A WEBINAR PACKAGE YOU Want TO INVEST IN

With the Food Institute’s campaign, a sponsor gets more than just sales leads - they get **multiple opportunities to build brand awareness** over a period of weeks and months. Something that's harder to replicate with any other type of communication.

**FOUR DISTINCT GOALS:**
1. Raise brand awareness
2. Educate the marketplace
3. Achieve measurable results
4. Produce a bigger list of named sales prospect contacts.

**GET NOTICED!**

Over 5,700 followers on social media platforms

Average **6,100 impressions** per day

**AVERAGE WEBINAR REGISTRANTS** | **AVERAGE WEBINAR EMAIL IMPRESSIONS** | **AVERAGE WEBINAR PAGE VIEWS**
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292 | 1619 | 662

Sponsoring a webinar with The Food Institute makes it easy to expand the reach of your brand, broadcasting to an audience that is interested and attentive. Our members and followers represent a cross-section of the food industry, one that you won’t find anywhere else. **Our daily newsletters reach over 9,000 food industry executives daily!**

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WHAT DOES SPONSORSHIP INCLUDE?

PRE-REGISTRATION:

• Utilize all digital channels to promote the webinar and include a clickable text link or logo for the sponsor. This now includes: email, website, banner ads, LinkedIn, Twitter and Facebook.
• Create highly branded emails and registration pages that include relevant content to encourage registrations.
• A feature in at least four promotional emails prior to the event, at least six banner ads, and mentions in at least four social media posts on Twitter, Linkedin and Facebook.
• The online webinar registration page and all registrant reminder emails will include the sponsor logo and can explain the sponsor’s brand in more detail.

DURING THE WEBINAR:

• Rotating slides in the webinar lobby will include sponsor details and logo.
• The sponsor’s logo will appear in one or more slides during the presentation.
• The moderator will mention the sponsor in the introduction and in closing remarks. A one- or two-minute sponsored message in the middle of the webinar may also be available.

POST WEBINAR:

• Webinar survey
• Sponsor logo included in registrant thank-you email.
• On-demand version is available and can be shared by sponsor.
• Sponsor receives CD-ROM with presentation, registration and survey responses.