



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF®

Global Beef Sustainability Acceleration Fund

In May of 2019, the membership of the Global Roundtable for Sustainable Beef underwent a rigorous and extensive process of developing a strategic plan to begin in earnest in 2020-2030 with an emphasis on:

- Greenhouse Gas, Land Use and Biodiversity, and Animal Well Being with each group having developed a technical summary
- GRSB will work with an outside organization to ensure that this body of work is well represented with the GRSB stakeholders

A communications agency, as decided by the Communications Council, has been selected to support the efforts of the working groups by:

- Building trust with GRSB stakeholders that beef is a sustainable part of a thriving food system
- GRSB is the **trusted** source for beef sustainability

This document provides various opportunities to support implementation of all the GRSB activities.

- Each level offers many levels of engagement to ensure maximum exposure for your organization.
- You may choose to support these efforts by simply being listed as a Sustaining Member or even identify a single benefit where you may wish to have your organization highlighted

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Premium Level:

GRSB Website

- Link/Logo for (1) year on Sustainability Acceleration Fund Contributor page.

Connect – Bi-Monthly Newsletter: Logo/Link in Connect for (1) year.

- Interview for two articles within one year on your business/organization highlighting new developments, new product line, people on the move, etc.

Webinar Series

- Sole sponsor of a single webinar on Greenhouse Gas, Animal Wellbeing, Joint Working Group on Land Use Change, or other GRSB principles
- Logo/Link in all webinar promotional announcements pre and post webinar
- Present webinar to GRSB Members (subject to approval)

Social Media – Facebook & LinkedIn with posting 1x/month for 12 months (either platform)

- Logo/Link to homepage

Investment: \$40,000

Platinum Level:

GRSB Website

- Link/Logo for (1) year on Sustainability Acceleration Fund Contributor page.

Connect – Bi-Monthly Newsletter: Logo/Link in Connect for (1) year.

- Interview for two articles within one year on your business/organization highlighting new developments, new product line, people on the move, etc.

Webinar Series

- Logo/Link in all webinar promotional announcements pre and post webinar
- Participate as panelist

Social Media – Facebook & LinkedIn with (6) postings (either platform)

- Logo/Link to homepage

Investment: \$20,000

Diamond Level:

GRSB Website

- Link/Logo for (1) year on Sustainability Acceleration Fund Contributor page.

Connect – Bi-Monthly Newsletter

- Logo in *Connect* for (6) months.

Webinar Series

- Logo/Link in all webinar promotional announcements pre and post webinar

Social Media – Facebook & LinkedIn with (3) postings (either platform)

- Logo/Link to homepage

Investment: \$10,000

Gold Level:

GRSB Website

- Link/Logo for (1) year on Sustainability Acceleration Fund Contributor page.

Connect – Bi-Monthly Newsletter

- Logo in *Connect* for (3) months.

Webinar Series

- Logo/Link in all webinar promotional announcements pre webinar

Social Media – Facebook & LinkedIn with (1) posting (either platform)

- Logo/Link to homepage

Investment: \$5,000

Contributor:

GRSB Website

- Link/Logo for (1) year on Sustainability Acceleration Fund Contributor page.

Investment: \$1,000



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF[®]

Acceleration Investment Form

Business / Organization: _____

Primary Contact: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Fax: _____

Email Address: _____

Web Address: _____

Please indicate Investment Level:

Premium Level– \$40,000

Name _____

Email _____

Platinum Level– \$20,000

Name _____

Email _____

Diamond Level - \$10,000

Name _____

Email _____

Gold Level - \$5,000

Name _____

Email _____

Contributor Level - \$1,000

Name _____

Email _____

Payment Information (payment must be received before receiving benefits of investment)

Please return this form to: [Global Roundtable for Sustainable Beef](#)
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