



# SPONSORSHIP

## 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 **5,400 followers** on social media platforms



Average of **865 impressions** per post

### AVERAGE WEBINAR REGISTRANTS

**220**

### AVERAGE WEBINAR EMAIL IMPRESSIONS

**1619**

### AVERAGE WEBINAR PAGE VIEWS

**956**

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 4,000 food industry executives daily!**

| PAST WEBINAR STATS                              | REGISTERED | PAGE VIEWS | ATTENDEES |
|---|------------|------------|-----------|
| Please Bug Me...The Next Protein Trend          | 156        | 373        | 66        |
| Future of Food Retailing                        | 411        | 1394       | 186       |
| Food Industry M&A Hitting Record Heights        | 161        | 583        | 91        |
| Private Equity Involvement in the Food Industry | 146        | 1012       | 69        |

# 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 with sponsor input.
- 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.



### Contact us

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