

Collaboration

Sponsorship

Exposure

KombuchaKamp

Your Daily Ferments Festival

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](#)

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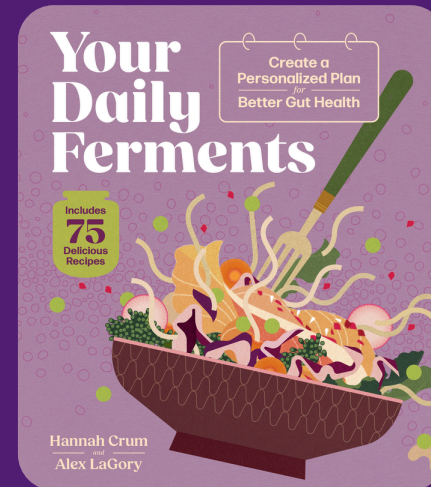
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Your Daily Ferments



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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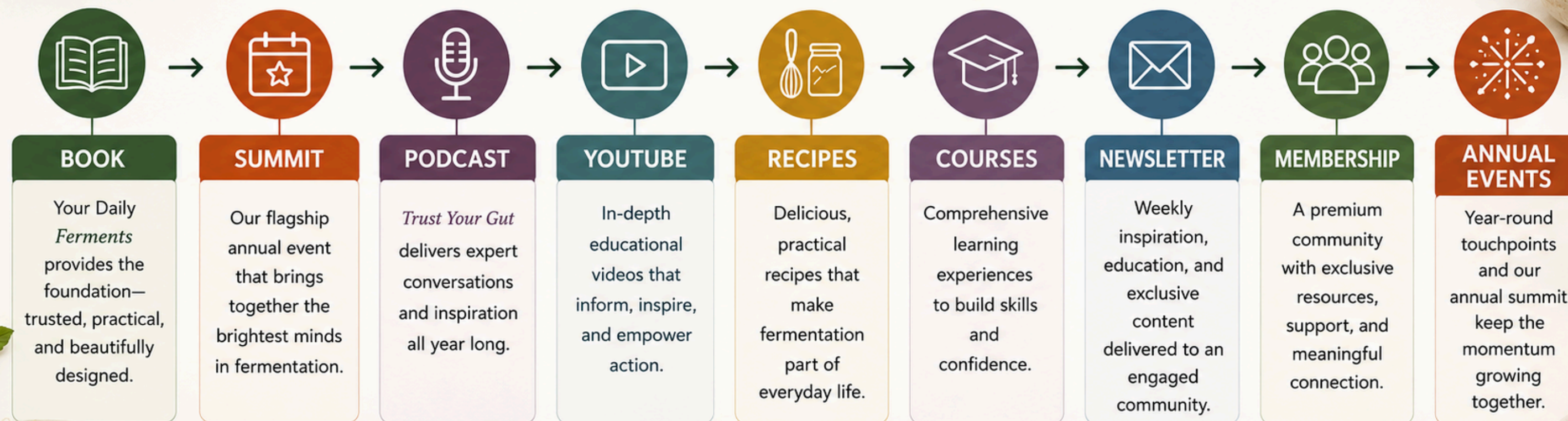
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Your Daily Ferments

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!



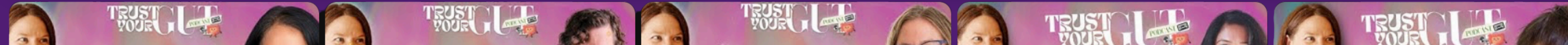
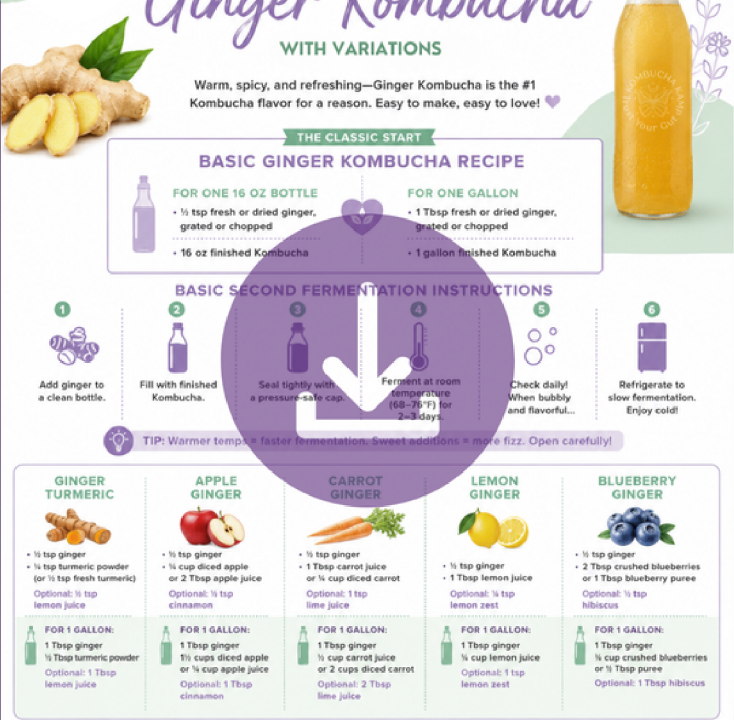
We're excited to announce our newest premium content release:
🍊 Blood Orange Kombucha

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.

YOUR DAILY FERMENTS • PARTNERSHIP 01

Founding Strategic Partner

\$10,000 / YEAR
(\$15,000 Value)

Year-round visibility, integration and collaboration across the entire ecosystem.

12-MONTH TERM • PREMIER LEVEL

SIGNATURE ADVANTAGES

- 01 Category exclusivity
- 02 Summit presenting partner
- 03 Two strategy sessions

Maximum impact. Category leadership.

PREMIER ECOSYSTEM PARTNERSHIP

Maximum visibility. True collaboration.

Website & brand visibility

12-month hero + footer
Premier web placements
Exclusivity + renewal priority

Summit

Presenting partner throughout
Every Summit email + key pages
1 dedicated attendee email
Daily 30–60 sec message
Featured education + showcase
Giveaway opportunity + 2 passes

Podcast + YouTube

4 sponsored episodes
Founder/expert interview + video
Verbal recognition + linked notes

Newsletters & email

1 dedicated partner email
4 features + 6 acknowledgments
All Summit campaigns

Social media

4 dedicated posts + 8 mentions
Giveaway + relevant reshares

Educational content

Up to 3 contextual features
1 co-created resource
Premier guide + product integration

Strategic collaboration

2 annual strategy sessions
Priority projects + live events
Renewal priority + first refusal

YOUR DAILY FERMENTS • PARTNERSHIP 02

Premier Partner

\$5,000 / YEAR
(\$7,000 Value)

Year-round visibility across Summit, podcast, email, social and educational content.

12-MONTH TERM • YEAR-ROUND REACH

SIGNATURE ADVANTAGES

- 01 Prominent Summit presence
- 02 Two podcast sponsorships
- 03 Featured education

Connect. Educate. Inspire.

MEANINGFUL YEAR-ROUND VISIBILITY

Meaningful exposure that drives action.

Website & brand visibility

12-month linked Summit logo
Relevant pages + resource guide
Priority category placement
Exclusivity not guaranteed

Summit

Prominent recognition throughout
4 Summit emails + featured placement
30-sec message in one broadcast
One live verbal recognition
Giveaway opportunity + 1 pass

Podcast + YouTube

2 sponsored episodes
Interview, demo or showcase
Verbal recognition + linked notes

Newsletters & email

2 featured newsletter placements
4 added acknowledgments
Included in 4 Summit emails

Social media

2 dedicated posts + 4 mentions
Giveaway/collaborative campaign

Educational content

Up to 2 contextual features
Featured in 1 resource guide
Products for demos + education

YOUR DAILY FERMENTS • PARTNERSHIP 03

Supporting Partner

\$2,500 / YEAR

Targeted visibility across Summit, email, social and educational content.

12-MONTH TERM • TARGETED REACH

SIGNATURE ADVANTAGES

- 01 Linked Summit presence
- 02 Featured email recognition
- 03 One educational inclusion

Great value. Real reach.

TARGETED VISIBILITY & RECOGNITION

Targeted reach. Meaningful recognition.

Website & brand visibility

- 12-month linked Summit logo
- Community acknowledgments
- 1 resource-guide listing
- Non-exclusive partnership

Summit

- Partner-page + closing recognition
- 2 Summit emails
- 1 featured email mention
- Giveaway opportunity + 1 pass

Newsletters & email

- 1 featured newsletter placement
- 2 added acknowledgments
- Included in 2 Summit emails

Social media

- 1 dedicated post + 2 mentions

Educational content

- 1 contextual content inclusion
- Product opportunity for demos or giveaways

YOUR DAILY FERMENTS • PARTNERSHIP 04

Community Partner

\$250 / YEAR

For small fermentation businesses, educators, farms and organizations supporting the movement.

12-MONTH TERM • COMMUNITY SUPPORT

SIGNATURE ADVANTAGES

- 01 12-month linked listing
- 02 Summit recognition
- 03 Digital partner badge

Small investment. Big impact.

COMMUNITY RECOGNITION

Visible support for a growing movement.

Partner page & Summit

12-month name + linked logo
Website link on partner page
Summit acknowledgments
Logo on 1 Summit page/slide

Collective visibility

1 collective newsletter recognition
1 collective social thank-you

Digital partner badge

Digital Community Partner badge
For website + social use

Community contribution

Offer a discount, resource
or giveaway opportunity
Non-exclusive partnership

Passport Program Add-On

Be added to the Festival Passport for
an additional \$250

YOUR DAILY FERMENTS • THE ECOSYSTEM

One Connected Ecosystem

YEAR-ROUND

A year-round platform connecting education, trusted voices and community action.

BOOK • SUMMIT • MEDIA • COMMUNITY

WHY IT MATTERS

01 Multiple touchpoints

02 Trusted education

03 Engaged community

Four levels. One mission.

YEAR-ROUND ECOSYSTEM

Seven touchpoints. One shared mission.

The Book

Your Daily Ferments
Arriving Spring 2027

The Summit

Expert interviews + demonstrations
Live conversations + Q&As
Community connection

Trust Your Gut

Long-form conversations
Podcast + YouTube education

Newsletters

Direct audience access
Fermentation, food + wellness
Microbial health

Videos & recipes

Practical fermentation education
that empowers people to act

Resource guides

Trusted recommendations
Downloads + sourcing information
Partner resources

Our community

Global fermentation network
Educators, makers
+ mission-aligned brands

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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

