



# BEYOND CELIAC 2023 DIGITAL SPONSORSHIP OPPORTUNITIES



## ○ TOWN HALL SERIES

Throughout the year, Beyond Celiac hosts in-depth conversations with top experts in the field of celiac disease — including clinicians, scientists and advocates — as we aim to answer big questions about this serious autoimmune disease. Hour-long Town Halls are held live via Zoom and recorded, attracting between 500-1,500 registrants. The Town Hall conversations then become content for the Celiac Straight Talk Podcast and/or YouTube replay. Sponsor opportunities include logo placement in promotions and verbal recognition.

## SPONSORED EBLASTS OF EDUCATIONAL RESOURCES

Beyond Celiac sends regular emails to targeted demographic segments to provide specialized content of interest related to celiac disease and gluten-free living. We offer the opportunity to have your ad or logo included with content-rich emails sent regularly to those who are newly-diagnosed, parents of children with celiac disease and people who are interested in celiac disease research and science.



## ○ PAID ADVERTISING ON SOCIAL MEDIA

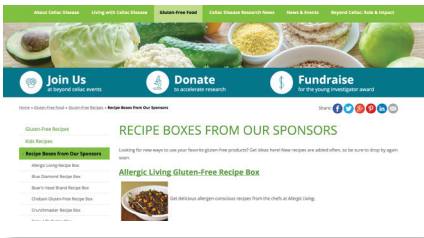
Our community is a dedicated, niche community of people affected by celiac disease and gluten sensitivity. Instagram ads and Facebook boosted posts and ads provide an opportunity to speak directly to the audience your product benefits.

## PRODUCT REVIEWS

Our community loves to learn about gluten-free products available to them. Product reviews are featured on the BeyondCeliac.org gluten-free diet page (7,000 visits monthly) and on social media (Facebook, Twitter and Instagram). A Beyond Celiac staff member or ambassador will review your product.

## CELIAC STRAIGHT TALK PODCAST

With 35,000 downloads in 2022, the Celiac Straight Talk podcast addresses topics of great importance to the Beyond Celiac community. Sponsor opportunities include mentions in promotions and verbal recognition.



## ○ GLUTEN-FREE RECIPES

Our community loves trying new gluten-free recipes and searching for ways to make their favorite dishes safe. Recipes are featured on our popular recipe listings section, our social media pages, and our monthly e-newsletter.

## GO BEYOND CELIAC INSIGHT

Get your marketing materials in front of the over 8,000 members of our Go Beyond Celiac patient registry. These participants are highly engaged and interested in research.

## FACEBOOK LIVE

On demand, we produce 20-30 minute live videos related to topics of interest to the Beyond Celiac community. The content is relevant and fresh, determined on a rolling basis. Sponsor opportunities include logo placement in promotions, logo and product on-screen for duration of video and verbal recognition.

## DOWNLOADABLE DIGITAL RESOURCES

Sponsor our popular downloadable digital toolkits like our Getting Started Guide or Supporting Children with Celiac Disease. Sponsorship will include a logo and link on the landing page, logo and full-page ad in the toolkit, and a dedicated marketing email in the follow-up post-download workflow. Ask about our complete list of toolkits available for sponsorship.



## MONTHLY ADVERTISING ON WEBSITE AND NEWSLETTER

The Beyond Celiac website receives 170,000-200,000 visits monthly. Our partners can advertise on the interior pages of the website by adding a stylized tile ad on the bottom of the page. Our monthly eNewsletter is sent via email to a growing list of nearly 50,000 opted-in email addresses. This monthly email includes abbreviated content that leads to the full newsletter on our website. The opportunity to advertise in the eNewsletter includes a linked logo in the email and a banner ad on the online version.

## ○ CELIAC AWARENESS MONTH | MAY

This month-long campaign will generate awareness about celiac disease. During the month of May, our website and social channels experience increased visibility.

## BEYOND CELIAC SPONSORSHIP OPPORTUNITIES\*

### ANNUAL PACKAGES:

#### PLATINUM: \$50,000 Annual Sponsorship

- Prominent ad space on website pages
- Website recognition on Beyond Celiac Sponsor Page
- Celiac Awareness Month Digital Sponsor
- Four (4) Sponsored Facebook social media posts
- Four (4) dedicated e-blasts to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of three (3) items from the Sponsor Options Menu

#### DIAMOND: \$25,000 Annual Sponsorship

- Prominent ad space on website pages
- Website recognition on Beyond Celiac Sponsor Page
- Four (4) Sponsored Facebook social media posts
- Four (4) dedicated e-blasts to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of two (2) items from the Sponsor Options Menu

#### CHAMPION: \$10,000 Annual Sponsorship

- Website recognition on Beyond Celiac Sponsor Page
- Two (2) Sponsored Facebook social media posts
- Two (2) dedicated e-blast to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of one (1) item from the Sponsor Options Menu

#### FRIEND: \$5,000 Annual Sponsorship

- Website recognition on Beyond Celiac Sponsor Page
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- One (1) sponsored social media post (choice of Facebook or Instagram) featuring product reviews
- Your choice of one (1) item from the Sponsor Options Menu (\$2,000 value)

### SPONSOR OPTIONS MENU:

#### \$5,000 VALUE FOR EACH

- One Month-long social media campaign (of platform of your choice) featuring your product(s)
- Square Ad on the bottom of most Beyond Celiac website pages (6 months)
- Town Hall Webcast Sponsor (3)

#### \$2,000 VALUE FOR EACH

- Recipe of the Week product placement on website and social media platforms (6 times/year)
- Recipe Box Sponsor
- Product giveaway specific posts on social media Facebook (2 posts) or Instagram (6 posts)
- Dedicated e-blast promotions featuring your products (2)
- Sponsorship of podcast episode (archived and downloadable)
- Sponsorship of Town Hall webcast or Facebook Live event featuring your products/recipes
- E-survey (produced by your company) distributed to the Beyond Celiac community
- Ad space in the Beyond Celiac monthly e-newsletter (12)

#### AD SIZES:

- Website footer: 500x500 pixels
- Newsletter banner online: 1000x160
- Instagram post: 1080x1080
- Facebook post: 940x788
- Twitter: 1600x90

*\*All products must be 3rd party certified, reliably gluten-free*



## LET'S WORK TOGETHER

Beyond Celiac looks forward to working with you. This is a sample listing of the components we offer our sponsors. From it, we can create a custom program based on your organization's specific goals and interests.

Contact **Mary Kate Carofano, Chief Advancement Officer** • 267.419.2110 • [mkcarofano@beyondceliac.org](mailto:mkcarofano@beyondceliac.org)