

**2022 Nutrition Month Campaign
Sponsorship Opportunities**



**REACH MILLIONS OF CANADIANS BY
JOINING THE DIETITIANS OF CANADA'S
2022 NUTRITION MONTH CAMPAIGN**



Every year dietitians, students and other key stakeholders come together to make this annual campaign a huge success.

Building on forty years of increased awareness about the importance of healthy eating by identifying dietitians as the most credible source of food and nutrition information, Nutrition Month is the Dietitians of Canada's public awareness and advocacy campaign, which includes:

- Media relations: TV, radio and in print
- Digital engagement: Social and Web
- Dietitian resources and tools to activate in their various types of practice
- External Stakeholders through participation as *Official Communication Ambassadors*

A CAMPAIGN LIKE NO OTHER

The 2021 Nutrition Month Campaign centred on the idea that healthy eating looks different for everyone. The campaign highlighted how dietitians stand alongside patients, clients and communities, providing nutrition support and guidance.

Social Media

Nutrition Month participants and followers created thousands of posts in Twitter, Facebook, and Instagram highlighting the importance of how culture and food traditions, health conditions and personal circumstances all shape what is “Good For You” and how dietitians can help YOU find your healthy. DC’s social media campaign was seen by millions of people across the country and engaged with thousands of times.



Traditional Media

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

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.



WHY SHOULD YOU SUPPORT THIS EXCITING AND UNIQUE CAMPAIGN?



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

As you well know, public perception can make or break your business. Your company can be seen as a leader in food and nutrition, committed to healthy eating and to the 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.

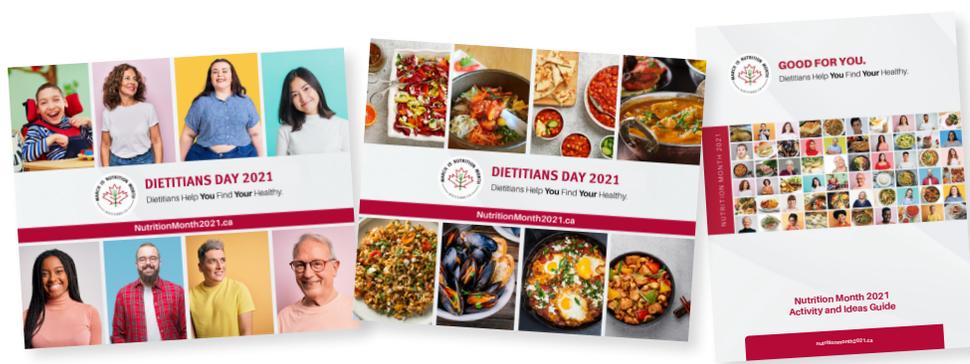


Enhance your Content Strategy

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.

Finally, this event takes place only once per year in March.

Check out the [2021 Nutrition Month Campaign!](#)



Dietitians Day

Once a year, a special day is dedicated to dietitians across Canada. This is the day to celebrate dietitians as regulated health care professionals, committed to using their specialized knowledge and skills to translate the science of nutrition into terms everyone can understand to unlock food's potential and support healthy living for all Canadians. Dietitians Day helps raise the profile of all dietitians and encourages and attracts others to the profession to help shape the future of eating and healthy living for all Canadians.

OPPORTUNITIES

Our marketing and sponsor opportunities are designed to meet a wide range of objectives and budgets. Choose from one or more of the opportunities outlined in this prospectus or feel free to contact us to customize your participation.

NUTRITION MONTH SPONSOR / FIVE SPOTS AVAILABLE – \$13,500

Join Dietitians and other key stakeholders in celebrating the importance of healthy eating.

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.

Benefits:

- Acknowledgement as Nutrition Month Sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month promotional messages (January - April).
- Recognition on nutritionmonth2022.ca
- Your corporate dietitian featured (website/Your Weekly Update or DC social media) during March 2022.
- List one product in DC's [Product and Innovation Showcase*](#) (12 consecutive months).
- Choose from one concierge mailing (you provide the creative in English and French for a 5x7 postcard and we take care of the rest) OR receive two sets of mailing lists (e-format) to be used before December 31, 2022.
- One question in the final Nutrition Month Survey.

TAKE OVER EMAILS (ADD-ON ITEM ONLY) / FOUR SPOTS AVAILABLE – \$7,500

Reach Dietitians of Canada members directly by sharing your message, news or spotlighting your preferred product.

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.

Benefits:

- Communicate, engage, and drive traffic to your website in a fast and effective way.
- Reach your target audience and align your brand with relevant Nutrition Month topics.

DIETITIANS DAY / FIVE SPOTS AVAILABLE – \$14,900

Be a part of Dietitians Day and help raise the profile of all dietitians. This celebration will encourage and attract others to the profession as well as help shape the future of eating and healthy living for all Canadians.

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.

Benefits:

- Widespread recognition as a Dietitians Day Sponsor in DC's weekly newsletter (Your Weekly Update) and other Nutrition Month promotional messages (January – April).
- Recognition on nutritionmonth2022.ca
- Special mention in all the activities related to Dietitians Day – including nation-wide events and/or promotion of educational and/or membership offers.
- Acknowledgement as a Dietitian Day Sponsor in celebratory video. Shared on social media or other digital channels.
- List two products in DC's [Product and Innovation Showcase*](#) (for six consecutive months).
- One mailing list (e-format) to be used before December 31, 2022.
- \$1,000 credit towards any other asset. For take-over emails, deployment available throughout March and outside of Dietitians Day.

**The Product and Innovation Showcase is available to DC members only.*

CAMPAIGN ACTIVATION GUIDE / FIVE SPOTS AVAILABLE – \$19,000

This guide provides background on the Nutrition Month campaign theme as well as ideas for activities, suggested resources and more. Over 12,000 downloads in 2021.

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. This campaign guide is also available to the public.

Benefits:

- High prominence and recognition as a Campaign Activation Guide Sponsor in this resource and associated webpage.
- Recognition on nutritionmonth2022.ca
- Corporate logo exposure as a Campaign Activation Guide Sponsor (your logo will be included in the guide).
- Choose one concierge mailing (you provide the creative in English and French for a 5x7 postcard and we take care of the rest) OR receive two sets of mailing lists (e-format) to be used before December 31, 2022.
- \$1,000 credit towards any other asset. For take-over emails, deployment available throughout March and outside of Dietitians Day.

CAMPAIGN RECIPE E-BOOK / FIVE SPOTS AVAILABLE – \$22,500

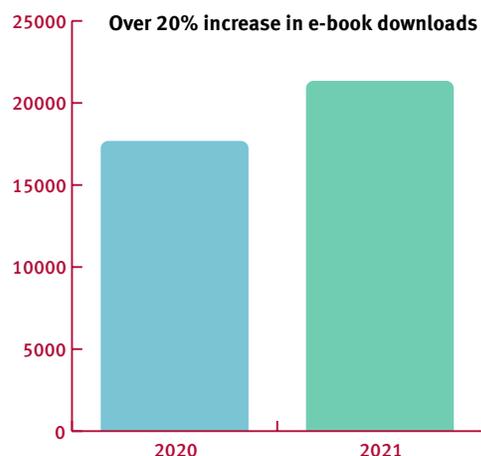
Downloadable e-book containing nourishing recipes from dietitians. Over 21,000 downloads in 2021! **Target audience:** the public.

Benefits:

- Include up to three recipes (recipes must be approved by DC, see sponsor policies and guidelines page 6 of this prospectus)
- Corporate logo exposure as a Recipe e-Book Sponsor.
- High prominence and recognition as a Campaign Recipe e-Book Sponsor in this resource and associated webpage.
- Recognition on nutritionmonth2022.ca
- \$1,000 credit towards any other asset. For take-over emails, deployment available throughout March and outside of Dietitians Day.

ADD-ON VIDEOS / FIVE SPOTS AVAILABLE – \$12,500 each

Feature your recipe through video (for e-book sponsors only). As with all Nutrition Month resources, recipes and videos will be available in English and French.



SOCIAL MEDIA TOOLKIT / FIVE SPOTS AVAILABLE – \$22,500

The kit gives tools and resources to promote and share key Nutrition Month messages through social media.

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. This toolkit is also available to key stakeholders and the public.

Benefits:

- High prominence and recognition as a Social Media Toolkit Sponsor in this resource and associated webpage.
- Recognition on nutritionmonth2022.ca
- Corporate logo exposure as a Social Media Toolkit Sponsor.
- Choose from one concierge mailing (you provide the creative in English and French for a 5x7 postcard and we take care of the rest) OR receive two sets of e-mailing labels to be used before December 31, 2022.
- \$1,000 credit towards any other asset. For take-over emails, deployment available throughout March and outside of Dietitians Day.

NUTRITION MONTH LOGO

Available to those sponsors whose assets value exceeds \$95,000.



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

SPONSOR POLICY AND GUIDELINES⁽¹⁾

Sponsors – Dietitians of Canada reserves the right to decide which organizations they will engage to be sponsors for Nutrition Month. The overall aim of DC’s annual Nutrition Month public 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 materials. Dietitians of Canada provides final editorial approval on all resources produced.

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.

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. Sponsors may have the right to use the official Nutrition Month logo (available in French and English) depending on the sponsorship agreement and only with approval and written permission.

Recipe Submissions – Recipes to be included in campaign resources must be in line with the aims of the campaign and Dietitians of Canada’s 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. X Brand’s Homegrown Basil) may be included in the recipe copy; however, recipe photos must not include branded product(s) or logos.

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.

Contact us for more information and to reserve your spot!



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