



FPSA's

cultivate

Leadership Growth Lab

November 5-6, 2026 | Lexington, KY

LET'S INVEST IN TOMORROW'S LEADERS.

Introducing Cultivate, FPSA's immersive conference for early-to-mid-career food industry professionals. Built around real skills, real conversations, and real results.

Over two immersive days, participants practice leadership in realistic operational scenarios, build meaningful peer connections, and develop skills they can immediately apply back at work.

Sponsoring Cultivate is an investment in the next generation of leaders who will shape the future of food production. The goal is simple: help participants show up differently on Monday and shape the future of leadership in food production.

Join us as we create a new leadership experience for the future.



SPONSORSHIP OPPORTUNITIES



Cultivate Circle Leadership Workbook

\$8,500* / \$10,000**

Cultivate Circles will connect conference attendees through small, diverse groups who will apply what they learn together. Sponsorship includes your logo on the attendees' workbook, which will be used for reflection, discussion, and actionable next steps throughout the event and beyond.



"Know Yourself, Lead Better" DiSC Assessment

\$8,000*/\$9,500**

Participants will complete a DiSC® assessment before Cultivate. This will help them understand their communication styles, build self-awareness, and improve collaboration throughout Cultivate. Your logo will be included in the participant notebook and in all exclusive communications to attendees around the DiSC assessment leading up to the event.



Opening Experience with Jason Burke, CEO of New Primal

\$7,000* / \$8,500**

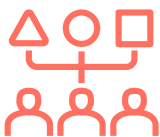
Sponsors will receive recognition throughout the conference and may deliver brief welcome remarks in person or through video before the Opening Experience begins.



Leadership Labs Sponsor

\$4,000*/\$6,000**

On day one, participants will practice key leadership skills such as communication, influence, and collaboration through interactive discussions and exercises. Sponsors receive visibility throughout all of day one, including exposure in their section of the workbook, and on printouts and digital tools.



Operational Leadership Challenge Sponsor

\$4,000* /\$6,000**

On day two, participants will navigate real-time operational challenges and make decisions under pressure, applying key concepts learned. Sponsors will receive recognition throughout all of day two, including exposure in their section of the workbook and on printouts or digital tools.

MEMBER / NONMEMBER RATE*

ADDITIONAL SPONSOR BENEFITS. LOGO ON:

- » Conference website
- » Conference emails, pre-event, and to attendees, if signed before October 30
- » Social Media pages
- » Conference slides and signage
- » Screens around the venue



ADDITIONAL OPPORTUNITIES

Leadership Journey Transportation Sponsor

\$6,000* / \$8,000**

Your logo will be prominently displayed on the bus exterior and headrest covers, delivering high-frequency visibility throughout the conference.

Phone Free Zone Experience Sponsor

\$5,000* / \$7,000**

Your logo will appear on phone-locking pouches. These pouches will be used during the Opening Experience with Jason Burke, during select leadership labs, and the Leadership Challenge, reinforcing the Cultivate message of presence over distraction.

Headshot Lounge Sponsor

\$5,000* / \$7,000**

A professional photographer in a lounge branded with your logo will provide every attendee with a LinkedIn-ready headshot, a highly valued early-to-mid-career perk.

Leadership Reception and Bourbon Tasting at RD1 Distillery

\$4,500* / \$6,500**

This is an exclusive sponsorship opportunity, with your logo on screens and table tents around the Distillery; sponsors can also provide cocktail napkins or reusable coasters for attendees to keep.

Fuel the Brain Food and Beverage Sponsor

\$3,000* / \$5,000**

Support meals/breaks and networking touchpoints throughout Cultivate and keep participants energized, engaged, and fully present. Three sponsorships are available; sponsors can also provide cocktail napkins or logo cups for attendees.

“Let’s Talk” Conversation Starter Sponsor

\$2,000* / \$3,500**

Your logo will be included on conversation cards, with bold prompts, at every table throughout the conference. Participants often take these as keepsakes.

“The Soundtrack of Cultivate”

Music Sponsor

\$1,500* / \$3,000**

Sponsor curates the official Cultivate playlist that will be played on buses, during breaks, and between sessions. The playlist, which includes the sponsor’s name, will be shared on Spotify and promoted throughout the conference.

Choose your sponsorship today or contact us to create a custom package.

**AJ Wunder, ajwunder@fpsa.org
703-663-1231**

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