

2022

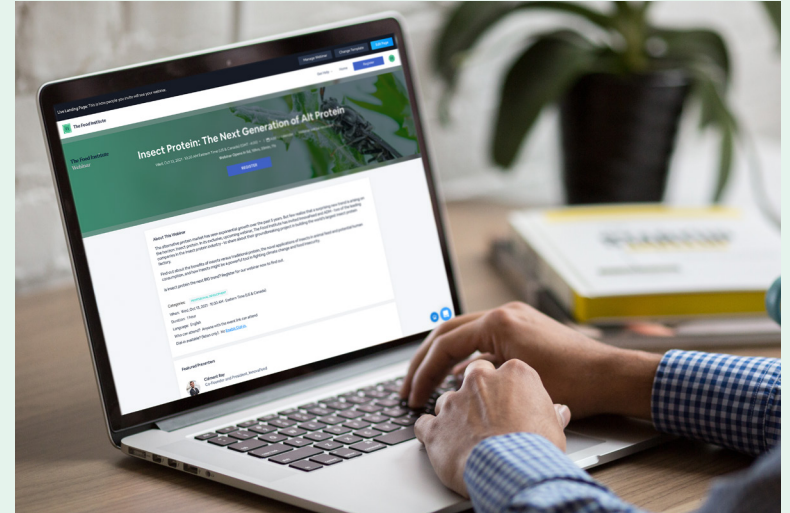
# The Food Institute Webinar Sponsorship

Expand the Reach  
of Your Brand



# Webinar Sponsorship

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 reach is to over 15,000 food industry executives daily!



## BY THE NUMBERS



400

Average webinar registrants

8,500

Average webinar email impressions

2,000

Average webinar page views

## PAST WEBINAR STATS

Webinar	Registered	Page Views	Attendees
<b>The Future of Plant-Based Foods</b>	465	1,684	246
<b>What's Ahead in 2021</b>	454	1,590	245
<b>AI, Automation and Their Impact on the Food Industry</b>	330	2,213	150
<b>State of the Protein Industry: A Panel Discussion</b>	415	1,768	199

## GET NOTICED

10,000+

Followers on social media platforms

6,000+

Impressions per day

# What Does Sponsorship Include?

## Pre-registration

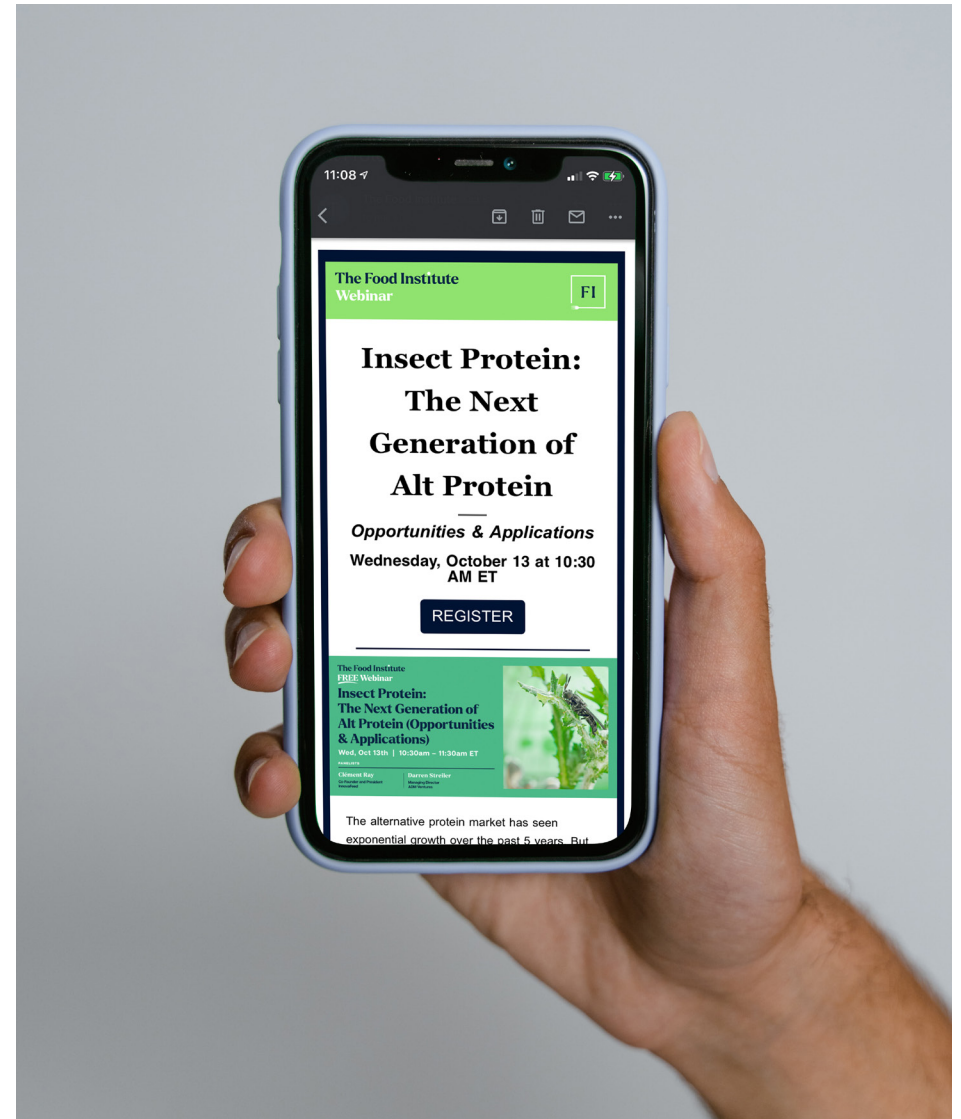
- Utilize all digital channels to promote the webinar and include a clickable text link or logo for the sponsor. This now includes: email, website, banner ads, LinkedIn, Twitter and Facebook.
- Create highly branded emails and registration pages that include relevant content to encourage registrations.
- 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.

## Post Webinar

- Webinar survey
- Sponsor logo included in registrant thank-you email.
- On-demand version is available and can be shared by the sponsor.





The Food Institute

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