



# 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 **5,700 followers** on social media platforms



Average **6,100 impressions** per day

### AVERAGE WEBINAR REGISTRANTS

**292**

### AVERAGE WEBINAR EMAIL IMPRESSIONS

**1619**

### AVERAGE WEBINAR PAGE VIEWS

**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!**

PAST WEBINAR STATS	REGISTERED	PAGE VIEWS	ATTENDEES
An Honest Look at 2019 Food Industry Trends	304	623	144
Future of Food Retailing	349	716	156
Cannabis in the Food and Beverage Industry	352	623	144
Why Retail is a Bright Spot in M&A	166	684	60

# 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.



### Contact us

[www.foodinstitute.com](http://www.foodinstitute.com)  
(201) 791-5570  
[fi@foodinstitute.com](mailto:fi@foodinstitute.com)

### The Food Institute

10 Mountain View Rd.  
Suite S125  
Upper Saddle River, NJ 07458