

# Unlock the potential of food:

📍 Find a Dietitian.

Nutrition Month Campaign 2023  
Sponsorship Opportunities

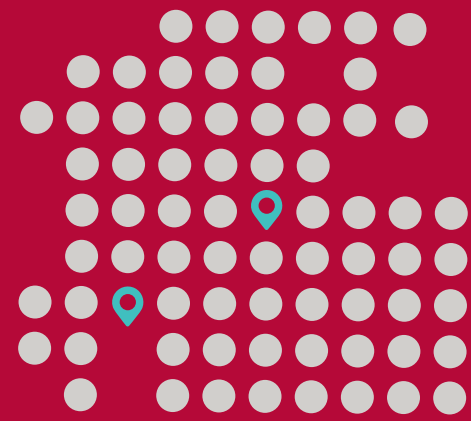




Dietitians of Canada has led Nutrition Month since 1986. This annual campaign is a continued success thanks to the support of hundreds of dietitians, students and others who come together to spotlight the importance of healthy

eating and the role of dietitians. Dietitians remain the most credible source of food and nutrition information and Nutrition Month is the Dietitians of Canada's public awareness and advocacy campaign.

# 2022 Campaign & Results



## Campaign Summary

The Nutrition Month 2022 campaign Unlock the Potential of Food: Ingredients for a healthier tomorrow provided an opportunity for dietitians to showcase their skills and expertise and demonstrate how they work every day to create sustainable change across the food system.

### Traditional Media

Throughout March 2022, dietitians reached millions of Canadians through media stories on TV, radio and in print.

135

Media Stories

24.5m

Media Impressions

## Nutrition Month Resources

Thousands of Canadians downloaded the Nutrition Month resources, including the [Activity and Ideas Guide](#) and the [Recipe e-Book](#), where sponsor recipes were featured together with recipes from DC members.

17,235

Downloads of Recipe e-book

12,414

Downloads of Activities and Ideas Guide

### Social Media

Thousands of posts on Twitter, Facebook, and Instagram highlighted how dietitians play an active leadership role in areas such as food security, food literacy, food sovereignty, sustainable food choices and nutrition care and prevention. All with the goal of creating a healthier tomorrow, when working with their patients, clients, communities, or the population at large!

2.4m

Social Media Impressions

130k

Social Media Engagement

# Cookspiration Website Yearly Performance\*

479,409

Annual Page Views

1 min.

Average time on page

82.3%

New Visitors

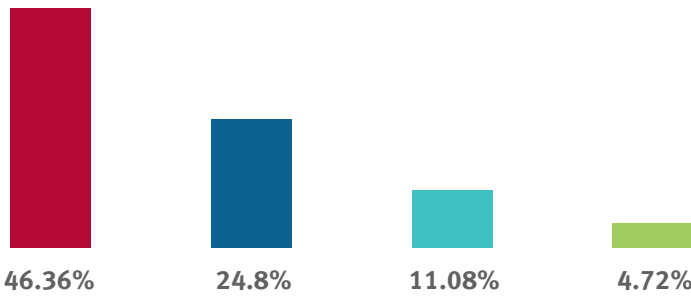
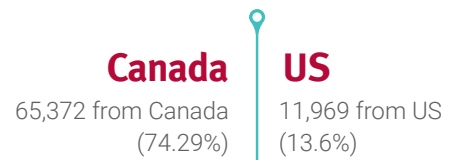
17.7%

Returning Visitors



26.2%  
Male

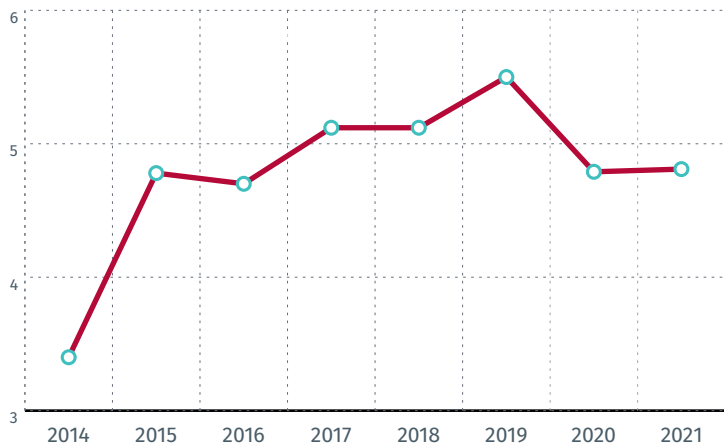
73.8%  
Female



Directly from URL    FaceBook    Unlockfood.ca    Google Search

## Cookspiration YOY Metrics

Page Views x100,000



\*2020



# Dietitians unlock food's potential & support healthy living for all Canadians.

Once a year, a special day is dedicated to dietitians across Canada, who are celebrated as regulated health care professionals, committed to using their specialized knowledge and skills to translate the science of nutrition into terms everyone can

understand. Dietitians Day, [[March 15, 2023](#)] helps raise the profile of all dietitians and encourages and attracts others to this profession to help shape the future of eating and healthy living.



# Why Should you be a Part of This Exciting & Unique Campaign?

This event takes place only once per year in March. Make sure you don't miss this great opportunity to partner with the broader community of dietitians in Canada.



## Reach an influential audience

Dietitians influence the purchasing decisions and work in a range of settings. They also appear in the media and are highly regarded and trusted for their unique expertise.



## Raise brand awareness and visibility

Position your organization as a committed supporter of what dietitians do to support advancing the health of Canadians through food and nutrition.



## Consumer perception

Your company can be seen as a leader in food and nutrition, committed to healthy eating and to the important work of Canadian dietitians.



## Strengthen your business profile

By supporting Nutrition Month, you celebrate the importance of healthy eating for all Canadians and position dietitians as the most credible source of food and nutrition information.



## Enhance your content strategy

Nutrition Month will give you the opportunity to expand your content strategy by finding and identifying relevant audiences to target. All campaign materials are produced in English and French.

**Check out the 2022 Nutrition Month Campaign!**



# Opportunities

## Target Audience

Dietitians, who work in Administration, Clinics, Community, Public Health, Education, Academia, Research, Food Manufacturing/ Distribution/Retail, Government/Public Policy, Industry, Media/Marketing, Management and Private Practice/Client Counselling.

### Nutrition Month Sponsor

Five Spots Available | \$10,000

Join dietitians and other key stakeholders in celebrating the profession.

- Acknowledgement as Nutrition Month sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month DC member promotional messages (January - April).
- Recognition and logo placement on nutritionmonth2023.ca
- List one product in DC's Product and Innovation Showcase (12 consecutive months).
- Two sets of mailing lists (Excel) to be used before December 31, 2023.

### Social Media Toolkit

Three Spots Available | \$15,000

The Social Media Kit provides dietitians with the tools and resources to promote and share key Nutrition Month messages through social media.

- Acknowledgement as Nutrition Month sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month promotional messages (January - April).
- Recognition on nutritionmonth2023.ca as a Social Media Toolkit sponsor
- Corporate logo placement within the Social Media Toolkit
- List one product in DC's Product and Innovation Showcase (12 consecutive months).

### Dietitian Day Sponsorship

Two Spots Available | \$10,000

Be a part of the most important day in March and celebrate dietitians and their important role in unlocking the potential of food.

- Acknowledgement as Dietitian Day sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month promotional messages (January - April).
- Recognition and logo placement on nutritionmonth2023.ca
- Speaker sponsorship and an opportunity to put forward ideas on a speaker and topic that will help us celebrate the profession. Talk to us more!

# Opportunities

## Learning on Demand

Two Spots Available | \$50,000 Exclusive

Support and be a part of the professional development of dietitians across Canada.

\$40,000 Co-Sponsored

- Recognition on nutritionmonth2023.ca as a LOD Sponsor or Co-Sponsor
- Recognition on the LOD page as a platform sponsor
- 250 x 250 banner ad on the LOD main page - (4 months with 2 artwork changes)
- Sponsor curated sessions offered to members at no cost to them.

## Cookspiration Sponsorship

Two Spots Available | \$30,000

Be a part of [cookspiration.com](https://www.cookspiration.com), one of DC's fastest growing websites

- Acknowledgement as Nutrition Month Sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month promotional messages (January - April).
- Recognition as a Nutrition Month sponsor and logo placement on Cookspiration.com
- Feature two recipes on Cookspiration.com and have your recipe featured in multiple areas like Nutrition Month, Spotlight, and more!

**Add-Ons:** One recipe \$9,500 | Two recipes \$16,000 | Three recipes \$24,000

## Take Over Emails

Four Spots Available | \$8,900

Share your nutrition information directly to DC members, at a time when they are looking for new ideas and content to highlight to their patients, clients and communities leading up to and during NM 2023.

## Focus Groups

Three Spots Available | \$15,000

Gather invaluable insights directly from dietitians working in Administration, Clinics, Community, Public Health, Education, Academia, Research, Food Manufacturing/ Distribution/Retail, Government/Public Policy, Industry, Media/Marketing, Management and Private Practice/Client Counselling.

## Contact Us

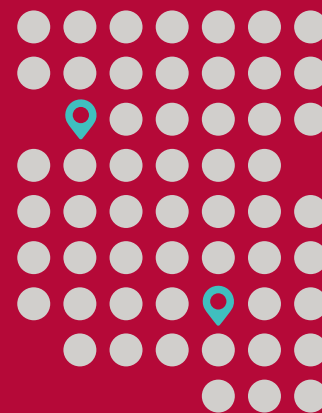


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# Sponsor Policy and Guidelines<sup>(1)</sup>



## Sponsors

Dietitians of Canada reserves the right to decide which organizations they will engage to be sponsors for Nutrition Month. The overall aim of the annual NM Campaign is to support the public's access to credible information from dietitians and to promote the role and value of the dietitian in supporting healthy eating patterns. Campaign sponsor products/services must contribute to this aim.

## Campaign Processes and Products

Dietitians of Canada reserves the right to control the contract process and decide on the public relations firm(s) and consultant(s) best suited to undertake and participate in various aspects of the campaign work. Dietitians of Canada oversees and retains ownership of the campaign processes including theme development and execution, timelines, and all campaign messages and materials. Dietitians of Canada provides final editorial approval on all resources produced, including those of Nutrition Month Sponsors.

## Sponsor Opportunities and Confirmation

All Sponsor opportunities are available on a first come, first-serve basis.

## Sponsor Confirmation

You will be contacted about Sponsor details, including an agreement (1) confirming your benefits to be signed and returned within 30 days upon receipt of the agreement.

## Sponsor Restrictions

Provision of sponsorship by Dietitians of Canada does not constitute endorsement of goods and/or services. Sponsors agree not to imply in any way to a third party that sponsorship constitutes endorsement of products or services. Nutrition Month Sponsors are not permitted to use the Dietitians of Canada name or logo.

## Recipe Submissions

Recipes to be included on Cookspiration must be in line with the aims of the campaign and Dietitians of Canada objective of advancing health through food and nutrition:

- Be provided in English and French, together with a suitable high-resolution photo of the final recipe product.
- Include the nutrient analysis for each recipe

NOTE: Branded ingredients/products (ie. Angie's Homegrown Basil) may be included in the recipe copy; however, recipe photos must not include branded product(s) or logos.

Details Not Listed – Dietitians of Canada reserves the right to develop or adapt sponsor opportunities not listed in this document.

*(1) This summary does not replace the contract agreement nor does it supersede DC's Private Sector Relationships – Principles and Guidelines.*

