed slot
Podcast (Launching 2023)	-	-	Priority interviewee slot  Opportunity to nominate guests  Opportunity to sponsor segment on podcast	Priority interviewee slot  Opportunity to nominate guests  Opportunity to sponsor segment on podcast
Symposium Speaker	-	-	-	Priority for speaker slots

\$500 NONPROFIT  
\$1K STARTUP  
\$2K CORPORATE

\$2K NONPROFIT  
\$5K STARTUP  
\$10K CORPORATE

\$5K NONPROFIT  
\$10K STARTUP  
\$20K CORPORATE

CONTACT PFI

## MARKETING OPPORTUNITIES

- Share job and event postings across Plant Futures channels, including social media, blog posts and newsletter
- Promote company on weekly news roundup called Freshly Picked
- Contribute articles or guest blog posts to feature on our website and/or newsletter on a variety of topics, including company highlights, recipes featuring products, as well as larger industry commentary
- Access to Plant Futures Challenge Lab Case Study Archive, which includes details of Plant Futures student and professional partner collaborations and key insights and innovative outcomes
- For Premium & Exclusive levels, showcase of participation in the Challenge Lab through an exclusive newsletter that announces the incoming cohort of professional partners
- For Premium & Exclusive levels, inclusion in our Futurist Feature series, which highlights members of our catalytic community of Plant Futurists who are paving the way for a plant-centric world in the future
- For Premium & Exclusive levels, access to marketing team that will collaborate with you to create lifestyle content designed for our network with a focus on targeting college age students
- For Premium & Exclusive members, access to a wealth of resources including customized materials and graphics you can use for a variety of needs
- For Premium & Exclusive members, unique opportunity to interact directly with our students across the country in creative and inspired ways through social challenges run with student chapters
- For Exclusive level only, guaranteed inclusion in the Challenge Lab Case Study Archive

## CHALLENGE LAB SEMINAR

- Priority or guaranteed speaker slots in Challenge Lab Seminar
- Opportunities to host skill-building workshops

## PODCAST

- Priority interviewee slot
- Opportunity to nominate guests
- Opportunity to sponsor segment on podcast

## SYMPOSIUM SPEAKER

- Priority consideration for speaker slots at annual Symposium  
\*First-come, priority, guaranteed

\*Insider members who confirm participation in event will be included on first-come basis unless booths already taken up by guaranteed Exclusive and priority Premium members

## FELLOWSHIPS

- PFI team to support creation and execution of customized fellowship projects for all or select PFI student chapters (30+)
- Custom campaign concepts designed in partnership with PFI Marketing Team
- Opportunity to sponsor a special social media campaign promoting one specific issue/topic
- Development of video content showcasing events/products

## NETWORKING OPPORTUNITIES

- Access to PFI students, faculty mentors, and professional partners
- Access to community networking events

## VIRTUAL SYMPOSIUM TICKETS

- Complimentary virtual tickets to annual Symposium for organizational members

## VIRTUAL CAREER FAIRS

- First-come, priority, or guaranteed booth slots at virtual Product Fairs
- Opportunity to promote products through sample boxes for student Chapters to complement virtual events

## IN-PERSON CAREER FAIRS

- First-come, priority, or guaranteed speaker slots in Chapter Leadership Series
- Professional mentorship opportunities

## IN-PERSON SYMPOSIUM TICKETS

- First-come, priority, or guaranteed speaker slots in Chapter Leadership Series
- Professional mentorship opportunities

## CHALLENGE LAB PARTNERSHIP

- Guaranteed slot in Spring and/or Fall bi-annual Challenge Labs
- Support for project scoping from PFI team
- Access to PFI teaching team staff for mentorship support

## CHAPTER PROGRAMMING

- Access to Chapter Network (30+ global chapters)
- Access to Chapter leadership teams
- Opportunity to aid students in dining hall campaigns and other campus-based initiatives
- Opportunity to co-host and co-create Chapter events featuring products/initiatives (i.g. talks, product tastings, etc.)
- Access to Chapter Liaisons and Cross-Campus Collaborations

## CHAPTER LEADERSHIP SERIES

- First-come, priority, or guaranteed speaker slots in Chapter Leadership Series
- Professional mentorship opportunities

## SPONSORSHIPS

- Opportunity to sponsor career fairs, product fairs, and other PFI events
- Opportunity to sponsor annual Plant Futures Symposium (January)

## EVENT-SPECIFIC CONTRIBUTION

- Contact PFI