

The Buyer's Desk

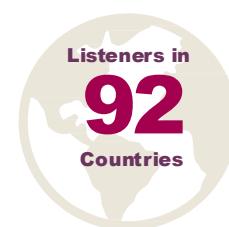
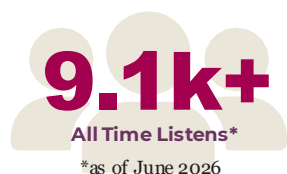
Sponsorship Opportunities



BEHIND THE BUYER'S DESK

The Buyer's Desk, launched in 2021, spotlights industry leaders, highlights category trends, and shares authentic retailer stories from across the country. Hosted by INFRA's CEO Pat Sheridan, Angela Bozo, and guest hosts, each weekly episode blends data-driven insights with storytelling that speaks directly to independent natural retailers.

BY THE NUMBERS



SPONSORSHIP OPPORTUNITIES

Brand Ad – 1 Episode	60-second ad during podcast episode(s).	\$300
Brand Ad – 2 Episodes	• Brand to record with our team or Co-Host to record with script provided by brand.	\$500
Brand Ad – 3 Episodes	• Collaborative social media post on INFRA media channels.	\$800
Brand Ad – 4 Episodes		\$1,000
Episode Sponsorship	Brand featured as the sponsor of one episode. • Includes co-host shoutout. • 3 min on air product tasting (audio) or 3 min SPINS data dive. • INFRA Member newsletter feature. • Collaborative social media post on INFRA media channels.	\$1,500
Bonus Episode	Dedicated episode focused on your Brand - Facility tour or Brand Deep dive or Interview. Available to top-performing INFRA promotional program partners. • No ads from other brands. • INFRA Member newsletter feature. • Collaborative social media post on INFRA media channels. • Brand spotlight featured in INFRA member communications.	Starting at \$5,000
Customize Sponsorship	Contact The Buyer's Desk to discuss!	Starting at \$2,000

The Buyer's Desk

gives your brand a direct line to INFRA's retail buyers while showcasing your story, sharing innovations, and highlighting commitments to the natural products industry. With flexible sponsorship options, The Buyer's Desk boosts visibility and aligns your brand with a trusted voice in the natural foods community.

- To sponsor or be a guest on The Buyer's Desk, [submit your interest here](#).
- To listen to The Buyer's Desk, [click here](#) or find us wherever you listen to podcasts.

