

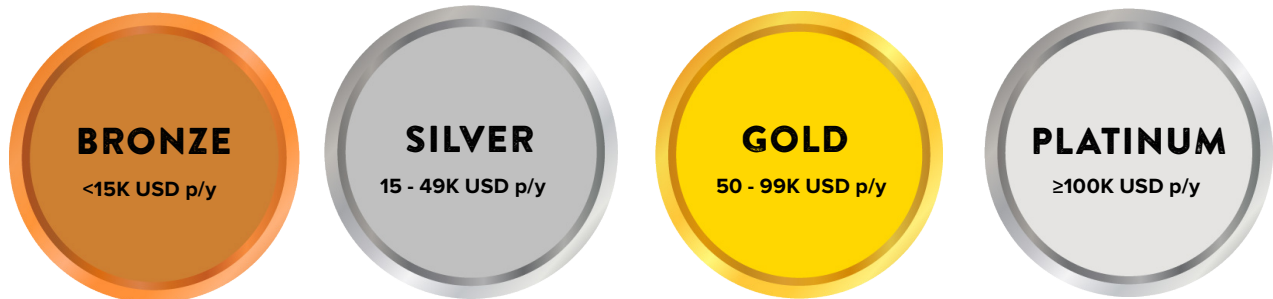
ANNUAL SPONSORSHIP LEVELS



United in a collective vision to make coffee the world's first sustainable agricultural product, the Sustainable Coffee Challenge is a vibrant, nimble, and inclusive community that drives ambitious solutions at the pace and scale required to create a nature- and people-positive coffee sector. Our wide variety of partners represent the coffee private sector, civil society and associations, government agencies, and more.

To ensure inclusivity and low barrier to entry for all stakeholder across the sector, there are no mandatory fees associated with participating in the Challenge. We fully rely on the generous support (in-cash and in-kind) from our partners as well as institutional support from Conservation International to maintain the financial stability and continuity of our coalition. While it is entirely voluntary, we actively call on all partners – particularly private sector actors – to annually provide a financial contribution to the Challenge. Financial contributions are used to implement a wide range of strategic activities through which we deliver value to partners and drive progress on our collective targets. Our core focus areas for action include: the 1) *Commitments Hub*: Tracking industry commitments towards our common vision and targets; 2) *Innovation Network*: Sparking innovation, alignment and guidance aimed to remove barriers to action; 3) *Landscapes Lab*: Unlocking and accelerating landscape investments in coffee communities. Additionally, financial contributions enable the Challenge to foster community-building among our partners through hosting events, both virtual as well as in-person during our annual All-Partner Meeting.

Annual contributions are determined at a partner's own discretion. To also ensure continuity and strategic planning, we ask you to consider a multi-year commitment. We offer the following suggested sponsorship levels as a reference and as a framing for how we will recognize our partners who provide financial support:



We recognize the leadership of those partners who financially support the Challenge through an evolving package of benefits, including:

- Continuous recognition based on donation level through various Challenge communication channels and resources (e.g. dedicated donor page on sustaincoffee.org, section in annual Commitments Hub Report, recognition on partner profile page, webinar and event decks)
- New donor highlights in the monthly newsletter
- Recognition as event sponsor for the annual All-Partner Meeting
- Eligibility to participate in a select group of Advisors that provide ad-hoc guidance on the strategic direction of the Challenge
- Complimentary "office hours" with Conservation International experts for *Gold* and *Platinum* contributors

Join your peers as a 2024 sponsor to the Challenge:



If interested and/or have any questions, please reach out to the SCC team via scc@conservation.org.