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**

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

**GET NOTICED**

- **10,000+**
  Followers on social media platforms

- **6,000+**
  Impressions per day
The Food Institute

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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