



# Roundtable Champion

*Partner Program*

JANUARY - DECEMBER 2025

## Annual Prospectus



[CACFROUNDTABLE.ORG](http://CACFROUNDTABLE.ORG)

# WHO WE ARE

CACFP Roundtable was formed in 1977 and is a nonprofit organization that works alongside the Child and Adult Care Food Program (CACFP) community to educate, advocate, and support the field. In all of the work we do at CACFP Roundtable, we see it as our duty to help facilitate dialogue, promote innovation, and create space for collaboration - including through this *Roundtable Champion* partner program.



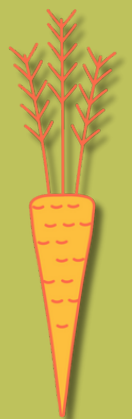
# YOUR SEAT AT THE TABLE

The *Roundtable Champion* program is designed to foster a closer relationship between industry and the CACFP community. This program provides a unique opportunity to demonstrate to the community your commitment to the people who operate and participate in the CACFP. *Roundtable Champions* allows you to stand with and in support of the work that happens through the CACFP, demonstrate your value-add, and be part of a positive change movement for the CACFP.

A signature component of the *Roundtable Champion* program is access to our various forums for side-by-side learning, idea exchange, and sharing of strategies and solutions. The culture of the CACFP Roundtable community is one that values the power of collaborative, rigorous, and even sometimes difficult discussions that ultimately bring about positive change and support ever-improving, equitable access to the Child and Adult Care Food Program.

# OUR COMMUNITY

CACFP Roundtable members and network is over 4,500 individuals strong and includes administrators, operators, agencies, and advocates across the nation and across all the sectors of the Child and Adult Care Food Program.



# THE BENEFITS

*Roundtable Champion* presents industry partners with an opportunity to invest in a socially responsible partnership that returns value in three key forms: business development, brand differentiation, and thought leadership.

The partner program is designed for companies of all interests and sizes. We allow for different levels of participation to suit your company's needs. A company can become a *Roundtable Champion* on an annual basis at any of the three levels:

BRONZE	\$5,000
SILVER	\$10,000
GOLD	\$15,000

BUSINESS DEVELOPMENT			
Company introduction to all members in the annual digital welcome letter (opportunity to extend discounts or other resources). Size of advertisement varies by partner program level.	✓	✓	✓
Complimentary exhibitor table at <i>Annual CACFP Conference</i> and 20% discount on all event sponsor packages.	✓	✓	✓
Featured <i>Virtual Roundtable Deep Dive</i> learning event sponsor, includes 2 free registrations, event lobby logo feature, ongoing event communications recognition, and distribution of promotional material in digital welcome packet.		✓	✓
Featured <i>Annual CACFP Conference</i> sponsor, includes 2 free registrations, event lobby logo feature, and distribution of promotional material in digital or physical welcome packet.			✓



## BRAND DIFFERENTIATION

Use of *Roundtable Champion* logo: subject to CACFP Roundtable guidelines and written approval.



Company recognition in monthly member emails, includes logo and link.



Year round recognition on the *Roundtable Champion* webpage, includes logo, link and approved listing.



Strategic post/re-post of up to 3 social media posts.



Dedicated email blast to entire network (or specific target audience) to advertise your company.



## THOUGHT LEADERSHIP

Choice of one sponsored or product webinar:

- Sponsored Webinar: An educational virtual event; date and content to be mutually agreed upon with CACFP Roundtable.
- Product Webinar: A company demo / product promotional webinar to showcase your area(s) of expertise. Date and content to be mutually agreed upon.



Curated content: One original thought leadership piece written by your company to be featured on the CACFP Roundtable's open-access blog. Content to be mutually agreed upon and approved by CACFP Roundtable before publishing.



# SECURE YOUR SPOT

The annual *Roundtable Champion* partner program begins on January 1, 2025 and runs through December 31, 2025.



## PARTICIPATION REMINDERS

All *Roundtable Champions* must adhere to our [Code of Ethics](#) signed annually during program renewal. CACFP Roundtable is committed to working with each partner and ensuring your participation in *Roundtable Champions* is meaningful and easy; however all coordination must be initiated by the partner company, all content development is the responsibility of the partner company, and CACFP Roundtable reserves the right to approve content before it is distributed to our network.

## QUESTIONS

To discuss the Roundtable Champions program and other sponsorship opportunities, contact Elyse Homel Vitale, Executive Director, at [elyse@cacfproundtable.org](mailto:elyse@cacfproundtable.org) or 619-914-5565.



[www.cacfproundtable.org](http://www.cacfproundtable.org)



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CACFP Roundtable is a tax-exempt 501(c)3 nonprofit organization.

