



## MEMBER BENEFITS 2022

The real value proposition of 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. Companies contributing >50% above the minimum rate are eligible for next higher level.

### Level I (\$500-\$10,000 contribution)

- **Recognition** – welcome social media post; inclusion in WCR website and annual report member list
- **Connection** – annual report; invitation to annual Think+Drink Event; invitations to webinars
- **Communications Support** – use of WCR brand; WCR asset kit (logo, photos and verbiage)

### Level II (\$10,001-\$50,000 contribution)

#### **All prior benefits PLUS:**

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

### Level III (\$50,001-\$100,000 contribution)

#### **All prior benefits PLUS:**

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

### Level IV (\$100,001-\$300,000 contribution)

#### **All prior benefits PLUS:**

- **Connection** – WCR staff on-site visit
- **Communications Support** – customized communications
- **Participation** – participation in cupping quality evaluation

### Level V (\$300,001+ contribution)

#### **All prior benefits PLUS:**

- **Recognition** – recognition as a global sponsor of WCR portfolio
- **Connection** – WCR CEO or Research Director visit
- **Communications Support** – special campaign support