

The value proposition of collective investment is ensuring the long-term supply of quality coffee from diverse origins. Our inclusive approach ensures innovations are relevant and deliver shared value for farmers, coffee origins, and the coffee industry. In support of engaging companies in this collaborative effort, we offer the following additional benefits and customize each membership (the value of benefits should not exceed 5% of the value of the member's financial contribution). Companies contributing 150%+ above the target rate are eligible for the next higher level.

Member Level: Seed (\$)

- **Recognition** – social media post; inclusion in WCR website and annual report member list
- **Connection** – regular member communications; segmented emails for special interests; annual report; annual Think+Drink Event; member-only webinars
- **Communications Support** – use of WCR brand; WCR asset kit (logo, photos and verbiage); “shareable updates” with newsworthy content

Member Level: Sprout (\$\$)**All prior benefits PLUS:**

- **Connection** – virtual presentation for internal team
- **Communications Support** – WCR interview for blog/article

Member Level: Seedling (\$\$\$)**All prior benefits PLUS:**

- **Connection** – opportunities to visit WCR trial sites/collaborations at origin
- **Communications Support** – consultation on messaging

Member Level: Coffee Tree (\$\$\$\$)**All prior benefits PLUS:**

- **Connection** – on-site visit by WCR staff member
- **Communications Support** – customized communications
- **Participation** – quality evaluation of new/improved varieties

Member Level: Coffee Blossom (\$\$\$\$\$)**All prior benefits PLUS:**

- **Recognition** – recognition as a global sponsor of WCR portfolio
- **Connection** – on-site visit by WCR CEO or Research Director
- **Communications Support** – special campaign support
- **Participation** – supply chain project connections