

Sponsorship Opportunities

SHARPEN 2026

10 Year Anniversary





SHARPEN 2026

Sponsor the 10th Annual SHARPEN, a 2-day workshop just for **established culinary and food business owners**

SHARPEN is the industry's only conference created just for established culinary business owners. Held each January in Fort Worth, Texas, SHARPEN is 2 full days packed with hands-on workshops, tools, an in-depth workbook, and real-world advice and insights from Chef Deb, expert speakers, and a CEO success panel.

Originally created for a small group, we continue to limit attendance to the event, so SHARPEN remains an intimate, valuable, hands-on event.

The SHARPEN 2026 dates:

- Wed., Jan. 14: Foodie Dinner (extra)
- **Thursday, Jan. 15: Day 1 of 2-day SHARPEN Workshop**
- **Friday, Jan. 16 Day 2 of 2-day SHARPEN Workshop**
- Saturday, Jan. 17: Strategy Day (for Chef Deb Coaching clients only)



2026 SHARPEN Sponsorship Package



Who You're Reaching

Chef Deb Community

- Chef Deb coaching clients – owners/CEOs of established culinary businesses in the U.S., Canada and the U.K.:
 - personal/private chef companies
 - catering companies
 - private flight catering companies
 - bakeries
 - food product companies
 - more
- 3K social media community
- 1.5K email list of established culinary business owners*



Conference Attendees

- 60 owners/CEOs of established businesses
- No attendees are startups
- Attendees' businesses are a mix of sizes, with annual revenues between \$60K-\$3Mil
- Expert speakers and panelists



*please note: we do not share our email list



2026 SHARPEN Sponsorship Package

SHARPEN Sponsorship Options

Presenting Sponsor – \$2,000 (one available)

- **Website** - recognition as the presenting sponsor, with logo and a link to your website
- **Social media** - presenting sponsor announcement and recognition on social
- **Email** - recognition as presenting sponsor in SHARPEN emails
- **Ad** - full page ad in the SHARPEN 2026 workbook, used extensively by attendees
- **Display table** - for 2 days at SHARPEN
- **2 comp tickets** to attend the **Foodie Dinner** the evening before SHARPEN

Gold – \$750 (four available; includes display table at event)

- **Website** - recognition as a Gold sponsor, with your logo and a link to your website
- **Social media** - recognition as a Gold sponsor in SHARPEN social media posts
- **Email** - recognition as a sponsor in SHARPEN emails
- **Ad** - full page ad in the SHARPEN 2026 workbook, used extensively by all attendees
- **Display table** - for 2 days at SHARPEN
- **1 comp ticket** to attend the **Foodie Dinner** the evening before SHARPEN

Silver – \$300

- **Website** - recognition as a Silver sponsor, with your logo and a link to your website
- **Social media** - recognition as a Silver sponsor in SHARPEN social media posts
- **Email** - recognition as a Silver sponsor in SHARPEN emails
- **Ad** - full page ad in the SHARPEN 2026 workbook, used extensively by all attendees
- **1 comp ticket** to attend **Foodie Dinner** the evening before SHARPEN

Ad artwork must be provided by sponsor (deadline and art format information will be provided)
Sponsorship does not include a comped Foodie Dinner or access to the Jan. 21st Strategy Day
Chef Deb reserves the right to refuse any sponsors at its sole discretion.

