



World Cocoa
Foundation

2025 Partnership Meeting

Our Future: Resilience Through Sustainability

19-20 March, 2025

São Paulo, Brazil
(Tivoli Mofarrej Hotel)

WORLDCOCOA.ORG #WCFPM

Our Future: Resilience Through Sustainability

Today, we find ourselves at a critical moment for the cocoa sector. Farmers face mounting challenges including tree disease, climate change, declining productivity and new regulations that pose high hurdles for compliance. As this drives a supply deficit, markets are fluctuating with severe volatility. Industry and governments are being pressed to achieve progress on sustainability issues now. Resilience for the entire sector – environmentally, socially and economically – has never been more of an imperative.

It is in this context that the World Cocoa Foundation will host our 2025 Partnership Meeting in São Paulo under the theme “Our Future: Resilience Through Sustainability.” With Latin America as the setting, the event will focus on how to solve the acute global challenges facing all of us in the sector. Programming will cover markets and economics, climate and landscapes, agroforestry and farming innovations, and fair livelihoods for farmers and their communities.

These interlinked challenges offer us an unprecedented chance to elevate how we work together across the cocoa sector. Our individual and collective resilience rests on our ability to understand the drivers of the current situation and identify solutions to chart a new course forward. The 2025 Partnership Meeting will be built around this opportunity to drive positive impact in new ways. We look forward to you joining us to define our future as a sector.

Four Reasons to Sponsor the 2025 Partnership Meeting

Seize your Opportunity in 2025

With Latin America as the setting, the event will focus on how to solve acute global challenges facing all of us in the sector while also acknowledging the importance of cocoa production from a broadening set of origins with proven interventions and a strong outlook.

Showcase Your Sustainability Leadership

The Partnership Meeting is the leading global event dedicated to cocoa sustainability.

It supports WCF's work in to improve farmer income, reverse deforestation and combat child labour.

Reach a Large and Targeted Audience

Each year, the Partnership Meeting is attended by several hundred sustainability experts, retailers, government officials, NGO leaders, researchers, philanthropists, representatives of the diplomatic community, financial institutions and investors.

Gain Visibility Over Time, Before and After March

Sponsors receive visibility over time as our event webpage and app go live before the event and stay live after. Attendees will visit regularly to explore the agenda, speakers' list and chat with other participants.

Our mailing list for event marketing targets 8,000+ cocoa sustainability experts.

Looking back:

Aligning for Global Action Our 2024 Partnership Meeting



500+ participants
40 countries
94 speakers
24 sessions
22 innovators

Thank you to our sponsors

Platinum

MARS WRIGLEY **Cargill**

Gold

Silver

BARRY CALLEBAUT CORDILLERA LINDT & SPRÜNGLI Mondelez International SNACKING MADE RIGHT Nestlé

Bronze

Cocoa Contributor

Media Partner

HERSHEY Blommer FERRERO ConfectioneryNews



	Cocoa Platinum \$44,000*	Cocoa Gold \$33,000*	Cocoa Reception \$27,500*	Cocoa Silver \$16,500*	Cocoa Bronze \$11,000	Cocoa Contributor \$5,500
Video on event webpage	✓					
Speaking role	5:00 min Day 1	5:00 min Day 2	3:00 min during reception			
Logo + link on event app	Top banner	✓	✓	✓		
Break Sponsor <i>(logo on screens and tables)</i>	Day 1 morning cocoa break and lunch	Day 2 morning cocoa break and lunch	Reception	Day 1 afternoon cocoa break	Day 2 afternoon cocoa break	
Complimentary tix	8	6	5	4	2	
Logo + link on event webpage	Large	Large	Large	Medium	Medium	Medium logo (no link)
Logo + link on some event emails + Summary	Large	Large	Large	Medium	Medium	Medium logo (no link)
<i>Number Available</i>	Exclusive	Exclusive	Exclusive	5 available	Unlimited	Unlimited

* Available on a first-come, first-serve basis. **All sponsorships come with a 5% discount if they're paid in full by September 1st, 2024!**

Cocoa Platinum Sponsor

\$44,000* – Exclusive (1 Available)*

- Company video on event webpage
- Company executive 5-minute speaking role during plenary session on Day 1
- Top banner on event app
- Sponsor for Day 1 morning cocoa break and lunch (*logo on screens and tables*)
- Eight (8) complimentary registrations; all speaker roles receive complimentary registration
- Large logo and link on event webpage
- Large logo displayed on some event marketing emails, including post-event summary with link

** Available on a first-come, first-serve basis.*

All sponsorships come with a 5% discount if paid in full by September 1st, 2024!



Cocoa Gold Sponsor

\$33,000* – Exclusive (1 Available)*

- Company executive 5-minute speaking role during plenary session on Day 2
- Logo and link on event app
- Sponsor for Day 2 morning cocoa break and lunch (*logo on screens and tables*)
- Six (6) complimentary registrations; all speaker roles receive complimentary registration
- Large logo and link on event webpage
- Large logo displayed on some event marketing emails, including post-event summary with link



** Available on a first-come, first-serve basis.*

All sponsorships come with a 5% discount if paid in full by September 1st, 2024!

Cocoa Reception Sponsor

\$27,500* – Exclusive (1 Available)*

- Company executive 3-minute speaking role during reception
- Logo and link on event app
- Sponsor of reception (*logo on screens and tables*)
- Five (5) complimentary registrations; all speaker roles receive complimentary registration
- Large logo and link on event webpage
- Large logo displayed on some event marketing emails and post-event summary with link



* Available on a first-come, first-serve basis.

All sponsorships come with a 5% discount if paid in full by September 1st, 2024!

Cocoa Silver Sponsor

\$16,500 – 5 Available*

- Medium-size logo and link on event app
- Sponsor for Day 1 afternoon cocoa break (*logo on screens and tables*)
- Four (4) complimentary registrations; all speaker roles receive complimentary registration
- Medium-size logo and link on event webpage
- Medium-size logo displayed on some event marketing emails and post-event summary with link

** Available on a first-come, first-serve basis.*

All sponsorships come with a 5% discount if paid in full by September 1st, 2024!



Cocoa Bronze Sponsor

\$11,000 - Unlimited

- Sponsor for Day 2 afternoon cocoa break (*logo on screens and tables*)
- Two (2) complimentary registrations; all speaker roles receive complimentary registration
- Medium-size logo and link on event webpage
- Medium-size logo displayed on some event marketing emails and post-event summary
- Medium-size logo displayed on some event marketing emails and post-event summary with link



All sponsorships come with a 5% discount if paid in full by September 1st, 2024!

Cocoa Contributor

\$5,500 - Unlimited

- Medium-size logo on event webpage
- Medium-size logo displayed on some event marketing emails and post-event summary



All sponsorships come with a 5% discount if paid in full by September 1st, 2024!



World Cocoa
Foundation

Questions?

Ready to book?

Prefer a customized package?

Contact WCFPM@worldcocoa.org

Thank you for your support!