

CRN SPONSORSHIP 2027

Plan once.
Activate all year.

Sponsors can choose one major presence, several smaller opportunities, or a combination.

SUPPORT LEVELS	
\$35K+	CHAMPION
\$25K	LEADERSHIP PARTNER
\$15K	IMPACT PARTNER
\$10K	ENGAGEMENT PARTNER
\$7,500	SUPPORTER

How it works:

- 1

SET THE COMMITMENT
Choose an annual sponsorship level during renewal.
- 2

NAME THE PRIORITIES
Tell CRN which audiences and outcomes matter most, helping connecting your sponsorship to marketing goals.
- 3

CHOOSE THE ACTIVATIONS
Allocate the full amount as opportunities become available.



Consider your goals alongside CRN’s five sponsorship portfolios:

ADVOCACY	Industry stewardship
EDUCATION	Professional development
CONNECTION	Executive and member relationships
SCIENCE	Innovation and marketplace leadership
VISIBILITY	Year-round communications

1

SET YOUR COMMITMENT

Company Name: _____

Please check the level of your annual sponsorship commitment for 2027.

* If you would like to make a commitment of more than \$35K, please fill in amount here: _____

- ☐ **\$35K CHAMPION***
☐ **\$25K LEADERSHIP PARTNER**
☐ **\$15K IMPACT PARTNER**
☐ **\$10K ENGAGEMENT PARTNER**
☐ **\$7,500 SUPPORTER**

UNDECIDED, PLEASE CONTACT TO DISCUSS:

Email: _____

2

NAME YOUR PRIORITIES

Tell us who you want to reach and what you want your sponsorship to accomplish. Check all that apply.

AUDIENCES

- ☐ Executive and business leaders
☐ Regulatory, legal and compliance professionals
☐ Scientific affairs, R&D and product development teams
☐ Marketing, communications and brand teams
☐ Government relations and public affairs professionals
☐ Finished-product manufacturers and marketers
☐ Ingredient suppliers and contract manufacturers
☐ Retailers and other marketplace partners
☐ International industry stakeholders
☐ Other: _____

GOALS

- ☐ Build company or brand visibility
☐ Establish thought leadership and subject-matter credibility
☐ Educate the industry about our science, products or services
☐ Reach prospective customers and business partners
☐ Strengthen relationships with current customers
☐ Introduce new research, capabilities or innovations
☐ Support professional education and industry development
☐ Demonstrate our commitment to a responsible supplement industry
☐ Create meaningful engagement with CRN members
☐ Other: _____

3

CHOOSE YOUR ACTIVATIONS

Our team will be in touch with you throughout the year to help make sure you get the most of your sponsorship through the activations that best address your priorities.

QUESTIONS? Contact Gretchen Powers (gpowers@crnusa.org) or Ed Wyszumiala (ewyszumiala@crnusa.org)