



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 **10,000 followers** on social media platforms

Over **6,000 impressions** per day

AVERAGE WEBINAR REGISTRANTS

400

AVERAGE WEBINAR EMAIL IMPRESSIONS

8,500

AVERAGE WEBINAR PAGE VIEWS

2,000

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!**

PAST WEBINAR STATS	REGISTERED	PAGE VIEWS	ATTENDEES
The Future of Plant-Based Foods	465	1,684	246
What’s Ahead in 2021	454	1,590	245
AI, Automation and Their Impact on the Food Industry	330	2,213	150
State of the Protein Industry: A Panel Discussion	415	1,768	199

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.



Contact Us

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