



MEMBER BENEFITS 2023

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. Companies contributing 150%+ above the target rate are eligible for the 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; annual Think+Drink Event; member-only 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** – virtual presentation 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 WCR trial sites/collaborations at origin
- **Communications Support** – consultation on messaging

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

All prior benefits PLUS:

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

Level V (\$300,001+ contribution)

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