NFRA's First Penguin Next Generation Leadership Program Sponsorship Opportunities Overview

The First Penguin Program is NFRA's initiative to cultivate rising leaders in the frozen and refrigerated foods industry. The program includes a competitive application process, curated leadership curriculum, in-person workshops, retail tours, national event participation, and capstone case study presentations.

To continue building this impactful initiative, NFRA seeks committed sponsors to invest in the future of our industry. Sponsorship support ensures we can deliver exceptional content, speakers, networking opportunities, materials, and recognition for our students.

Sponsorship Tiers & Benefits

Lead Sponsor • $20,000 (limited to one company)

- Presenting Sponsor Recognition on all materials
- Opportunity to speak during program kickoff and/or awards
- Prominent logo placement on signage and slides
- Recognition in NFRA PR, newsletters, and social media, including LinkedIn
- VIP access to program events, workshops, and networking
- First right of refusal for 2028

Platinum Sponsor • $15,000 (limited to two companies)

- Logo featured on all collateral and digital slides
- Branded item included in welcome kits (provided by company)
- Recognition in LinkedIn posts
- Invitation to attend workshops and networking

Gold Sponsor • $10,000

- Name/logo on select materials and event signage
- Mention in digital communications and recognition slides
- Verbal thank-you during Convention awards session

Silver Sponsor • $5,000

- Name/logo listed in participant welcome packet
- Recognition on NFRA website and digital program recaps

In-Kind Supporter • (Value varies)

- Donationof swag, tech,meals, orbranded giveaways
- Recognition tied to sponsored item or event

Funding Use Includes:

- Securing high-caliber workshop speakers
- Providing meals, materials, and branded swag
- Recognizing student achievements
- Supporting immersive leadership development experiences

For more information or to pledge your support, contact:

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