

Collaboration

Sponsorship

Exposure

KombuchaKamp

Your Daily Ferments Summit

FERMENTATION: THE FORGOTTEN FOOD GROUP

FOUNDING PARTNERSHIP OPPORTUNITIES

Launching Spring 2027



The Fermentation Renaissance

The fermentation movement has outgrown fragmented information. It needs a trusted home.

For the last several years, interest in gut health - particularly methods for improving the gut microbiome through easy-to-implement dietary interventions, has seen a massive surge in interest and popularity. Poised at the forefront of this renaissance stand a few well-known commercial brands and then Kombucha Kamp, the world's largest online fermentation education resource dedicated to **Changing the World, One Gut at a TimeTM**.

Through a combination of educational resources and industry-leading, DNA-sequenced starter cultures for Kombucha, Jun, Milk Kefir, and Water Kefir, Kombucha Kamp has actively re-centered the fermentation conversation away from store-bought and back into people's homes... where fermentation has existed for millenia.

\$300 BILLION BY 2030

Global market value for Fermented Food
& Beverage Market

\$71 BILLION

Gut Health & Digestive Health Products

\$6 BILLION BY 2029

Kombucha Market Alone



70% of consumers are enjoying fermented foods and beverages as a form of preventative, integrative healthcare centered around improved microbiome.

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Meet Hannah Ruhamah Crum

Affectionately known as
“The Kombucha Mamma”
within the fermentation community.

Founder of Kombucha Kamp

Co-Author of The Big Book of Kombucha

20+ Years as a Fermentation Educator

Co-Founder of Kombucha Brewers International

[Full Media Kit HERE](#)



The Stats:

121k+

Unique Monthly Views

486k+

Monthly Page Views

125k+

Email Subscribers

17.5k+

Instagram Followers
@kombuchakamp

44k+

Facebook Followers
@kombuchakamp

7.4k+

TikTok Followers
@kombuchakamp

1.1k+

Podcast Downloads
@kombuchakamp

8.6k+

Pinterest Followers
@kombuchakamp

10.2k+

YouTube Subscribers
@kombuchakamp

✉ hannah@kombuchakamp.com

☎ 424-245-5867

🌐 kombuchakamp.com

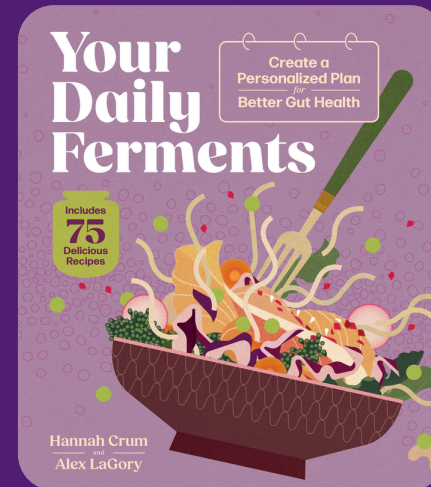
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Your Daily Ferments



Your Daily Ferments is more than a cookbook or fermentation guide. It is fermentation... *applied*. It is the cornerstone of a broader educational ecosystem built around a simple but transformative idea: *fermentation is the forgotten food group*. As modern research continues to validate the profound connection between fermented foods, the gut microbiome, and overall health, **Kombucha Kamp is leading a movement to make fermentation accessible**, approachable, and part of everyday life. Rather than presenting fermentation as a niche hobby, Your Daily Ferments empowers anyone to confidently incorporate living foods into their daily routine through practical recipes, techniques, and timeless wisdom.

The book serves as the flagship for an expanding **Your Daily Ferments ecosystem** that includes online courses, recipes, educational video content, live events, digital resources, community challenges, and the Your Daily Ferments Summit. Together, these initiatives create multiple touchpoints for consumers to learn, engage, and take action, all with the shared mission of helping fermentation reclaim its rightful place as a foundational pillar of a healthy, modern diet.

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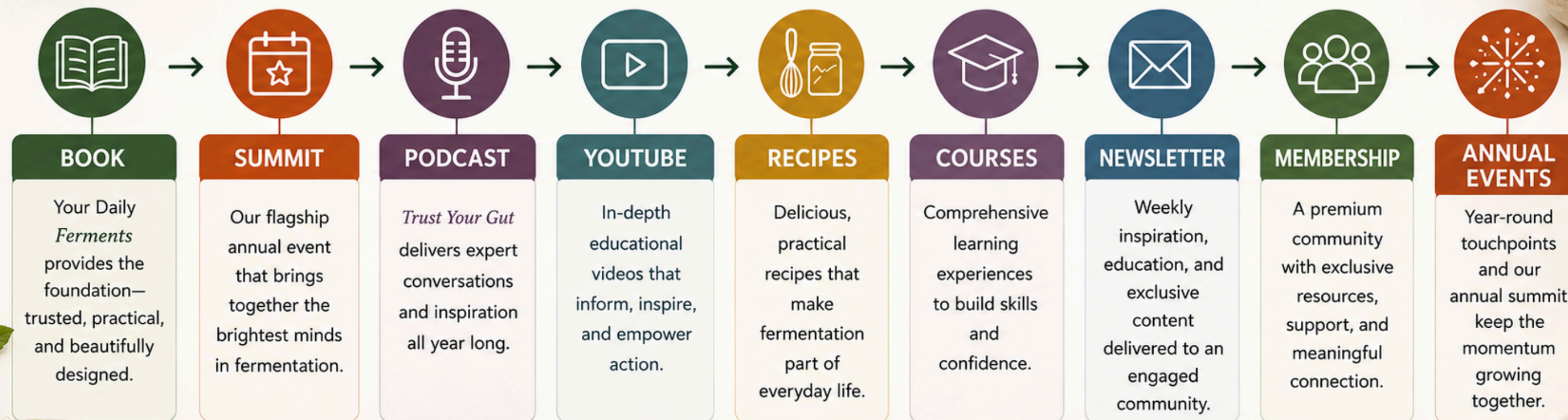
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Your Daily Ferments

Building the World's Most Trusted Fermentation Education Platform

The summit is the *launchpad*, not the destination.



Changing the World, One Gut at a Time™

Why the Summit Exists

For most of human history, fermented foods were an everyday part of the human diet. Today, despite unprecedented advances in nutrition science, these living foods have largely disappeared from modern tables, taking with them generations of practical knowledge and countless opportunities to support long-term health.

The Your Daily Ferments Summit | Fermentation: The Forgotten Food Group exists to help change that. By bringing together leading voices in fermentation, nutrition, culinary arts, and wellness, the summit serves as the launchpad for a broader educational movement, inspiring people to confidently incorporate simple, delicious, and accessible fermented foods into everyday life while building a lasting global community around the power of fermentation.

*Fermentation history
spans thousands of years*



Audience Profile

Who will attend



Category

Description

Age

35–65+ years

Interests

Fermentation, Gut Health, Eco-Conscious, DIY, Homesteading, Cooking, Wellness, Nutrition, Biohacking, Functional Medicine, Natural Living

Location

Worldwide, Urban/Suburban/Rural

Spending Power

Medium/High

The Your Daily Ferments audience is composed primarily of women ages 35 to 65+ who actively invest in their health, their families, and the food they prepare. They are curious, lifelong learners who value natural wellness, evidence-informed education, and practical skills they can apply at home. Many are home cooks, gardeners, wellness enthusiasts, homesteaders, or caregivers seeking accessible ways to improve long-term health through nutrition. They are highly engaged consumers with a strong affinity for premium ingredients, kitchen tools, sustainable products, books, and educational experiences. Rather than chasing trends, they seek trusted experts and lasting solutions, making them an exceptionally loyal audience that values authenticity, quality, and brands that align with their commitment to healthier living.

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Why Partner With Us?



Education

Become a part of our highly trusted educational content.

Visibility

Reach a highly engaged audience

Credibility

Align with one of the most trusted names in fermentation.

Longevity

Benefit from evergreen educational assets long after the summit ends.

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Partnership Opportunities

Partnership with Kombucha Kamp for the Your Daily Ferments Summit is **so much more** than just a single event. It is a multimedia partnership spanning a wide array of evergreen content and promotional opportunities designed to enhance your visibility.



Bubbles• Member Update | Blood Orange Has Arrived!



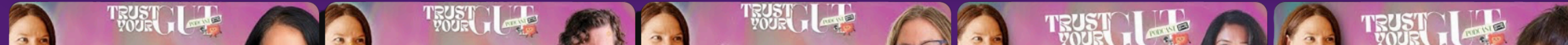
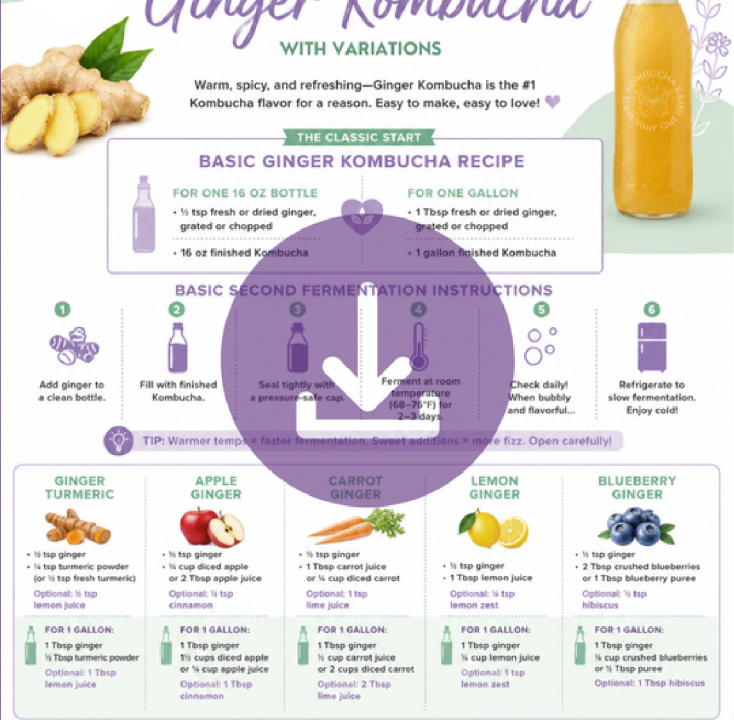
We're excited to announce our newest premium content release:
🍊 Blood Orange Kombucha

Including two incredible member-exclusive recipes:

- 🍹 Blood Orange Kombucha Italian Soda
- 🍹 Rock The Casbah Blood Orange Kombucha

The Italian Soda is bright, refreshing, and endlessly drinkable.

- ☐ Kombucha, Fermented Foods & the Human Microbiome
- ☐ Secrets of Kombucha Tea
- ☐ Continuous Brewing EZ Upkeep
- ☐ Continuous Brewing – EZ Setup for Brewing Success
- ☐ Konsultation Klub Sessions



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Category Exclusivity



*How this Benefits Partners,
Audiences, and Kombucha Kamp*

When you partner with Kombucha Kamp, you are welcomed into a powerful educational ecosystem backed by products and content that have been trusted for over 20 years. Your support has the opportunity to earn you exclusivity with our audience through email outreach, digital marketing, social media content, and through the various media channels in which we operate.

At Kombucha Kamp, we view our partnerships as an opportunity to build connections that will produce **win/win/win** results... *much like the Kombucha SCOBY itself.*

Partners

"Official Sponsor of
KKamp Fermenters

Continuing traffic and
support via KKamp's
multimedia ecosystem



Audiences

Powerful
recommendations for
products and services
that are backed by a
brand they trust.



KKamp

Partnerships built to
last and seamlessly
integrated into our
ecosystem in an easy to
implement and trust
building way.

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Kombucha Kamp & Your Daily Ferments Partnership Opportunities

FOUR TIERS. ONE MISSION.

Partner with us to *inspire healthier lives and build the future of fermentation.*



FOUNDING STRATEGIC PARTNER

\$10,000 INTRODUCTORY RATE (\$15,000 VALUE)

PREMIER ECOSYSTEM PARTNER
The highest level of visibility, integration, and impact across our entire platform.



ANNUAL BENEFITS

Website and Brand Visibility

- Homepage hero placement in a rotating partner banner for 12 months
- Premier logo placement on the Summit homepage and partner page
- Premier logo placement on the Trust Your Gut Podcast partner page
- Linked logo in the website footer for 12 months
- Category exclusivity throughout the 12-month partnership
- First right of refusal for the same category during renewal



Your Daily Ferments Summit

- Presenting-partner recognition throughout the Summit
- Logo included in every Summit email
- Logo included on Summit registration and viewing pages
- One dedicated partner email to registered Summit attendees
- One 30-60 second sponsor message or video included in each day's primary Summit broadcast
- Verbal recognition during the Summit opening and closing programs
- One featured interview, demonstration, or educational presentation
- One product showcase or sponsored educational segment
- Product inclusion in an attendee giveaway, when appropriate
- Up to two complimentary Summit registrations for the partner's team or guests



Trust Your Gut Podcast and YouTube

- Sponsorship of four podcast episodes per year
- One founder or expert interview
- One additional product demonstration, recipe, or educational video
- Verbal sponsor acknowledgment in each sponsored episode
- Logo and linked brand mention in the show notes of each sponsored episode



Strategic Collaboration

- Two annual strategy and collaboration meetings with Hannah and the Your Daily Ferments team
- Priority consideration for new educational projects and live events
- Annual renewal priority and first right of refusal



Newsletters and Email

- One dedicated partner email per year
- Four featured placements in regular newsletters
- Logo or linked brand acknowledgment in an additional six newsletters
- Inclusion in all relevant Summit promotional email campaigns



Social Media

- Four dedicated social media posts per year
- Eight additional story, reel, tag, or community mentions
- One collaborative giveaway campaign
- Reasonable resharing of relevant educational partner content throughout the year



Educational Content and Resources

- Inclusion in up to three relevant recipes, educational videos, or resource guides
- One custom co-created educational article, recipe, guide, or downloadable resource
- Premier placement in the relevant Your Daily Ferments resource guide
- Opportunity to provide products for demonstrations, recipes, and educational content

MAXIMUM IMPACT. CATEGORY LEADERSHIP.
Be the brand our audience sees, trusts, and remembers.



PREMIER PARTNER

\$5,000

BENEFITS



Prominent logo placement in:

- Summit
- Partner pages
- Featured emails



Featured in 1-2 educational videos or recipes



Resource guide mention



Podcast sponsorship

- One episode (pre or post)



Social media mentions



Giveaway inclusion or dedicated social post



Inclusion in summit emails



Community shout-outs



Category consideration with priority placement



MEANINGFUL EXPOSURE THAT DRIVES AWARENESS AND ACTION.
Connect. Educate. Inspire.



SUPPORTING PARTNER

\$2,500

BENEFITS



Logo on partner page



Recognition in summit emails



Mention in one or more educational recipes or resource guides



Social media mention



Newsletter recognition



Inclusion in one summit email



Community recognition



Giveaway inclusion



Non-exclusive partnership opportunity



GREAT VALUE. REAL REACH. COMMUNITY IMPACT.
Be part of the movement.



COMMUNITY PARTNER

\$250

BENEFITS



Listed on Partner Page with website link



Recognition in the Summit experience



Newsletter recognition



Logo in community acknowledgements



Helps fund the fermentation movement and our educational mission



SMALL INVESTMENT. BIG IMPACT.
Together we change the world one gut at a time.

THE YOUR DAILY FERMENTS ECOSYSTEM



THE BOOK
Your Daily Ferments (Spring 2027)

**THE SUMMIT**

- Expert interviews
- Live Q&A
- Community

**THE PODCAST**
Trust Your Gut (YouTube)

**VIDEOS & RECIPES**
Educational content that empowers

**RESOURCE GUIDES**
Expert-backed guides & downloads

**NEWSLETTERS**
Engaged, loyal audience that takes action

**OUR COMMUNITY**
A thriving community of fermentation lovers



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Our Partnership Philosophy: Education First. Always.

We don't create
advertisements.

We create quality
educational experiences.

*Quality Information.
Quality Supplies.
Quality Support.*

The Kombucha Kamp audience trusts us because our recommendations are valuable, timely, and relevant to their goals and interests.

Fermentation extends far beyond the cultures that we offer... it is often just the starting point for a larger conversation surrounding health, wellness, and lifestyle.

Partner With Purpose.

We Grow Together.

Your Daily Ferments is more than a book—it's the foundation of a thriving fermentation ecosystem reaching passionate, health-conscious people around the world.

AS A PARTNER, YOU BECOME PART OF:



A MOVEMENT

Inspiring real food, real health, and real connection.



A TRUSTED ECOSYSTEM

Built on education, transparency, and community.



MEANINGFUL IMPACT

Supporting the revival of fermentation for a healthier future.



GLOBAL REACH

Our audience is engaged, loyal, and ready to take action.



TOGETHER, WE CAN CHANGE THE WORLD ONE GUT AT A TIME.™

THE YOUR DAILY FERMENTS ECOSYSTEM

One book. Many touchpoints. Endless opportunities to connect, educate, and inspire.



MORE THAN EXPOSURE. REAL VALUE.

When you partner with us, you gain more than visibility—you gain impact, connection, and long-term value.



INCREASED VISIBILITY

Showcase your brand to a highly engaged audience across multiple platforms.



TRUSTED ASSOCIATION

Align your brand with quality, education, and a mission people care about.



ENGAGED COMMUNITY

Connect with an audience that is passionate, loyal, and influential.



MEASURABLE IMPACT

Drive awareness, traffic, and results through strategic integration.



BE PART OF THE MOVEMENT

Help us bring the benefits of fermentation to more people, everywhere.

LET'S FERMENT A BETTER FUTURE.

We'd love to explore how we can create something meaningful together.

Your mission. Our platform. Real impact.

Together.



affiliate@kombuchakamp.com